

RAMY BROOK

Increasing conversions and keeping a strong brand aesthetic with automatic merchandising from Entaice.



Success Story

The fashion brand partnered with Entaice to merchandise collection pages automatically, keeping the on brand and increase conversions.

The Ramy Brook story

Founded in 2010 and based in New York City, Ramy Brook is a contemporary womenswear brand designed for a woman by a woman. Through Ramy's signature use of silk fabrics, lively colors, and sophisticated silhouettes, the collection is meant to be a day-to-night solution in a woman's wardrobe. Ramy's designs are inspired by the beautiful, strong women she has admired through her life who demand a timeless, elegant and versatile wardrobe. Her clothing evokes an uplifting, happy, and playful attitude, all while highlighting the sexiness and confidence of the woman who wears it.

The challenge

With approximately 600 products, 60 collections and new items added every month, manual merchandising on ramybrook.com became an increasingly difficult task. Rapidly changing buyer preferences and a small-but-mighty merchandising team pulled in other directions further complicated the process of keeping the assortment on trend.

The marketing team carefully merchandised the site's highest trafficked pages because those pages lead to the most conversions. To handle the rest, they sought an automatic solution. They first turned to Shopify's built in sorting options but they did not allow the team to sort pages by inventory levels or recent sales. Without a solid solution, some pages looked unmanaged, with out-of-stock merchandise taking up valuable positions and high-conversion items pushed to the bottom.

The team needed a way to showcase products in a cohesive, impactful way. They wanted every page not only optimized to increase conversions but also aligned with the brand's elegant and uplifting style. That has become even more important as Ramy Brook cultivates an ever-growing SEO presence generating increased traffic to a wide variety of collection pages.



Entaice

+13.6%

Conversion rate increase

+5.8%

Average product views per user increase

+4.15%

Revenue per user visiting the sale category



The Entaice solution

Ramy Brook deployed Entaice's site merchandising technology, optimizing all collection pages for conversion. Using logic-based algorithms, Entaice automatically merchandised each page to display trending, top-selling products in key positions and bury out-of-stock items at the bottom. As products gained popularity or inventory ran out, the pages were updated accordingly so the site remained optimized for peak performance.

The e-commerce team can set-and-forget Entaice, giving them time to focus on a myriad of other tasks — like buying products, running campaigns, and creating marketing collateral. Entaice even allows Ramy Brook to pin products to the top of a collection page — empowering the marketing team to use editorial content and storytelling to create a memorable moment when customers first hit the page. The logic-based results thereafter keep customers engaged during the entirety of their buying journeys.

Getting Entaice running on the site took under an hour. Ramy Brook is using the technology to update their collections every six hours rather than once a week.

The Entaice partnership also positions Ramy Brook for a bright future. Reliable automation empowers Ramy Brook to confidently expand its product catalog because site merchandising is handled automatically and reliably.

"The Entaice team are fantastic partners and created a tool that saves us an incredible amount of time," said Jessica Leone, Director, E-Commerce Site & Product Merchandising, Ramy Brook. "It's like having a merch assistant without the overhead — someone who has an eye on those pages and is managing them without me having to worry."

The results

Ramy Brook saw incredible results after partnering with Entaice.



- Revenue per user visiting the sale category increased by **4.15%**.
- Conversion rate increased from **1.44%** to **1.64%** — an increase of **13.6%**
- Average product views per user increased from **2.58** to **2.73** — an increase of **5.8%**.



The great thing about Entaice compared to other partners is that they speak our language. They understand a merchant's point of view; can explain their technology in plain, practical terms; and then do some amazing things on the tech side.

– Jessica Leone,
*Director, E-Commerce
Site & Product
Merchandising,*
Ramy Brook

