Clothes Horse Partners with BrightTag to Extend Fit and Sizing Technology to More Retailers

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**BrightTag clients can now instantly activate Clothes Horse Unique Fashion/Fit Technology for their sites**

New York, November 15th 2012 /PRWEB/ -- Clothes Horse, the leader in the Fit Guidance Solution space, today announced it has integrated its technology into BrightTag’s tag management platform and joined the BrightTag ONE™ Partner Program. The Clothes Horse technology enables shoppers on retailer sites to purchase the right products with confidence, creating a better, more predictable shopping experience. Through this partnership, Clothes Horse provides instant activation of its fit and sizing widget for any BrightTag retail partner.

“Clothes Horse brings a unique technology to the BrightTag ONE Partner Program that benefits apparel clients looking to improve the shopping experience for their customers and reduce shopping cart abandonment,” said Scott Grossman, who launched BrightTag’s partner program.

As apparel retailers realize the web holds vast potential for their business, the problem of fit grows more important. BrightTag has a fast-growing apparel ecommerce portfolio of partners, and the challenge communicating the right fit to their shoppers was a big one. By working with Clothes Horse, apparel firms can focus on their core product, and rely on a proven technology to solve for fit.

“BrightTag’s focus on performance is critical to what we see in the market, and their approach to tag management and real-time data integration has all of the right benefits for our retail partners. With our strengths combined, our mutual partners are going to have a serious leg up,” said Vik Venkatraman, Co-Founder of Clothes Horse.

Fit is the biggest problem facing apparel companies looking to grow on the web. As they get more adept at using digital technologies to create compelling brand experiences, they increasingly turn to Clothes Horse to bring proprietary algorithms and cutting edge machine learning to the table and help them seal the deal. Retailers using Clothes Horse experience 15% increase in sales, 12% increase in average order, and 10% reduction in returns. In addition, 85%+ of shoppers say that Clothes Horse improved their shopping experience. With the best solution in-market, Clothes Horse has emerged as a key partner for a broad range of apparel retailers all over the world.

About Clothes Horse

Clothes Horse is a leading player in the burgeoning Fit Guidance Solution space. They were named one of the top 25 hot startups in NYC by Business Insider. The company is headquartered in New York City, and may be contacted at 732-982-7772, info@clotheshor.se or at www.clotheshor.se.

About BrightTag

BrightTag is building a new technical foundation for the next generation of online marketing. The company’s award-winning integration platform goes beyond tag management to help marketers make online data instantly useful while solving fundamental privacy, data quality and site performance challenges. Learn more at [www.brighttag.com](http://www.brighttag.com).