

# **Improving Fashion Discovery Using Search Based Style Reels**

**Product Analytics Case Study | Meesho**

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# Problem Statement

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## **1. Problem**

- Users searching for fashion items struggle to judge how products look in real life using static images alone.

## **2. Gap Identified**

- Meesho's existing reels feature is isolated and not contextually connected to user search intent.

## **3. Impact**

- Reduced buyer confidence
- Lower conversion rates
- Missed discovery opportunities in fashion shopping

## Target Users

### **1. Primary Users: Fashion Explorers.**

- Discover styles rather than search for a fixed item.
- Influenced by visuals and trends.

### **2. Secondary Users: Budget Shoppers.**

- Price-sensitive but style-aware.
- Need visual assurance before purchasing.

## Proposed Feature

### **1. Search-Based Style Reels**

- When a user searches for a fashion item (e.g., “shirts”), a contextual reels tab appears within search results.

### **2. Feature Highlights**

- Short videos of real people wearing the product.
- Style variations (fit, color, use cases).
- Each reel links directly to product pages.

### **3. Goal**

- Increase discovery, confidence, and conversions during search.

- If relevant style reels are shown during the search journey, then users will feel more confident, leading to higher engagement, add-to-cart actions, and purchases.

## Metrics

### 1. Primary Metrics

- Add-to-Cart Rate
- Purchase Conversion Rate

### 2. Secondary Metrics

- Reel Click-Through Rate
- Product Clicks
- Session Time After Search

## 1. Data scope

- 8,000 session-level records representing fashion search behavior
- Dataset simulates user interactions before and after introducing search-based style reels

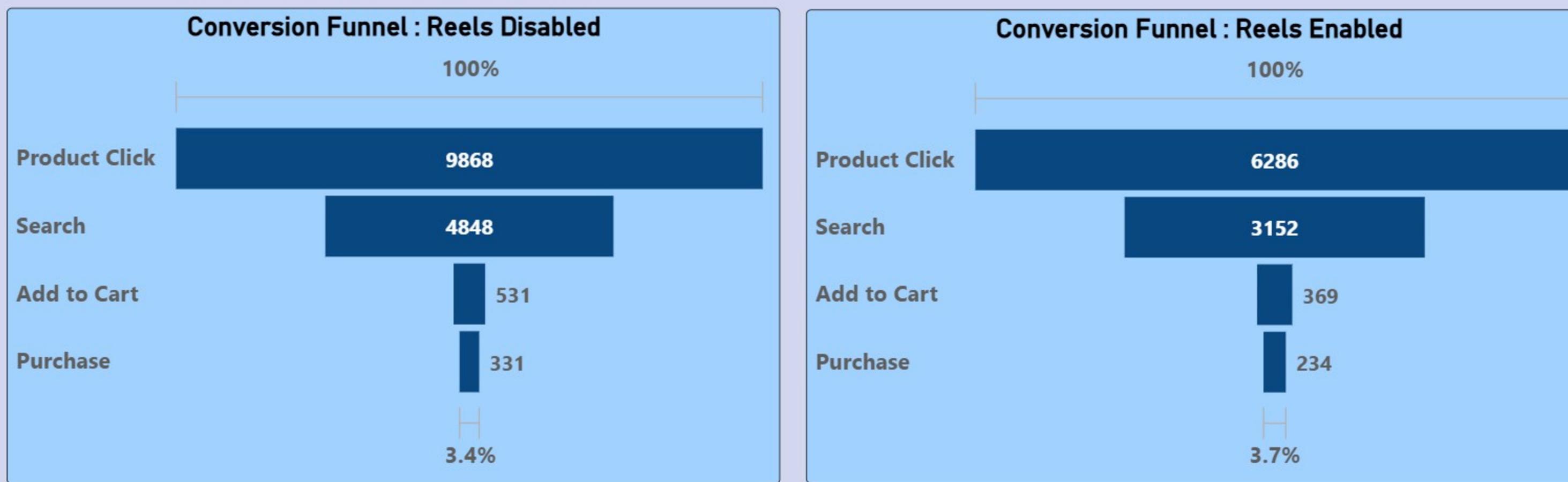
## 2. Key Fields

- search\_keyword, reels\_enabled
- reel\_views, reel\_clicks, product\_clicks
- add\_to\_cart, purchase, session\_time\_sec

