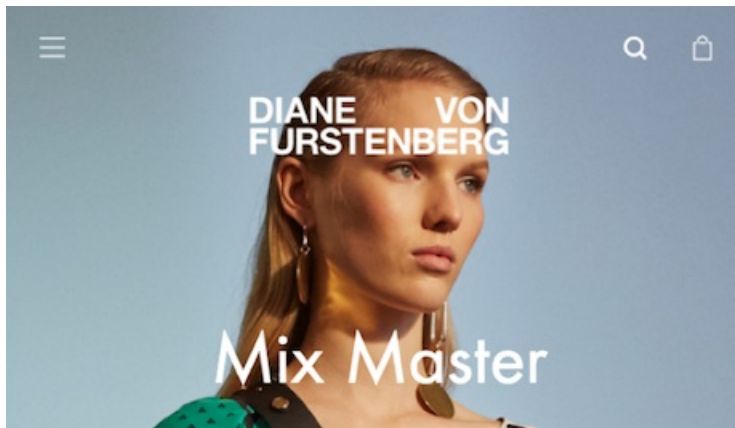


APPAREL AND ACCESSORIES

DVF drives sales on mobile Web with product visibility

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Qubit Aura on mobile Web with Icon. Image credit: Diane von Furstenberg

By BRIELLE JAEKEL

U.S. fashion label Diane von Furstenberg has adopted a solution to usher in growing traffic on mobile into tangible sales with product visibility.

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While mobile has been notoriously slow in driving conversion rates, likely due to the smaller screen, it is becoming more accessible to combat this. DVF is working to drive sales on mobile with intelligent technology that will create product visibility for relative items based on each individual.

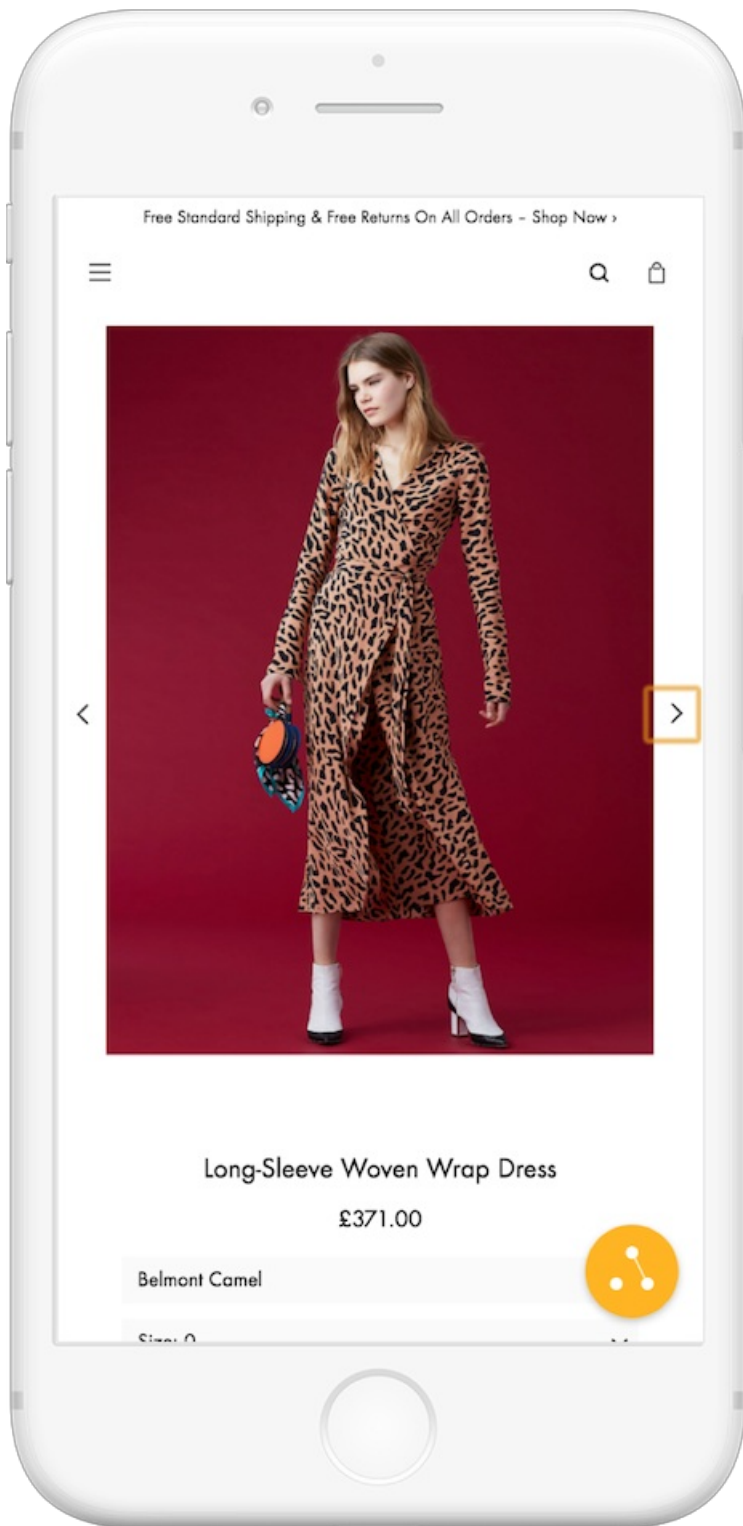
"Mobile is where we continue to see traffic growth, but in terms of revenue versus desktop it's not equal," said Felipe Araujo, head of ecommerce at [Diane von Furstenberg](#), New York. "Fifty percent of our traffic is nowhere near half of our revenue.

