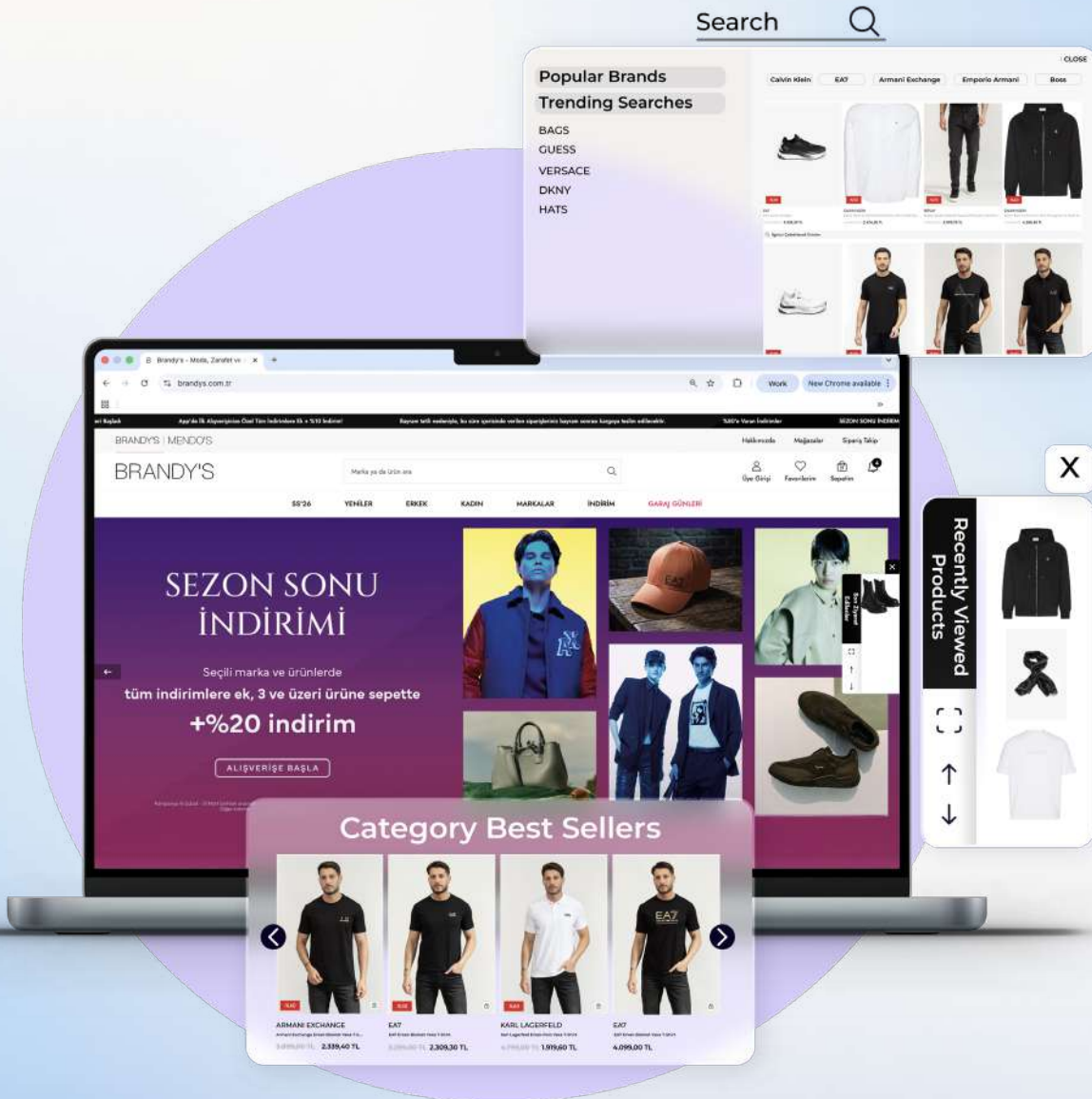


How Brandy's Increased Product Rediscovery and Conversion by Turning Browsing Memory Into a One-Touch Shopping Continuation

- Product Recommendations
- Dynamic Segmentation
- Behavioral Algorithms
- Onsite Personalization