## 3. Experiment Design

- Control: Search without reels
- Test: Search with reels enabled

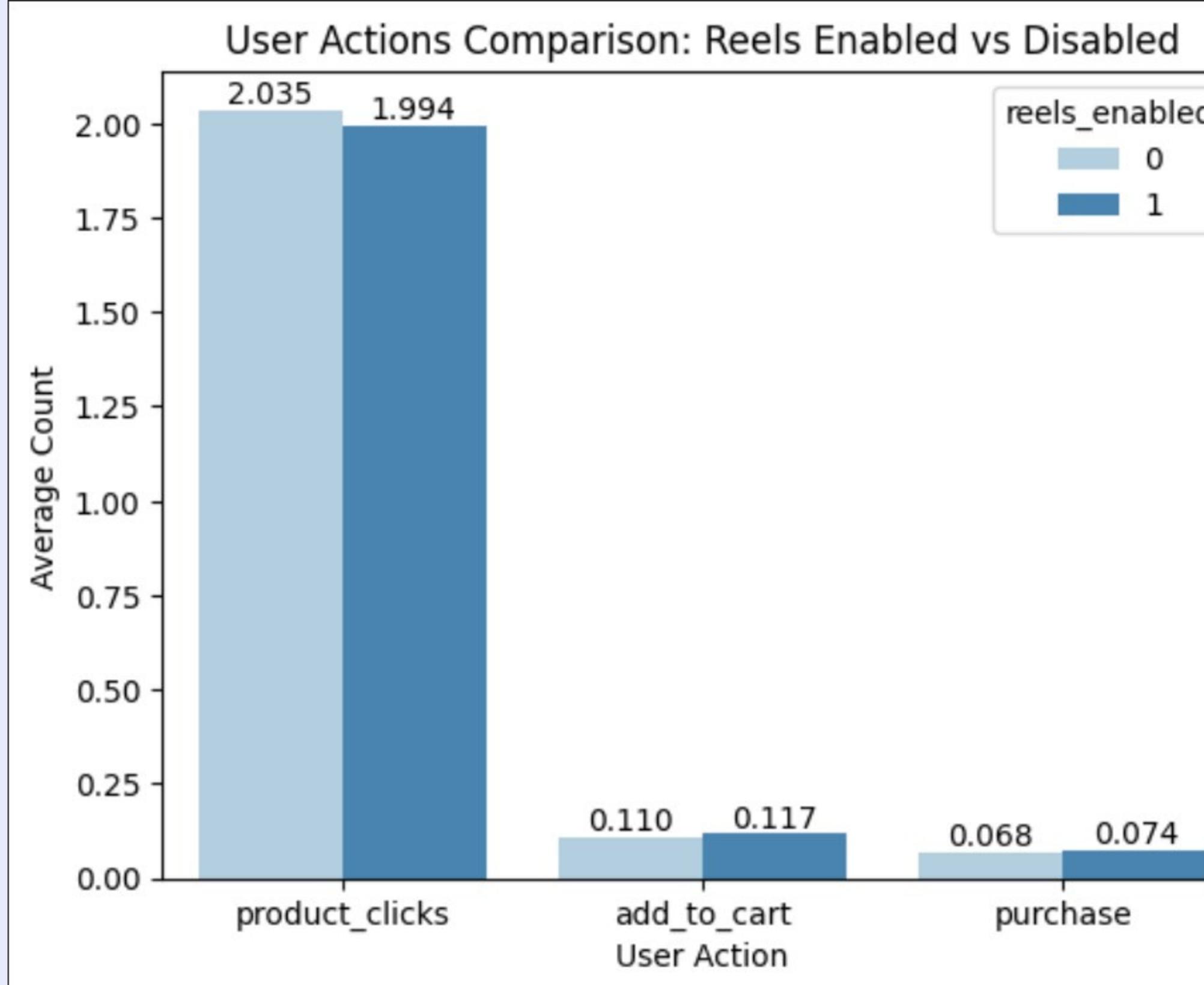
## Funnel Performance: Reels Enabled vs Not Enabled



