

Client

MARSAY was born in 2012, from the desire to offer the contemporary man a range of personalized products and services. In other words, they set out to reintegrate classical tailoring into modernity.

With the help of technology and using the best fabrics on the market, they manage not only to make a product of the highest quality deliverable in a short time but also to adopt a sustainable pricing policy, to be easily accessible to the general public.

Thus can move organically towards their mission, that of bringing personality to every man's outfit.

Situation

MARSAY is an established B2C brand that grounded its growth in data and analytics. They continue to innovate around customer experience, product differentiation, and efficient production and delivery operations.

MARSAY needed a size fit solution that do more than just other e-commerce size recommendation. They needed it to provide valuable data and analytics to help them understand their clients better.

Solution

MARSAY integrated the **Easy Body Fit** product from ESENCA onto it's Shopify ecommerce store in March 2020. Since then, ESENCA has been instrumental in helping customers order the best fitting sizes. ESENCA also utilizes the clients' resulting body dimension data to help MARSAY align their business strategies with the bodies of its shoppers.

The resulting **Easy Body Fit** data now helps MARSAY optimize it's inventory forecast, sizing strategies, and technical design.

Results

31% Increase in conversions

25% Reduction in product returns

92x Return on Investment

“ESENCA not only delivers perfect fit recommendations but powerful analytics which are game changer in our strategy”



Alex Tudoroiu
MARSAY CEO