

Size Recommendation Solution Integration Guide

How **presize** easily integrates with your fashion online shop using one of two methods:

GTM Google Tag Manager

Advantages: no engineering capacity required, only provide access to GTM, staging environment access only recommended, less back and forth communication with presize, more flexibility in conducting tests

Disadvantages: some AdBlockers don't block presize, slightly bit slower loading due to GTM overhead

or

DDI Direct DOM Integration

Advantages: slightly faster loading, no AdBlockers don't block presize

Disadvantages: requires some engineering capacity from you, requires providing access to your dev/staging environment, more back and forth communication with dev team, less flexibility in conducting tests

1. Introduction:

Presize's service is available as an API and can be divided into two main components: Body Measurement Solution (BMS) & Size Recommendation Solution (SRS). The BMS calculates a human 3d model and body measurements from a video and basic input from a user. SRS is the entire end2end eCommerce solution, uses BMS as input to produce recommendations for the best fitting product/garment sizes for a user. SRS learns from transactional data such as orders and returns and improves its results automatically over time.

For the least overhead and effortless integration of SRS we recommend using **GTM** Google Tag Manager on your website. After Google Analytics (94.6% of websites) GTM is the most popular tool for marketing (41.1% of websites) and growing fast. If you are unfamiliar with GTM please [read here](#).

Below we listed a YouTube tutorial for setting up a tag on some of the common eCommerce platforms:

- **Shopify:** [\[Click Here\]](#) 
- **Magento:** [\[Click Here\]](#) 
- **WordPress:** [\[Click Here\]](#) 
- **Wix:** [\[Click Here\]](#) 

Similar to Google Analytics, setting up GTM from scratch is extremely fast and easy.

If Google Tag Manager or Direct DOM Integration is not an option for you:

You can integrate with presize is to directly use the API [\[Swagger\]](#)[\[ReDoc\]](#) together with front-end widgets and code snippet templates we provide.

2. Product Data Integration

Prior to integrating on the Front End, presize needs to digitize your fashion products first.

There are two options for integration product data depending on your capability to produce a data feed:

- A. Standard (upfront setup)** – requires a dynamic datafeed
- B. HyperSupport (on-the-go)** – no hard requirement, only recommended to provide a list with PDP urls

Requirement for A. Standard (upfront setup)

After defining which product categories should be supported, you will need to have to provide the following product data in any structured format like **CSV, JSON, or XML**. If you have a live product feed, we can connect our product data ingestion engine to that feed. This connection enables automatic product support. If you cannot export the data in the described format, talk to us. Presize will take care of the rest.

Example JSON product feed for 3 products:

```
[
  {
    "vendor_id": "internal-test-id-product123456789",
    "name": "Test T-Shirt Cotton V-Neck",
    "gender": "male",
    "category": "tops",
    "subcategory": "tshirt",
    "brand": "AmazingBrand",
    "sizes": ["XS", "S", "M", "L", "XL", "XXL"],
    "url": "https://www.amazingbrand.com/pid/internal-test-id-product123456789"
    "image_url": "https://static.amazingbrand.com/products/internal-test-id-product123456789.jpg"
    "gtin": 00012345600012,
    "collection": "SuperAmazingCollection Summer19",
    "price": 27,
  },
  {
    "vendor_id": "test-jeans-productABCDEFGH",
    "name": "Test Jeans Leggings",
    "gender": "female",
    "category": "bottoms",
    "subcategory": "jeans",
    "brand": "AmazingBrand",
    "sizes": ["29/32", "30/32", "31/32", "32/32", "32/34", "34/32"],
    "url": "https://www.amazingbrand.com/pid/test-jeans-productABCDEFGH"
    "image_url": "https://static.amazingbrand.com/products/test-jeans-productABCDEFGH"
    "gtin": 09876543210987,
    "collection": "SuperAmazingCollection Autumn19",
    "price": 79.99,
  },
  {
    "vendor_id": "our-awesome-parka-id-XYZ123456789",
    "name": "Winter Arctic Parka",
    "gender": "male",
    "category": "outwear",
    "subcategory": "parka",
    "brand": "AmazingBrand",
    "sizes": [42, 44, 46, 48, 50, 52, 54, 56],
    "url": "https://www.amazingbrand.com/pid/our-awesome-parka-id-XYZ123456789"
    "image_url": "https://static.amazingbrand.com/products/our-awesome-parka-id-XYZ123456789.jpg"
    "gtin": 11122233344455,
  }
]
```

```

    "collection": "SuperAmazingCollection Winter20",
    "supplier": "Supplier XYZ",
    "price": 228,
  },
  . . .
]