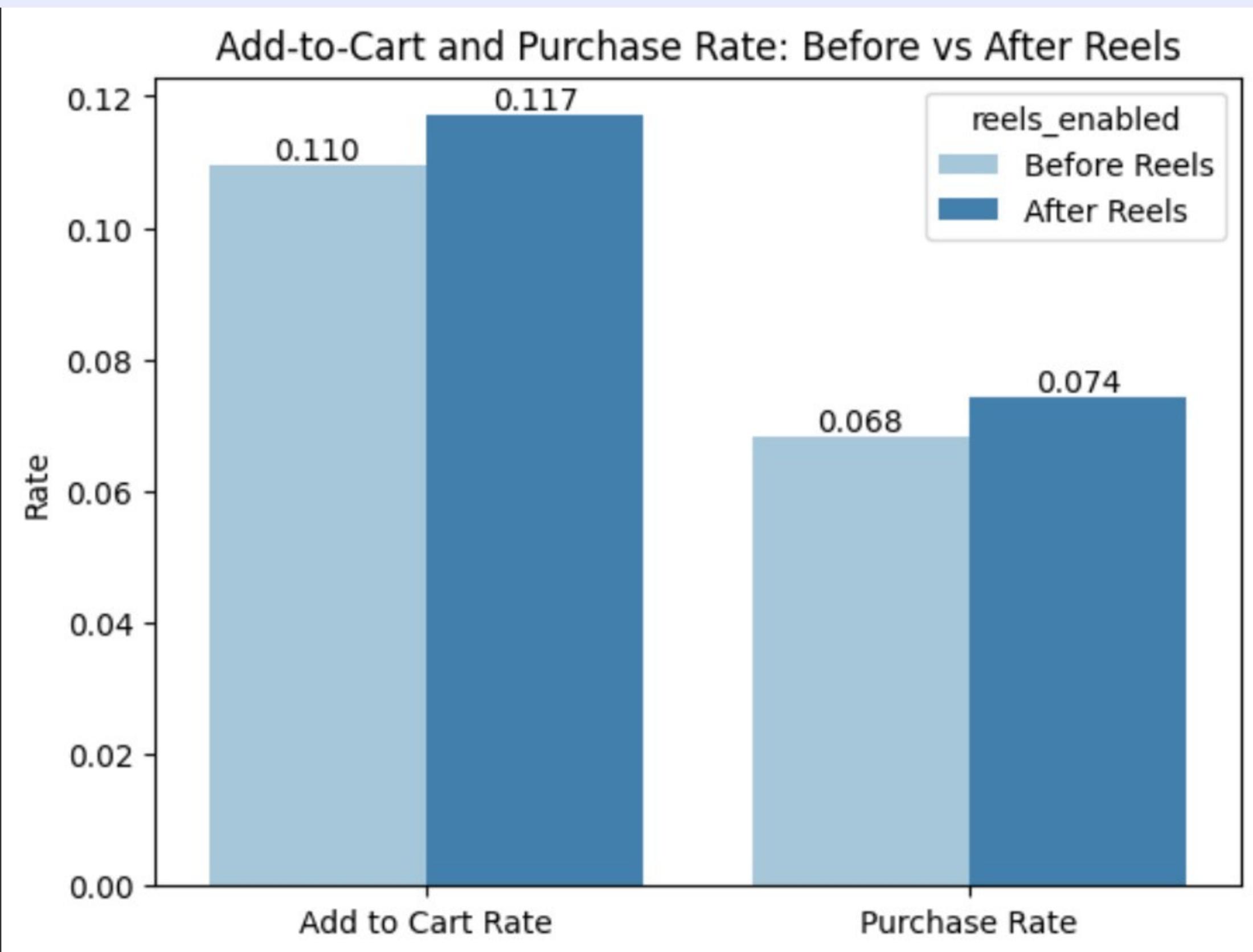
Conversion rate table

Conversion	Reels	Stage	Users
0.074	After	Purchase	234
0.068	Before	Purchase	331