"The challenge for ecommerce brands is to bridge the discovery that happens on Instagram, and similar tools, and make this discovery phase become native and within our walls," he said. "Qubit Aura provides a seamless transition between discovery and shopping on mobile Web, and we're delighted to see positive uplifts already."

Product visibility

DVF is working with Qubit's Aura solution to help drive sales on mobile Web with artificial intelligence.

In the past it has been difficult for retailers to drive sales on mobile Web due to limited product visibility. Desktop offers a wider range of product views, allowing users to see many more items at once than on mobile.

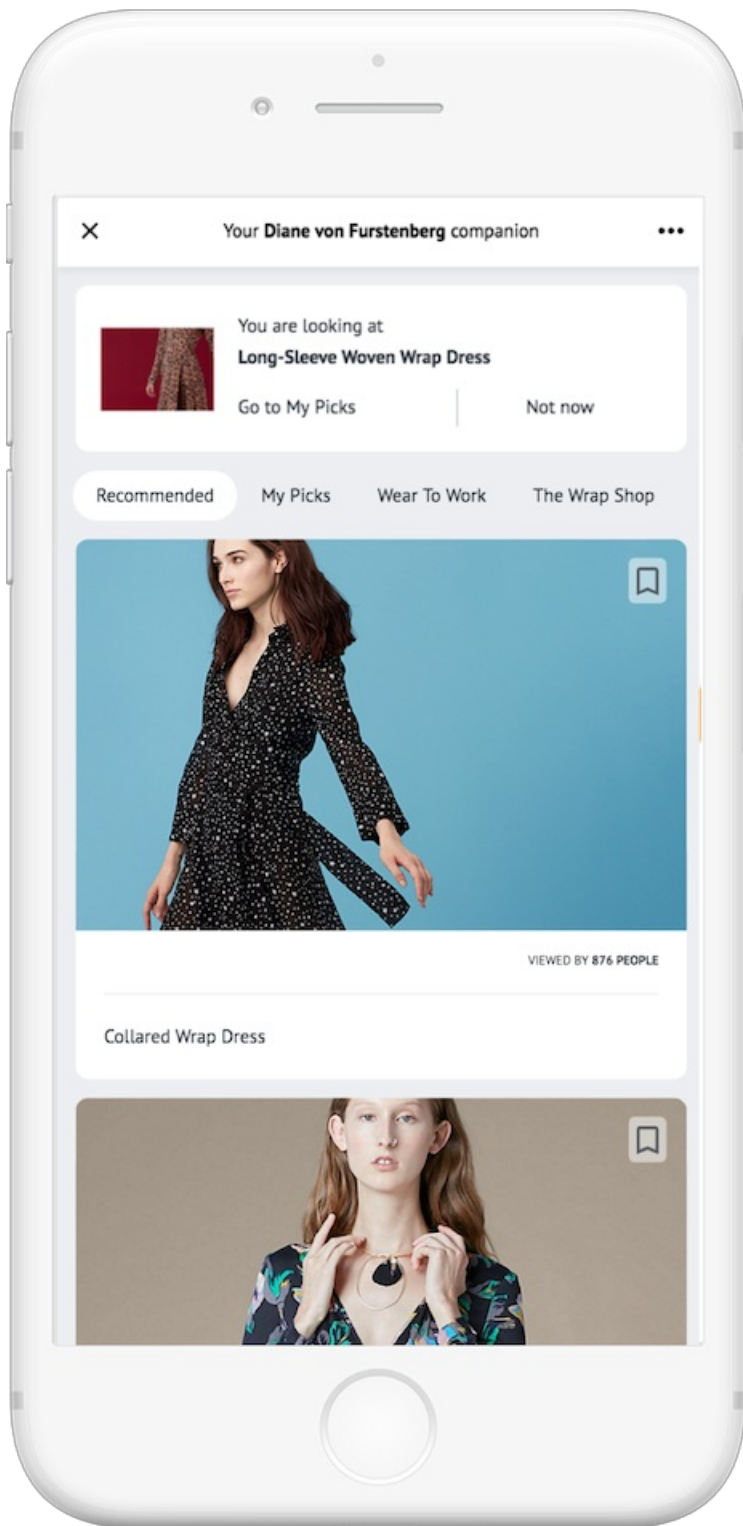


DVF's mobile site. Image credit: DVF

Mobile's smaller screen means less products to view at once, taking longer for consumers to find products they like, which means retailers can miss out on potential sales.

Qubit Aura is a solution that looks at consumer behavior and user behavior in a programmatic manner to serve various products to them. Users on mobile sites can choose to browse via Aura or the original Web site by selecting the icon.

DVF has been working with Qubit to test out its beta version of Qubit Aura and drive sales conversions on mobile, since its traffic is high but sales are low on mobile.



DVF's mobile site. Image credit: DVF

Aura uses machine learning and data to determine what products a consumer is more likely to be interested in.

Artificial intelligence

In an era of fast fashion, latching onto trends quickly is key to successful apparel designs, but could AI designers make fast fashion even faster?

Amazon is reportedly working on machine learning technology that can analyze what makes an outfit stylish and theoretically create entirely new designs along those lines. With this potential in mind, artificial intelligence could be a key factor in the future of fashion design ([see more](#)).

Consumers' attachment to their smartphones presents a key opportunity for brands if they know how to leverage mobile-optimized marketing mediums, according to a report from Fashionbi.

On average, individuals check their phones about 150 times per day, with each glance lasting around one minute and 10 seconds, giving brands numerous chances to reach their audiences in small but powerful ways. Making the

most of these minute sessions revolves around being visible and accessible to consumers at varied steps in the purchase path ([see more](#)).

"The status quo is for retailers to let product discovery happen on Instagram, and resign themselves to mobile conversion rates that are typically half that of desktop," said Leah Anathan, chief marketing officer at [Qubit](#), London. "We're using AI-powered personalization to game-change this situation for brands such as Diane von Furstenberg.

"Qubit Aura enables mobile visitors on [dvf.com](#) to have real-time individualized experiences that are based on their actions and predicted tastes so they can discover and buy more of the products they love," she said. "This is a very unique application of AI and as such, we have multiple patents pending for Qubit Aura."

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