14% AOV Uplift

390% Conversion Increase

Soyaconcept enhances brand values with Shopbox AI

Project Overview

Apparel and Fashion | Shopify

www.soyaconcept.dk

About Soyaconcept

Soyaconcept offers fashionable, high-quality womenswear, launching six collections yearly. Embracing sustainability is a core value and everything it sells is high quality and long-lasting.

> **"Many of our customers are uncomfortable with technology. Our objective, therefore, was to make the online shopping experience 'comfortably uncomplicated', just like our fashion."**
>
> **Britt Kristensen,** Marketing and eCommerce Manager, Soyaconcept

Implementation

Shopbox AI dedicated time to make sure the elements matched seamlessly with the website. To a shopper, they simply look like native elements of the experience.

Prior to Shopbox

In-store vs online experience

Online stores lacked a personalised & supportive experience compared to physical stores.

Non-tech savvy shoppers

Challenges in providing a smooth shopping experience for non-tech savvy shoppers.

Shopping journey friction

Obstacles like out-of-stock items lead to frustration & potential drop-offs.

After Shopbox

Brand Consistency

Shopbox ensured a cohesive brand experience by matching the solution to the brand guidelines.

> **"We subsequently decided to implement the Shopbox curated homepage. It means we can put products in front of customers dynamically, providing more real-time guidance..."**

![Shopbox AI logo]

Seamless Guided Shopping Journeys

AI-powered merchandising provides smooth and intuitive shopping experiences.

"When I saw the Shop Assistant and 'More Like This' features, I immediately felt these would help them to find products that are similar to what they are already looking at but perhaps a better match to their personal tastes and preferences," says Britt.

> **"One of the appealing aspects of Shopbox is that it is non-invasive. It makes recommendations based on shopping behaviour, not by gathering personal data. That's better for us as it removes barriers and is better for the customers' experience."**
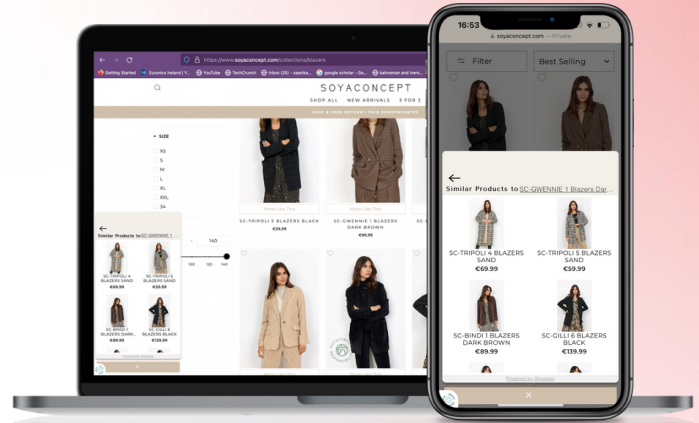
Shopbox's AI-powered sales assistant on the Product Listing Page (desktop and mobile)

Results:

📈 A 390% increase in the conversion rate for shoppers who engage with Shopbox.

📈 14% increase in average order value.

📈 4X increase in dwell time on the website and a 2.2X increase in products viewed per session.

"The numbers are all great, but the bigger picture is that we have achieved the uplift in online sales while protecting Soyaconcept's brand values of quality and sustainability and without reducing prices," Britt concludes.

> **"We've seen turnover increase more than forecast in the six months since we introduced Shopbox."**
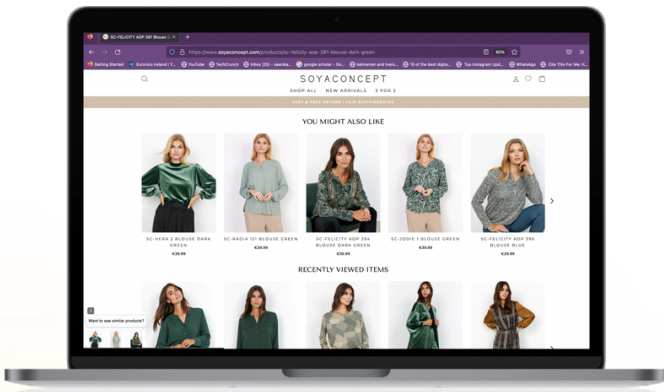
Dynamically generated homepage product suggestions

More about Shopbox AI

We are a multi-award winning retail technology company that believes the customer should be at the heart of everything online retailers do.

That is why we created our AI-powered platform rooted in consumer behaviour and shopping psychology.

Founded in Ireland in 2020, we have grown internationally and support brands such as Schuh, ToolStation, Eason's and Petstop.

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🌐 www.shopbox.ai | Contact Us