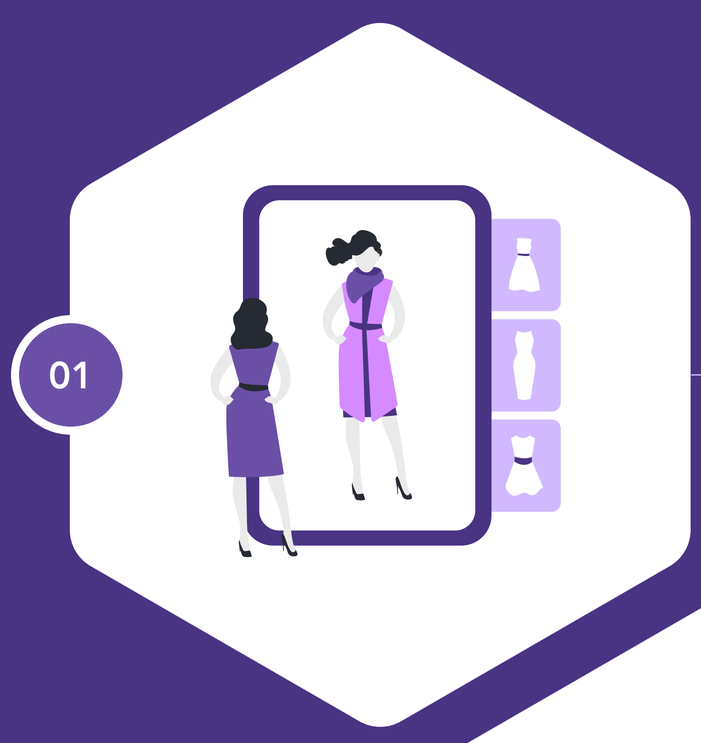
5 Alternatives to Discounting This Holiday Season

BOLD METRICS



01
PERSONALIZE RECOMMENDATIONS

Leverage customer data and fit preferences to provide personalized size recommendations and increase shopper confidence.



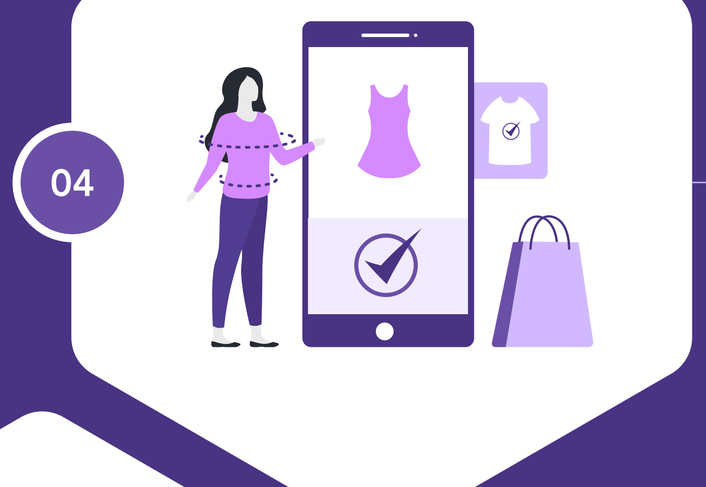
02
IMPROVE THE CUSTOMER SHOPPING EXPERIENCE

The more perks you can offer, the better: faster shipping, flexible return policy, excellent customer support, and creating an easy-to-navigate product page to quickly connect them to the products they're looking for.



03
SEAMLESSLY CONNECT SHOPPERS TO THEIR SIZE

Implement AI sizing technology that determines a shopper's best fit based on their responses to a few questions — without requiring registration, selfies, or an app download.



04
CROSS-SELL AND UPSELL

When a shopper can trust that what they're buying will fit as they expect, they're more likely to buy more items.



05
MARKET YOUR LOYALTY PROGRAM

Start or highlight your loyalty program to allow customers to earn points for their purchases that can be redeemed for future discounts or exclusive perks.

About Bold Metrics
Since 2017, Bold Metrics' AI sizing solutions have been helping forward-thinking apparel brands and retailers use digital twin technology to boost conversion and average order value, reduce return rates, enable data-led technical design, and improve sustainability efforts. By connecting shoppers to their best size and preferred fit accurately and easily, Bold Metrics removes sizing uncertainty for apparel eCommerce, giving shoppers the confidence to make a purchase. Bold Metrics' industry-leading AI solutions empower apparel brands to unlock the power of body data to make better-informed business decisions. Learn more at boldmetrics.com.

SEE HOW BOLD METRICS' SIZING SOLUTIONS CAN HELP BOOST YOUR HOLIDAY REVENUE