



Amplience™
The Big Content Cloud

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70%
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Boohoo Case Study

Boohoo drives commerce revenue with the addition of innovative Amplience video marketing solution

Boohoo, one of the UK's leading online fashion retailers is one of the first customers using video capability within the Amplience Big Content Cloud to create engaging digital commerce experiences.

The **Amplience** solution has enabled it 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.

The Big Content Cloud has enabled **Boohoo** to enhance its Boohoo TV channel with 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. The **Amplience** solution 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%.

"The Amplience solution is unique, has given us great results, and has improved our ability to merchandise our products"

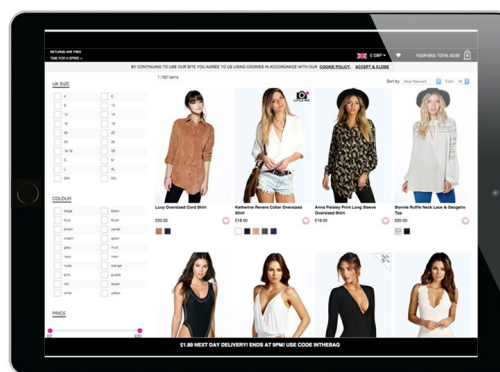
Rebecca Smith,
Head of eCommerce, Boohoo

Key Business Benefits

- 17% increase in AOV
- 67% of all Customers were New Customers



Rebecca Smith, Head of eCommerce at **Boohoo** said
 “The **Amplience** solution is unique and has given us a great results in our ability to merchandise our products better, most significantly engaging new visitors and boosting AOV. **Amplience** understand retailers needs and this latest platform solution help us better engage with our audiences.”



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NEW YORK



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ABOUT AMPLIENCE

The Amplience Big Content Cloud delivers rich content production, analytics and publishing capabilities API first, on a single multi-tenanted cloud platform that is backed by unparalleled 99.99% uptime SLAs. Working with an experienced Customer Success and Solutions team and detailed Big Content Index benchmarking enables more than 200 of the world's leading brands to realise measurable content performance improvement.