



\$15.40

For every \$ they spend
with us we generate
\$15.40 for them



19.8%

Average order items
increased by 19.8%



17.83%

Average order value
increased by 17.83%



Rockwear + systema®



systema® AI retail eCommerce



Rockwear are an Australian owned women's activewear and sports accessories brand. They approached systema® to help...

Business challenge

Current site not delivering high levels of recommendations

systema® solution

- Visual search
- Hyper personalisation
- Dashboard provides real time analytics and track the smart journey via product images

Deliverables

- Light touch systema® Commerce deployment and integration with Magento
- Image facet point tracking for detailed customer journey insights
- Systema® installation ready to be deployed across the other 5 brands

Business outcome

- A more hyper-personalised customer experience
- A better customer experience that increases brand engagement & brand loyalty
- A live, up to date, best-in-class merchandising recommendation engine

For every dollar Rockwear spends with systema, the platform delivers \$16.50 back in revenue

“The systema® AI platform is without doubt one of the smartest pieces of technology we have seen in some while. From the moment we were introduced to the product it was easy for us to visualise how this could both drive incremental revenue and bring best-in-class search and AI technology to enhance our customer’s online experience. This led to us immediately begin trialling the platform.”

Peter Ratcliffe

Head of Digital Technology & Innovation
Retail Apparel Group