```

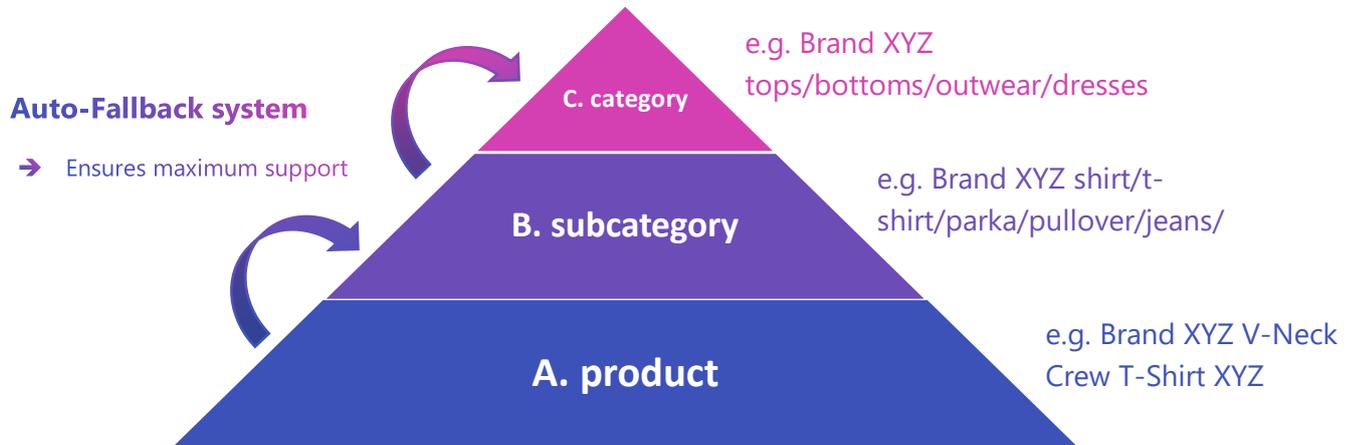
Single Product Schema:

Required Fields	Explanation
vendor_id	Internal identifier of the product, typically a primary key or index in the database table containing all your products. Ideally, the same (or subset) of the ID is shown in the URL of your webshop when a user clicks on that product <a href="http://www.yourshop.com/women/dresses/<vendor_id>">www.yourshop.com/women/dresses/<vendor_id> . Max 60 characters, containing letters, numbers and underscores, dots and slashes.
name	The name of the product as it appears on the detail page of your webshop, e.g. 'CAMP DAVID Langarmhemd Stickerei'
gender	MALE / FEMALE or MEN / WOMEN
category	tops/bottoms/outwear/dresses/accessories
subcategory	Depending on the category there will be different options here, for example 'TANKTOP' / 'TSHIRT' / 'SHIRT', 'PULLOVER' / 'SWEATER' / 'HOODIE' / 'BLAZER' / 'BLOUSE' / 'TUNIC' / 'PANTS' / 'JEANS' / 'SHORTS' / 'JACKET' / 'PARKA' / 'COAT' / 'SUIT' / 'DRESS' / 'BODY' / 'SKIRT' / 'BELT' / 'BRACELET' / 'GLOVES' / ... / ...
brand	"AmazingBrand"
sizes	List of all product sizes in existence ["XS", "S", "M", "L", "XL", "XXL"], ["29/32", "30/32", "31/32", "32/32", "32/34", "34/32"], [42, 44, 46, 48, 50, 52, 54, 56]
Optional Fields	Explanation
URL	The URL of the product typically leads to the product detail view on your webshop.
image_url	The URL to the main/cover image of the product. Typically, the very 1 st image that is shown when the user visits the product detail page on your webshop.
fit	The fit of the product. If you use custom names for your fits, please provide a mapping between your names and our nomenclature of super slim, slim, regular, loose, baggy.
gtin	The universal global identifier is a type of product id which can be GTIN/EAN/UPC. Include this to profit from the sizing data user feedback gathered across all presize users for that product. The vendor id, in contrast, is only used internally by your company to identify a product.
collection	Include this to enable per-collection or intra-collection metrics on size recommendations. Examples: 'Summer 19', 'Arctic Extreme 2020', 'Black Autumn 2020'
supplier	Include this to enable calculating sizing data offset on per-supplier basis pre-go live and make the automated learning form returns easier by allowing the system to learn clothing supplier specific features in the produced garments (e.g. tshirts consistently bigger around shoulders for supplier ABC). Example string: 'Supplier ABC' or 'Clothing Outsourcing Center XYZ'
material	'98% cotton, 2% elastane'
stretch	The stretch factor of the product, from 0 (no stretch) to 3 (leggings-like stretch)
price	(in EUR or your local currency) Only required for special pricing schemes.
region	e.g. if you are a multi-region shop, example regions: EU/USA/DE/FR/UK/JP/ES etc..

To be able to produce size recommendations from the start (without feedback data) we have to associate vendor ids (representing each product) with sizing data. There are 3 levels of sizing data we work with: **A. per-product**, **B. per-subcategory**, and **C. per-category**.

A is the highest level of detail and will typically result in the highest accuracy of recommendations initially. **B** is a sizing chart for a sub-category of products in a certain brand, for example, t-shirts, or jeans. **C** is a

sizing chart for an entire category, which is the coarsest sizing data, and still works well from the get-go. Depending on which level we start, our recommendation engine will require feedback from internal product try-ons to improve the sizing automatically and adjust for any offsets/drift. Return feedback data also directly improves the accuracy of all recommendations across all supported products.



Recommended data feed for B. HyperSupport (on-the-go)

No detailed product feed is required here, however to be able to calculate product support coverage we recommend you to provide a list of URLs to each product on your site. If you want to get product coverage per gender and article category, please include those fields into the feed as well.

Example JSON product feed for 3 products:

```
[
  {
    "gender": "male"
    "category": "tops",
    "subcategory": "tshirt",
    "brand": "AmazingBrand",
    "url": "https://www.amazingbrand.com/pid/internal-test-id-product123456789"
  },
  {
    "gender": "female"
    "category": "bottoms",
    "subcategory": "jeans",
    "url": "https://www.amazingbrand.com/pid/test-jeans-productABCDEFGH"
  },
  {
    "gender": "male"
    "category": "outwear",
    "subcategory": "parka",
    "url": "https://www.amazingbrand.com/pid/our-awesome-parka-id-XYZ123456789"
  },
  . . .
]
```

3. Front End Integration

A. GTM Integration

Invite presize.ai@gmail.com and integration@presize.ai GTM account to your GTM project and we take care of everything else. We recommend this option since it allows presize to preview and thoroughly test the tag

before releasing to production. This options also allows for faster integration. You can choose to limit or restrict publishing rights depending on your organizational policy. We work in a separate workspace to avoid interfering with existing tags.