Case Study

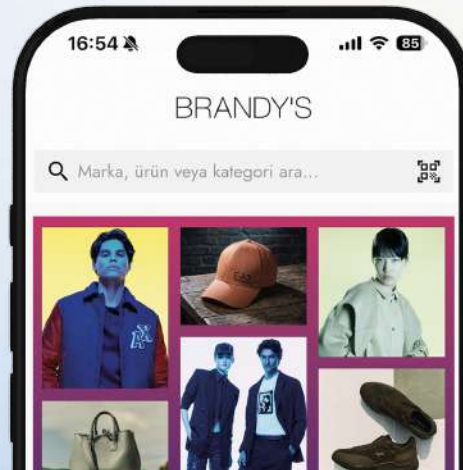
— Introduction —

“Brandy’s transformed fragmented browsing sessions into a continuous shopping journey by allowing customers to instantly return to products they previously explored.”

Brandy’s is a premium multi-brand fashion retailer in Turkey, offering curated collections from globally recognized brands such as Emporio Armani, Calvin Klein, Karl Lagerfeld, Guess, and Hugo Boss. Through both physical retail locations and its e-commerce platform, **Brandy’s** serves a fashion-conscious audience looking for authentic international brands.

Fashion e-commerce journeys rarely follow a linear path. Customers typically explore multiple products, compare alternatives, and leave the site before completing a purchase decision. This behavior is especially common in luxury and premium fashion categories, where customers often return several times before finalizing their purchase.

Within this context, **Brandy’s** identified a recurring friction point in the user journey: customers who had previously explored products frequently struggled to quickly relocate those items during later browsing sessions.



Case Study

— Problem Statement —

“Brandy’s transformed an interrupted browsing experience into a continuous discovery journey by enabling instant access to previously viewed products.”

Visitors to the **Brandy’s** e-commerce site typically explore several products during a single session before leaving the site to consider their options. However, when these users returned to the website or continued browsing within the same session, they often encountered a familiar problem.

Previously viewed products were no longer easily accessible. As a result, users needed to:

- search again for products they had already discovered
- scroll through category pages repeatedly
- restart their product discovery journey from the beginning



Case Study

— Problem Statement —

This created unnecessary friction in the shopping experience, particularly for users who had already shown strong interest in specific products. For a fashion retailer with a broad brand catalog and seasonal collections, this meant that many “warm but undecided” visitors could lose momentum in the purchase journey. **Brandy’s** therefore focused on a key question:

How could users instantly return to the products they had already shown interest in, without interrupting their browsing experience?



Case Study

— Problem by PersonaClick —

“Brandy’s converted browsing history into a real-time navigation shortcut by activating a dynamic ‘Recently Viewed Products’ tab with PersonaClick.”

Together with **PersonaClick**, the **Brandy’s** team implemented a persistent “Recently Viewed Products” sticky tab across the website interface.

This tab acts as a dynamic recall mechanism for users’ browsing history. The system continuously tracks the products each visitor interacts with and displays them within a fixed tab visible across the entire site. With a single interaction, users can reopen the tab and instantly return to the products they previously explored.

The personalization logic relies on the Recently Viewed algorithm, which dynamically updates product suggestions based on each user’s browsing behavior. This approach ensures that the tab always reflects the most relevant products for that specific visitor. The implementation focused on three key principles:



Case Study

— Problem by PersonaClick —

Persistent Visibility

The tab remains accessible across all pages, ensuring users can return to previously viewed products from anywhere on the site.

