## DOLLS KILL DEVIATES FROM TRADITIONAL ANALYTICS: JIRAFE COMMERCE INTELLIGENCE HELPS IR 1000 BRAND GROW

For the "misfits" and "miss legits", Internet Retailer 1000 brand, Dolls Kill is an online fashion destination with edgy and eccentric styles. Founders Shaudi Lynn and Bobby Farahi have fused goth, glam and punk rock together, unleashing four iconic "dolls" who each embody various underground subcultures. The retailer's growth surged with a passionate social media following and earned its way to the Internet Retailer's Top 1000 list. They turned to Jirafe to strengthen their merchandising strategy by uncovering untapped revenue opportunities based on their customer's buying patterns.

### IN THE FIRST
## 90 DAYS

**50%**
INCREASE IN REVENUE

**70%**
INCREASE IN AVERAGE ORDER VALUE

**40%**
HIGHER CONVERSION RATES

**68%**
GROWTH IN CUSTOMER ACQUISITION

## DOLLS KILL CHALLENGES

Since the inception of Dolls Kill, the popularity and demand from their global consumer base positioned the company to rapidly turn over inventory and constantly shift its merchandising strategy. In order to capture current trends and new fashion styles that are compressed into four to six week cycles, Dolls Kill needed a commerce intelligence solution that provided deeper insights into the performance of their merchandise. In particular they needed to:

**1. Quickly pinpoint what products are trending** and maximize sales volume of that product.

**2. Focus in on products that have lost sales momentum** so they can be quickly discounted to make room for new full-price inventory.

**3. Understand what products are causing new customers to convert,** and promote them heavily across their active social channels.

**4. Determine which categories lead to the highest lifetime revenue** for customers.

**5. Increase the average order value of existing customers** by cross-selling items from complementary categories.

## WHY JIRAFE?

"We were actually drowning in data, but didn't have the tools to cut through the noise and get to the information that could really help us grow," said Bobby Farahi, CEO of Dolls Kill. "Jirafe takes burden of data analysis off the table, and serves it to our team in a way that they can act on."

Farahi explained that traditional commerce intelligence solutions would have forced his team to use complex reporting systems, or wrestle with Excel sheets to view their data and take action on it. While business intelligence tools also require time, cost, and staff to build. Dolls Kill chose Jirafe because their team could easily understand, and take action on Jirafe's Insights which features a visualization interface that enables users to see their data in the form of answers. For example, Jirafe helps them to drill down on information such as which products should get top placement on their site, and which marketing channels bring them customers that spend the most over the lifetime of their relationship with the brand.

> "Jirafe delivers superior, data-driven results by putting a magnifying lens on where you need to make changes in your business."
>
> — **BOBBY FARAHI**
> **CHIEF EXECUTIVE OFFICER**

"Dolls Kill is an IR 1000 retailer, and the competition is fierce for us," said Farahi. "Ecommerce businesses and retailers with an online presence operate in a competitive and fast paced environment dominated by price and online advertisements. Conventional analytics tools lead to suboptimal decisions because of the knowledge and effort required to make decisions. Jirafe delivers superior, data-driven results by putting a magnifying lens on where you need to make changes in your business."

## HOW DOLLS KILL USES JIRAFE

Dolls Kill's business model is built around the fast fashion trend - which means that its inventory is meant to turnover in shorter periods compared to traditional fashion seasons. They rely heavily on Jirafe's merchandising data to make decisions that impact their day-to-day strategy. "We're in a market where our customers thrive on constant change. Jirafe's Insights easily tells us which styles and accessories are hot so we can promote them to the point of selling out in order to introduce new items. Anything that doesn't sell is quickly discounted," said Farahi.

"Our marketers and merchandisers make decisions on the fly - and that greatly impacts our conversion rates," said Farahi. "Jirafe's customer and merchandising Insights play a critical role in how we merchandise, lead our marketing campaigns, and promote our products on social media."

For example, Dolls Kill features best-selling items on their homepage, product landing pages, Pinterest, and Instagram. They also move non-selling items to the clearance section of their site in order to move inventory. Insights also helps them predict which styles and categories are engaging to their best customers, and which items are selling well together - they can then use that information to target new customers. "If a top is selling well with an accessory - we will feature them together in a lookbook or on a landing page," said Farahi.

As Dolls Kill serves an international market, they fully rely on social media networks to reach their loyal followers around the world. With thousands of shoppers, entering their site through social media, they also use Jirafe to understand which networks were bringing the most revenue. Jirafe helps them to determine which social channels bring them their best customers, and where they should optimize their marketing and advertising spend.

## THE RESULTS:

After using Jirafe's intelligent commerce, Dolls Kill experienced an increase in revenue by 50 percent in three months. "Our orders also increased by 70 percent," said Farahi. "I don't think that we could have done that with Google Analytics, or Adobe based on the amount of time and effort that is required to manage those tools."

As the result of more effective merchandising, Dolls Kill also saw 68 percent growth in their customer acquisition rates and a 40 percent increase in new customer conversion rates. "We've been able to really dig deep and understand what products are pushing customers to buy, and which ones help us win new customers. Jirafe has enabled us to zero in on what our customers want, and then give it to them when they want it, in the way that they want it," said Farahi.

## WHAT'S NEXT?

After the initial growth they've experienced with Jirafe, Farahi said they plan to focus on using Jirafe to drive personalization in some of their marketing campaigns. "Jirafe's Customer Insights are critical for us to maintain our momentum and drive revenue. By drilling down into customer records, we can segment customers and then personalize offers to customers that view items and don't purchase - or to keep our best customers coming back for more. This will allow us to strengthen our customer relationships, and continue electrifying our fans all over the world," said Farahi.

## JIRAFE INC.

Jirafe provides more than 80,000 merchants with daily insight to grow their revenues. Our product was built on best practices learned from analyzing more than 425 million shopping experiences and the daily purchase behavior of more than 65 million shoppers. We provide emerging brands like Tuckernuck, Dolls Kill, and Diamond Candles with enterprise class ecommerce solutions that they can grow with. We also provide larger merchants such as Nasty Gal, Nikon, and GE with a high performance, targeted ecommerce solution to manage their business. To learn more about how Jirafe can grow your business visit www.jirafe.com.