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# Boohoo Case Study

## Boohoo drives commerce revenue with the addition of innovative Amplience Dynamic Media solution

Boohoo, one of the UK's leading online fashion retailers was one of the first customers using video capability within Amplience's Dynamic Media to create engaging digital commerce experiences.

Dynamic Media has enabled the retailer to enhance its Boohoo TV channel with high quality video content to quickly and easily improve merchandising, by showing product collections in parallel with the video content.

Previously video has been mainly a passive experience with little interactivity and has been typically used at the product level to increase engagement. Dynamic Media enables products to be shown alongside the video whilst it plays, using editable cue points. This unique technology implementation vastly improves merchandising possibilities across the site.

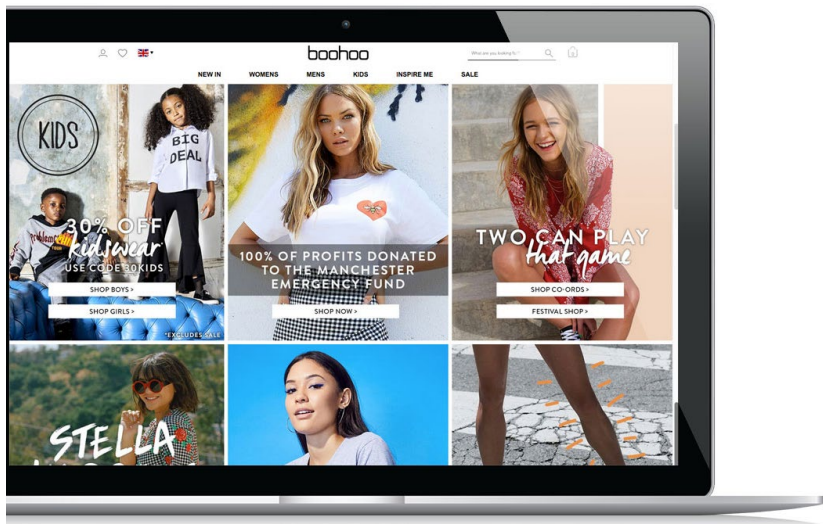
Boohoo has already realised impressive results: Compared with the wider Boohoo.com site, Boohoo TV video merchandising content raises average order values by 17 percent.

"Amplience's Dynamic Media solution is unique and has given us great results in our ability to merchandise our products better, most significantly engaging new visitors and boosting average order value (AOV). Amplience understand retailers' needs and this latest platform solution helps us better engage with our audiences."

**Rebecca Smith,**  
Former Head of eCommerce  
at Boohoo

### Key Business Benefits

- 17% increase in average order value (AOV)
- 67% of all Customers were new customers
- 2.2m app downloads across UK, US and Australia
- UK being Boohoo.com's largest market with a 140% growth in revenues



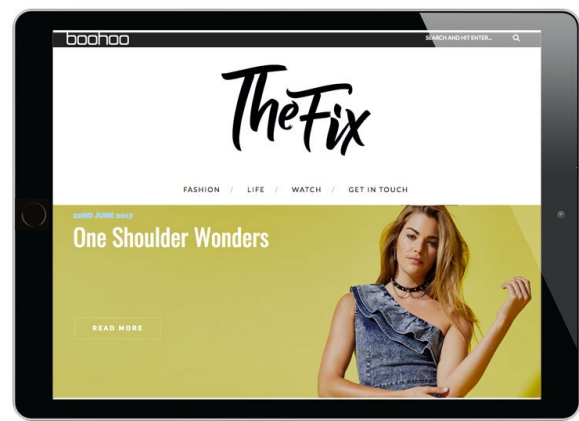
## Customer social interaction

Interacting with customers through social media has been a key focus for Boohoo over the last six months. Customers are encouraged to reach out via social media platforms, including WhatsApp, to share their recent purchases, interests, and any customer services questions they need addressing. To date, Boohoo has 2.4m Facebook followers, 0.9m on Twitter, 2.6m on Instagram and 0.8m on YouTube (June 2017).

## User experience through contribution

Boohoo's online platform, Boohoo.com, focuses its content through The Fix – a dedicated area of the website where users can tailor their search and browsing choices through fashion tips, style videos and blogger articles. This enhanced user experience has seen a huge growth in new audiences for the platform, alongside help from celebrity blogger Jordyn Woods.

The Boohoo.com online platform alone generated a 51 percent increase in sales from 2016 to February 2017, making a £294.6m growth in a year and mobile devices accounting for 70 percent of session sales during that time.



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### ABOUT AMPLIENCE

Amplience dramatically simplifies how clients plan, create, manage, and deliver content. With a modern API-first approach, the Amplience solution can unleash the creativity and productivity of content and technology teams. Amplience serves more than 200 of the world's leading businesses including Crate and Barrel, Heritage Parts, Boohoo, Mulberry, BMC, and TUMI. For more information on the Amplience solution, please visit [www.amplience.com](http://www.amplience.com).