That's all! We take care of the rest

As soon as development is finished presize will provide a preliminary GTM preview link where you can test the integration internally and provide feedback. In parallel presize will run internal QA on the integration. As soon as QA testing is finished, presize will schedule a designated go-live appointment with you. To switch presize on you will be requested to simply publish the submitted GTM version.

We recommend that you provide a staging environment access and limiting the newly published tag to just trigger on your staging shop. This allows everyone to test it for about 24 hours outside of preview mode, before publishing on the live shop.

Some additional information:

Tag:

Every customer receives a Custom HTML GTM tag with a javascript code snippet which looks like this:

```
<script>var el=document.createElement("script");el.src="https://widget.find-size.com/widget",el.async=1,el.type="module",document.head.appendChild(el);</script>
```

While preparing the integration with your webshop, we test and adjust in GTM preview mode, which is completely invisible to your shoppers until deployment/publishing. In addition to the snippet above which uses jQuery, a standard vanilla javascript option is available. The statics loaded through the integration snippet are minified, obfuscated and gzip-compressed to optimize loading time. Furthermore, there is a separate tag for Order, and Return registration, for more information read below.

Triggers:

We set trigger to fire on all pages by default, which will load and cache the script before a PDP is visited in the standard user journey. The script works for standard and Single Page applications and only executes on the urls that point to the Product Detail Page (PDP), Shopping Card Summary / Checkout and Order Completed pages.

Testing:

With GTM we do not need a separate dev/stage environment to run quality tests on the integration pre-release. However due to the GTM-preview mode limitations we recommend you to provide access to your staging shop. This allows us to test and analyze the performance profile of presize outside of preview mode, before going live on the production web shop.

B. Direct DOM Integration

You are required to provide access to a dev/stage environment which will be used to develop and test the presize script. You will need to add presize's script directly to your page prior to kicking off our development.

Example:

```
<script src="https://widget-dev01.find-size.com/widget"></script>
```

Presize will provide the exact source address of the script for development purposes (url above is just an example). As soon as the development is finished presize will notify you, such that you can try out and test the integration, and provide feedback. In parallel presize will run internal QA.

As soon as QA is finished, as next step you will be request to change the address of our script to the presize production environment:

```
<script src="https://widget.find-size.com/widget"></script>
```

4. Testing Order Tracking

Tracking of which sizes are ordered is part of the standard integration. The order id, product ids and sizes of purchased products are extracted directly from the Shopping Cart Summary and Successful Order pages of your web shop.

To help ease the process please provide us with a quick way to do dummy/test orders (reach the order completed page with real products and an order id).

By default we place indications that this is a test order in the contact information, place accounting@presize.ai as registered email, and send you the order ids of the test orders.

5. Changing your DOM

Presize relies on your HTML IDs to position elements on your site such as the find-size button and recommendation result, as well as extract ordered product sizes and the order id. If you intend to change your DOM on any of those or overhaul your site significantly please notify prior to allow modifying those IDs and ensure functionality is retained at integration@presize.ai.

Recommended: To increase the robustness of the core functionality against DOM changes on your PDP you can place 2 empty HTML containers with static IDs, where presize will insert the necessary UI elements. Your engineering team is responsible for the initial placement of those invisible containers.

Container 1 with ID: #presize-button

Container 2 with ID: #presize-result

6. A/B Setups

If you are running and A/B test setup please provide:

- A mechanism to reliably detect which bucket is active such as the cookie name and value and the bucket it maps to or any other form of persistence. This allows the presize tracking to assign the tracked KPIs to the specific bucket.
- A mechanism to access the bucket that includes presize. This eases up manual and automated testing and allows you to profit from being listed as a supported shop among our thousands of registered users, whilst running the A/B test setup.

API documentation:

<https://api.find-size.com>

Our API documentation is available in the following formats:

- Swagger (+ Try it out functionality) [here](#)
- ReDoc (+ Try it shell script examples) [here](#)

Sizing App:

<https://my.find-size.com>

Question or Feedback?

integration@presize.ai

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