

**FOR IMMEDIATE RELEASE**

**Awin and ShoeAI tech partnership supercharges e-commerce sales for shoe retailers**

*Olten, 2 August 2022.*

ShoeAI has partnered with leading global affiliate marketing company Awin. Boosting e-commerce sales by 300%, ShoeAI guides shoppers toward shoes that are in stock in the right size. Online shoe retailers on the global Awin platform can now easily access the ShoeAI's guided sales software to enhance their affiliate programme performance.

**ShoeAI offers in-store experience – guided selling - to e-commerce shoe retailers**

Shoe retailers have faced the challenge of low e-commerce conversion rates for decades, and with declining sales and pressure from shareholders to perform, there is greater pressure to increase conversion.

Timo Steitz, Founder & CEO of ShoeAI, explains: "Shoes must fit, and choosing the correct style and size online that's actually in stock too is difficult; if one hundred people walk into a physical store, retailers can expect thirty to leave with new shoes. Skilled salespeople make this possible.

"For e-commerce, the number of shoppers leaving the online store with shoes can be as low as two. ShoeAI boosts e-commerce conversion rates by as much as 300% by providing a guided shopping experience close to that offered in-store by in-store sales assistants, helping customers choose the footwear style and size they want and shoe retailers to sell more shoes online."

**Augmenting the Awin service**

For over 21 years, Awin has driven growth for its advertisers through its global affiliate marketing platform. ShoeAI represents its latest partnership that will augment its service and help its advertisers to sell more products online and earn more commission.

Alexander Kube, Director of Advertiser Key Account Management at Awin, says: "ShoeAI is a sales multiplier with an unprecedented ability to improve conversion rates for online shoe retailers. Integrating this software into the Awin service will help our clients sell more shoes and will improve the quality of their customers' experience.

"Our outstanding technology partners are hand-picked to help our clients grow. ShoeAI strengthens the Awin service, and we're excited for advertisers to benefit from its use."

**-ENDS-**

PRESS RELEASE

## Notes for the media

For media information and to request images and interviews contact Mike Doggwiler  
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Or visit our media centre at: <https://www.stories.shoeai.com/media-center>

Robust data sets on ShoeAI's performance and potential are available on request. We welcome enquiries from journalists keen to discover how ShoeAI makes these experiences possible.

For sales enquiries, please contact Paul Davis  
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### The Awin story

With 21 years of experience, our network offers a global community of people, technology and business intelligence insights. No matter what type of partner, level of service, or tools your business needs, Awin provides solutions to drive sustainable growth.

Part of the Axel Springer and United Internet Groups, with ShareASale and Commission Factory, Awin's global affiliate network is powered by 17 offices worldwide, over 1,200 employees, 241,000 contributing publishers and 21,200 advertisers.

Connecting businesses with customers around the world across the retail, telecommunications, travel and finance verticals, AWIN generated £12 billion in revenue for its advertisers and £920 million for its publishers in the last financial year.

### About ShoeAI



ShoeAI helps footwear brands and retailers to sell more shoes. We do this by introducing guided selling to the digital shopping experience via our AI-driven shoe fit software for e-commerce, ShoeAI. Our guided selling solution understands customer behaviours through machine learning, improving customer experience, increasing shopper trust and boosting conversions by as much as 300%, just like a real salesperson does in a physical store.

Headquartered in Switzerland and with offices and clients worldwide, ShoeAI's intuitive and easy-to-use AI-driven shoe fit software is used by global retail and shoe brands including Le Chameau, LK Bennett, R.M Williams, Lacrosse and Sports United. Learn more at [shoesizeme.com](http://shoesizeme.com) and stay up to date with our education and thought leadership content on our [LinkedIn page](#).



### About Timo Steitz

As ShoeSize.Me's Founder & CEO, Timo Steitz leads our business, the technical evolution of ShoeAI, our guided selling and shoe size plugin, and is responsible for investor relations. It was by drawing on his personal experience in the footwear and retail industry that he was inspired to develop a guided selling experience that replicates the in-store customer experience online. With a double masters in entrepreneurship and innovation from the University of St Gallen, Timo launched ShoeSize.Me, after working within the wealth management, consumer banking and technology sectors.