Minimal Interaction Effort

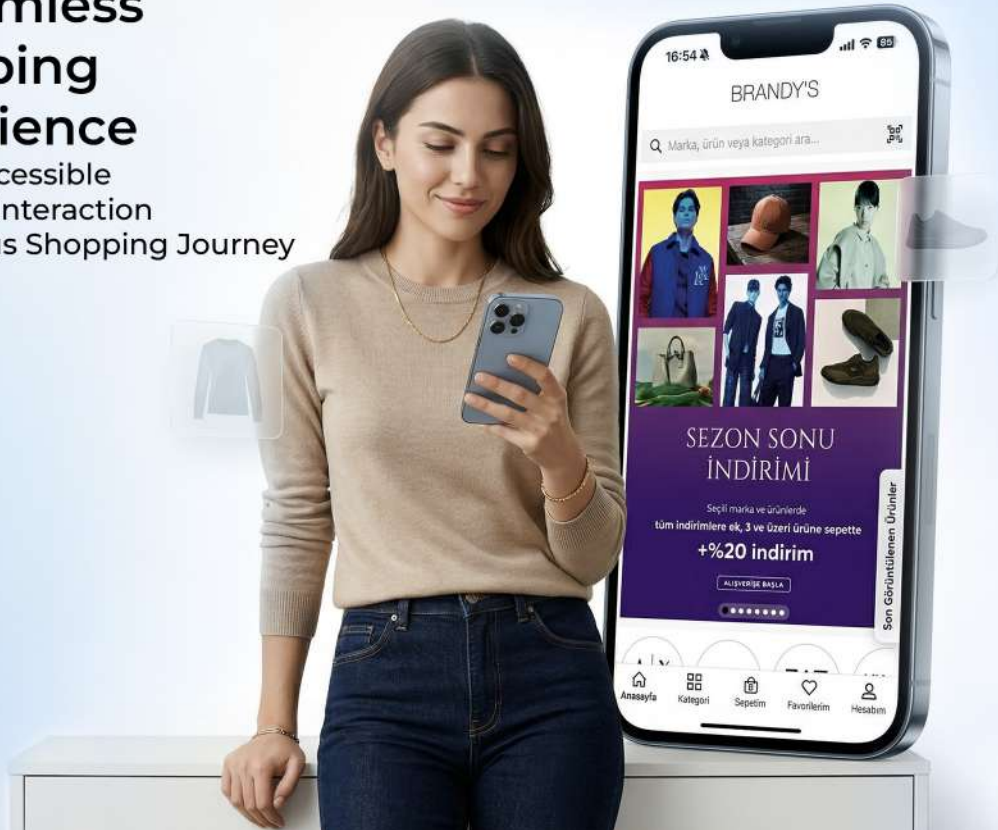
Instead of navigating through menus or search results, users can revisit products with a single action.

Continuous Shopping Journey

Rather than restarting discovery, visitors can seamlessly continue the purchase journey from the exact point where they left off. This structure is particularly valuable for mobile users, where repeated searching or scrolling can significantly disrupt the browsing experience.

A Seamless Shopping Experience

Always Accessible
Effortless Interaction
Continuous Shopping Journey



Case Study

— Keys Results & Highlights —

Engagement Performance

During the three-month evaluation period, the “**Recently Viewed Products**” sticky tab generated strong engagement across the **Brandy’s** website.

The feature reached more than 3.5 million impressions and engaged over 1.5 million unique visitors, demonstrating that browsing memory plays a critical role in product discovery.

The tab achieved a CTR slightly above 2%, generating tens of thousands of product interactions and helping users quickly return to items they had previously considered.

Conversion Impact

The behavioral shortcut significantly improved purchase continuity. Within the evaluation period:

Over 4,400 products were added to carts directly after interaction with the feature

More than two hundred completed purchases were generated through the recently viewed recall mechanism. This resulted in a conversion rate of approximately 0.7% from interactions, indicating that users returning to previously explored products often exhibit strong purchase intent.

Case Study

— Keys Results & Highlights —

Purchase Behavior Insight

The results highlight an important behavioral pattern in fashion e-commerce:

Users rarely purchase the first time they see a product.

Instead, they revisit items multiple times before completing the purchase decision. By allowing users to instantly return to products they had already evaluated, the sticky tab effectively shortened the path between consideration and purchase.

Customer Journey Optimization

The feature helped **Brandy's** convert browsing memory into a structural component of the shopping experience.

By enabling instant product recall:

- product rediscovery became significantly faster
- browsing interruptions were reduced
- users could continue their purchase journey without restarting navigation

These improvements translated into measurable gains in on-site engagement, cart activity, and purchase completion.

Case Study

Closing Notes

In fashion e-commerce, customers often revisit the same products multiple times before making a purchase decision. With **PersonaClick**'s recently viewed tab, users can instantly return to items they previously explored without repeating the search process. This significantly improved the continuity of the shopping journey and made product discovery much more fluid.

BRANDY'S
Digital Marketing Team

Customers rarely follow a straight path to purchase, especially in categories where comparison and consideration are part of the buying process. By enabling users to instantly return to products they previously viewed, **Brandy's** turned browsing history into a powerful personalization layer that supports both discovery and conversion.

CEO **PersonaClick**
Gürhan Işık

Book a Demo

<https://personaclick.com/request-demo/>