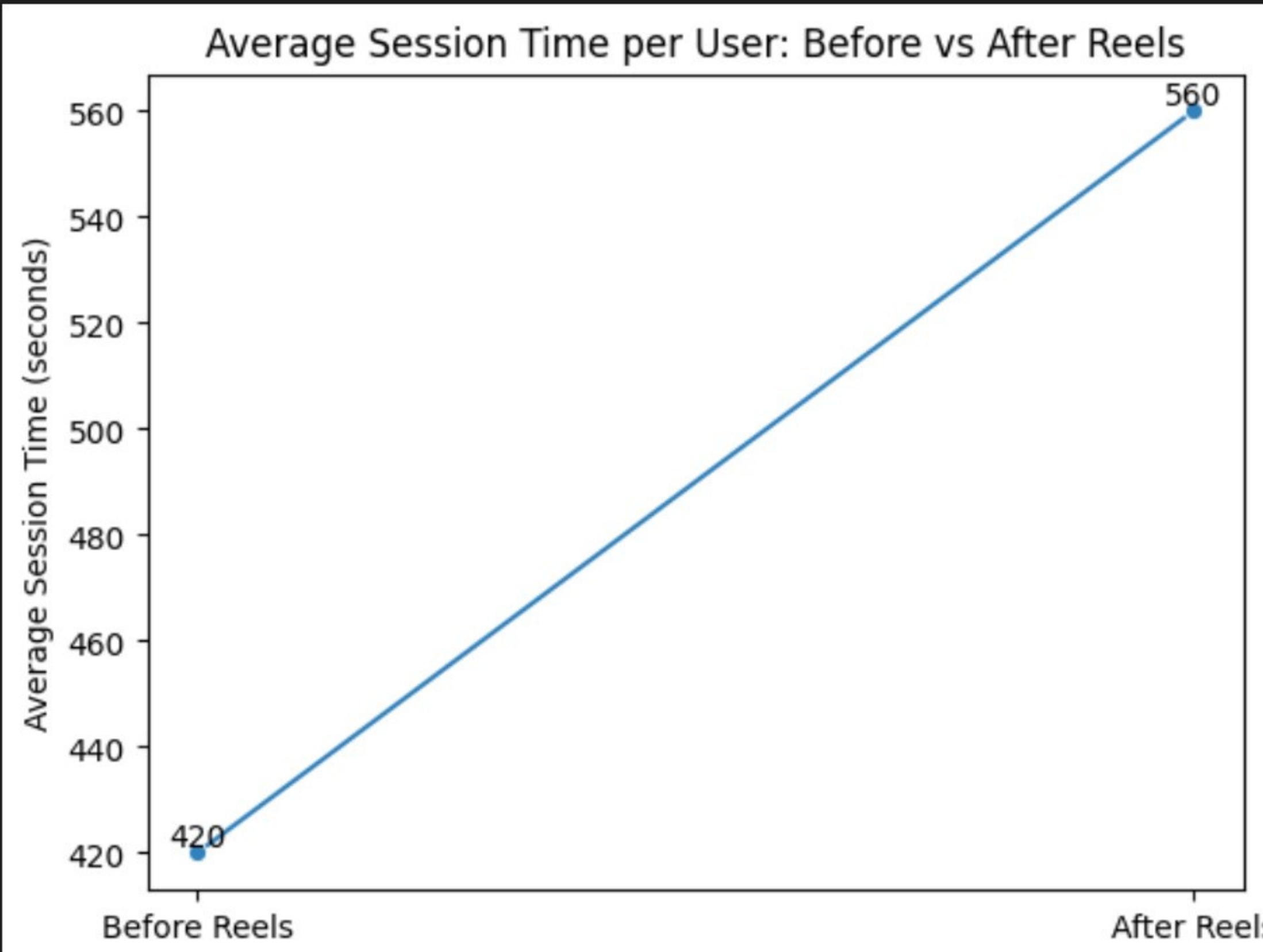
**Reels increased purchase conversion by ~9% (7.4% vs 6.8%)  
despite lower traffic, indicating higher user intent.**



