



Project Overview

Sportswear Retail | Custom eCommerce Platform
www.kitlocker.com

About Kitlocker.com

Kitlocker was set up in 2005 after two university friends decided that something needed to be done to improve the way people shop for university teamwear apparel.

Since then, the company has come on in leaps and bounds, transforming this niche retail sector.

Challenge

- 📈 In a fiercely competitive online sportswear industry, Kitlocker needed a standout solution to improve customer experience and boost conversion rates.
- 📈 Founder Mike Kent was dissatisfied with their existing underperforming personalisation platform.
- 📈 Low conversion rate due to friction in the shopping journey.

Implementation

Kitlocker made a bold move, ditching Trbo for the cutting-edge Shopbox AI. The implementation on their custom eCommerce platform was lightning-fast, with Shopbox going live in March 2022.

Solution

Not just another personalisation tool

"As a company, Shopbox AI stood out because they were very confident that they could achieve our objectives by understanding our customers' behaviour – the way they interact with our product offering. This was a unique perspective and very intriguing," explains Mike.

"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. It removes barriers and is better for the customers' experience."

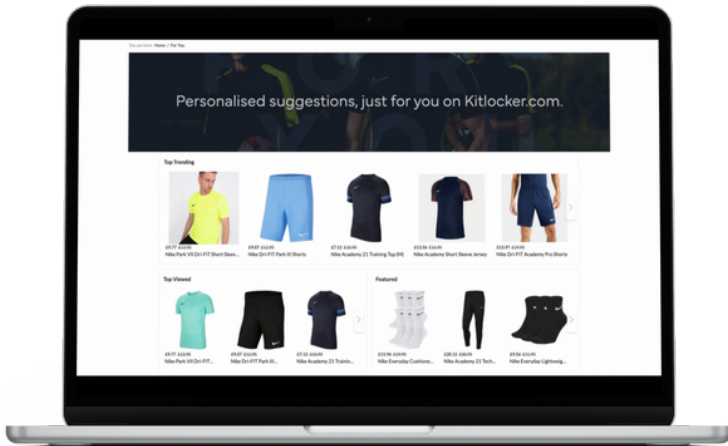
Mike Kent, Managing Director,
Kitlocker.com



“Shopbox is there to guide customers through every step of the journey, from the moment they land on our homepage through to the checkout.”

Uniquely Adaptive Shopping:

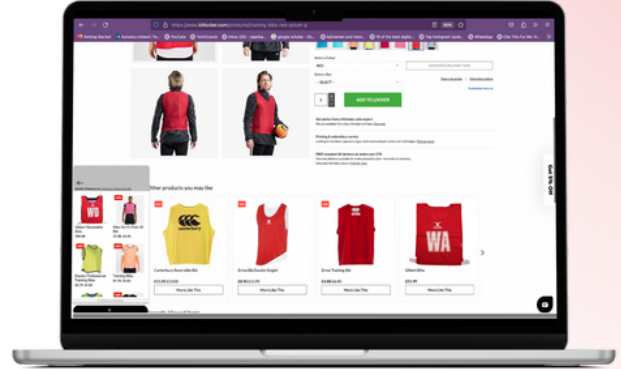
Shopbox nails it by suggesting similar products based on customer behaviour—no personal data required. The AI Curated Homepage creates a tailored shopping experience for every individual customer, adding an Amazon style feel to the store.



Dynamically generated product suggestions on Kitlocker's 'For You' page

Intelligent Recommendations

The Carousel smartly suggests associated products on PDPs. Shop Assistant makes personal suggestions without being intrusive.



Shopbox's AI-powered pop up sales assistant on the Product Listing Page

Results

- Shopbox influenced 39% of transactions, leading to 3X higher conversion rates & a 35% uplift in AOV.
- Customers engaging with Shopbox viewed 2.5X more products and spent 5X more time on the site.



“We’ve been quite blown away by the impact Shopbox has had on our business.”

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](#)

