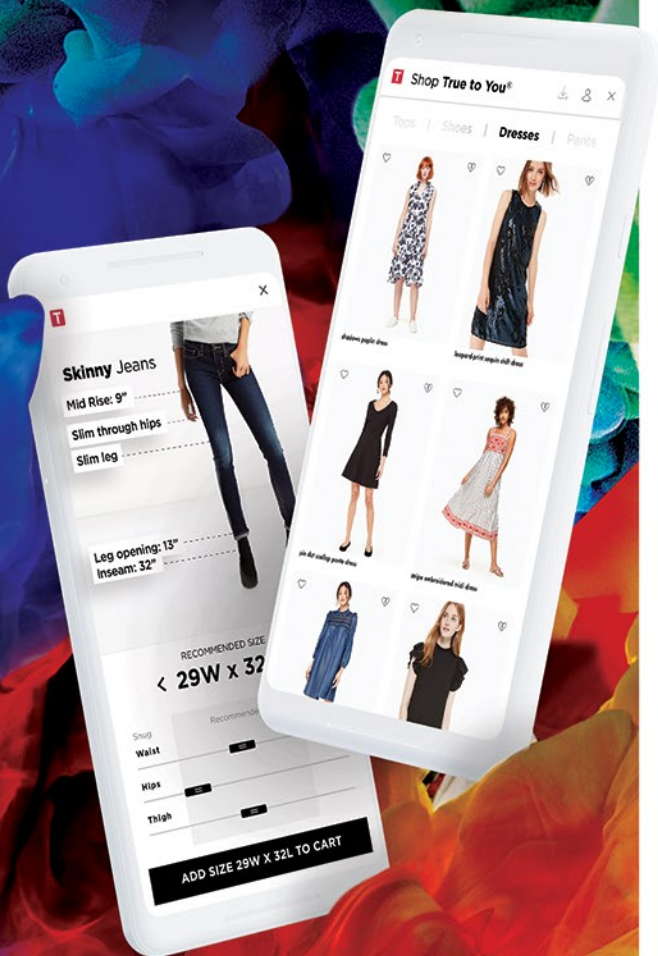


**T**

# True Personalization Platform

Powering 1:1 experiences that drive incremental revenue lift and lifetime shopper value



## FASHION GENOME

We've mapped the Fashion Genome™

**to decode personal style, fit, and size.**

**Connecting the industry's disparate data into a comprehensive, normalized fashion graph.**

The Fashion Genome is the apparel and footwear industry's **most comprehensive data collection** organized and built by True Fit and its network of retailers, brands, and consumers.

It is a highly structured data set that connects millions of detailed garment specs and detailed style attributes about products to the individual shopping behaviors of hundreds of millions of shoppers, millions of True Fit users, and transaction data from True Fit's community of brands, retailers and registered users.

**We understand consumers and products deeply so that we can predict what they'll love and keep.**

★ macy's

OLD NAVY

DSW

Clarks

KOHL'S

GAP

RALPH LAUREN

Levi's

HUDSON'S BAY

UGG

kate spade

LANDS' END

carhartt

MODA OPERANDI

KENNETH COLE

LANE BRYANT



ALDO

**550M**

anonymized consumer profiles, 30 preferences per user

**25+**

attributes per garment

**110M**

registered users



**17K**

brands' data mapped

**60**

terabytes of data

**\$140B**

global transactions (anonymized)

## BENEFITS OF True Personalization



“Our partnership with True Fit is helping us communicate personally about fit and size to our customers, at scale in a way that is authentic and informed by rich data.”

- **Graham McCulloch**  
Director Ecom Marketing & Merchandising  
Deckers Outdoor Corporation

## LANE BRYANT

“True Fit reinforces our fit authority and gives her confidence to shop in store and on-line. All of these things together create loyal customers for life!”

- **Marcy Schaffir**  
Senior Vice President  
Cacique | Catherines Intimates

## Moosejaw

1:1 user-to-product personalization, not averages, fuel recommendations and fit-related return rate reductions by as much as 50%

## Personalizing every touchpoint of the customer journey