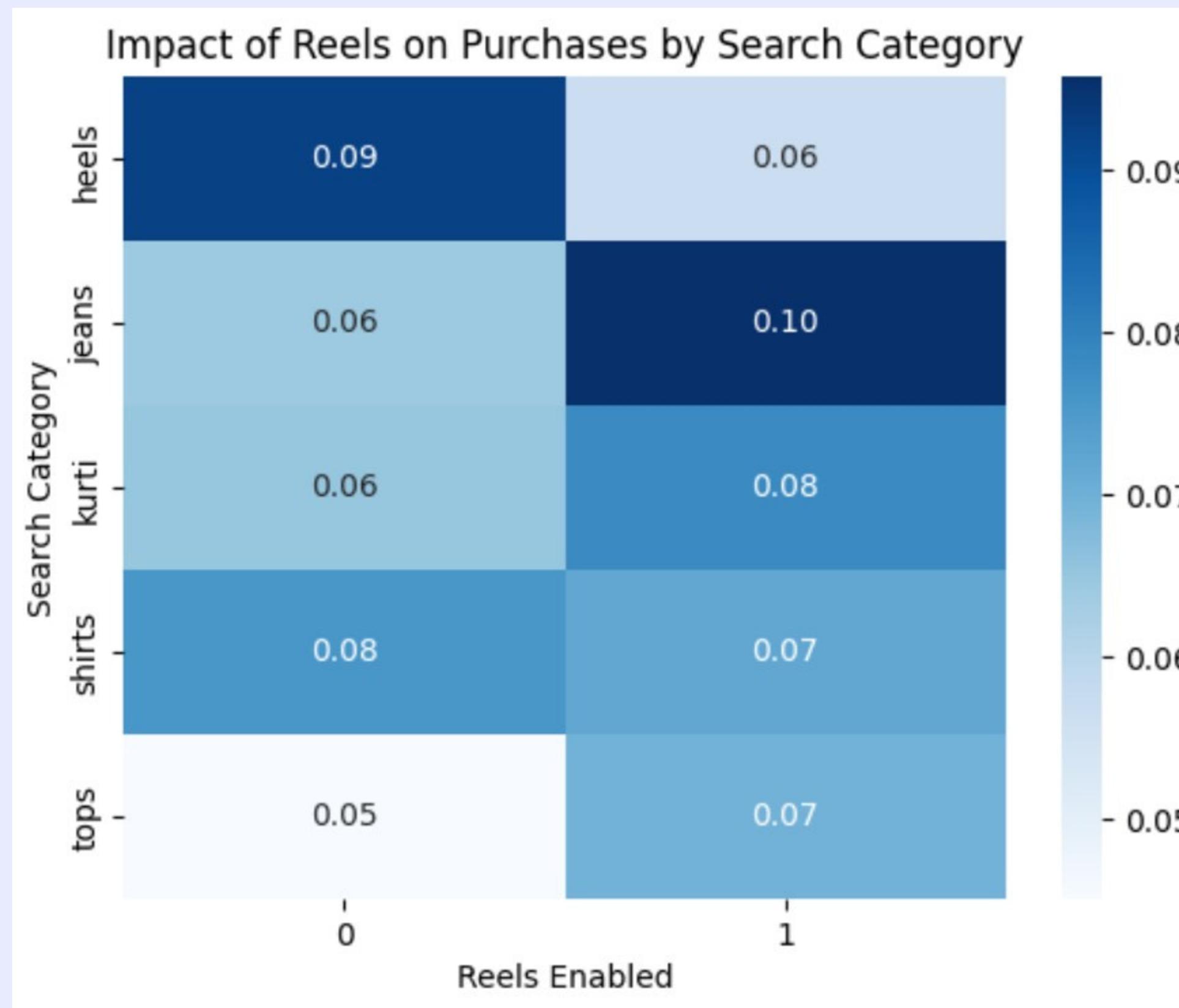
- Clicks unchanged, but downstream conversion improves
- Add-to-cart and purchase rates are higher with reels
- Reels increase user intent and buying confidence



- Add-to-cart rate increases 11.0% → 11.7% (+6.4% uplift), showing stronger purchase intent
- Purchase rate improves 6.8% → 7.4% (+8.8% uplift), proving reels convert intent into sales
- **Product Takeaway: Reels drive stronger purchase intent and higher conversions**



- **Session time increases from 420s → 560s (+33%)**
- **Users spend longer per session when reels are present**
- **Reels shift behavior from quick search to deeper browsing**



- **Jeans: Purchase rate jumps 6% → 10% (~67% uplift)**
- **Kurti: Purchase rate up ~33% after reels**
- **Reels perform best in fashion-led categories**

## **1. Problem**

- Fashion shoppers hesitate to purchase due to limited real-life product visualization.

## **2. Solution Tested**

- Introduced search-based style reels to show short videos of products during the search journey.

## **3. Key Results**

- Higher add-to-cart and purchase rates
- Increased session time and discovery behavior
- No negative impact on product clicks

## **4. Business Impact**

- Reels improve buyer confidence and unlock incremental revenue from discovery-led users.

## **5. Decision**

- Scale search-based style reels across high-discovery fashion categories.

## Key Insights

- Search-based reels significantly improve add-to-cart and purchase rates.
- Reels are most effective for discovery-led fashion users.
- Engagement increases without reducing product clicks.

## Recommendations

- Roll out search-based style reels across high-discovery fashion categories.
- Prioritize exposure for budget and first-time shoppers.
- Optimize reel placement to balance discovery and purchase intent.

## Risks & Trade-offs

- Reels may distract high-intent buyers.
- Low-quality content can reduce trust.
- Higher engagement may not always convert.
- Mitigation Targeted exposure, quality filters, continuous metric tracking.

## Future Scope

- A/B testing reel placement and frequency.
- Personalised reels using interaction signals.
- Expansion to other visual categories.

## Conclusion

- Search-based style reels bridge the gap between discovery and confidence in fashion shopping.
- The feature leverages existing infrastructure, has low implementation risk, and shows measurable impact on engagement and conversion – making it a strong candidate for scale.