



Amplience

Powering Retail Engagement at Scale

Brown Jordan Case Study

Brown Jordan International Configures a Simplified Approach to Managing Digital Content

Background

Founded in 1945, **Brown Jordan** International has carved a unique position for itself in the crowded outdoor furniture and accessories market. The company is renowned for the high-quality of its products, its detailed and meticulous designs and its unparalleled customization capabilities. **Brown Jordan** is committed to making distinctive pieces that cater to individual customers' likes and preferences via five brands. In many cases, this involves 100 percent customization of products with every element ranging from frames to upholstery made to order for the customer.

The Challenge

Brown Jordan's exceptional customization capabilities left the brand with a vast inventory of product imagery. It was not uncommon for the company to have 100 different images for one product depicting the item in different colors, fabric swatches and cushion detailing, among other options. **Brown Jordan** needed a solution to unify and centrally manage its digital content and began searching for a technology partner.

The Amplience Advantage

Brown Jordan evaluated several vendors but all of them required the company to maintain its image base in two separate locations—with one exception. The Amplience Content-as-a-Service Platform combines disparate content silos into a single library, providing ecommerce teams and other groups with the ability to easily manage and publish digital content. In addition, unlike the majority of competitive solutions, **Amplience** requires no plug-in or browser extension to install, enabling brands to begin utilizing the technology right away.

According to Rob Morris, Director of Software Development at **Brown Jordan**; "Our **Amplience** implementation required essentially no set-up—it was turned on and we could almost immediately start using it. In theory, we could have begun doing configurable products the next day. All of the other vendors we looked at required a lengthy initial process of handing over imagery and other logistics, so this was a real competitive differentiator and a key reason why we selected **Amplience**."

"Many of our customers have very specific requirements for their products. The ability to interact with our furniture by adjusting color, fabric or pattern variants is a huge differentiator, and a capability that delivers a much more personalized purchase journey."

Rob Morris,
Director of Software Development
at Brown Jordan International

Key Business Benefits

- First year cost savings after implementing Amplience Content-as-a-Service platform is 65% and subsequent years are 82%.
- Deliver 1,200 configurable products to drive product-page conversion uplift and reduce production costs
- Unique functionality for product personalization to improve customer satisfaction
- Create rich customer configurators that visualize complex product categories to drive engagement, conversion and average-order-values



Brown Jordan is currently using **Amplience** to manage the digital assets for one of its five brands and are starting the planning process for the second, with plans to transition all to the Amplience platform.

The Solution in Action

In addition to unifying its digital content, **Brown Jordan** is taking advantage of **Amplience** Dynamic Media to streamline and automate the processes involved in creating engaging digital experiences. The solution gives brands control over product images and videos, as well as promotional content such as banners, lookbooks and lifestyle videos.

A key focus for Brown Jordan’s online expansion in the year ahead is transforming into a retail catalogue site, and Amplience’s technology will play a pivotal role in the transition. Morris explained; “One of our primary goals is to make our site more interactive and our products more sellable. We’re working with **Amplience** to automate 360° spin sets, create image roundels and other elements to deliver a more personalized experience.” **Brown Jordan** is also using Amplience’s technology to augment its upsell capabilities—for example, suggesting a chair from the same collection to a customer who has just viewed a lounge.

In addition, **Brown Jordan** is utilizing **Amplience** User Generated Content (UGC) to integrate social imagery into its site.

Given the high-end nature of its business, many of the company’s customers are interior designers who maintain an active presence on social media, documenting Brown Jordan’s products in a variety of uses and paired with different design elements. Incorporating this imagery into its online presence will transform the **Brown Jordan** site into a point of inspiration, enabling the company to guide customers to new products and grow its business by tapping into the power of social media.

Amplience’s Product Customization solution is another capability **Brown Jordan** is employing to enrich its online presence. An extension of Amplience’s Dynamic Media, the technology dynamically generates image variants from existing photography, enabling on-demand image substitutions that allow shoppers to more accurately visualize and personalize products. As Morris put it; “Many of our customers have very specific requirements for their products. The ability to interact with our furniture by adjusting color, fabric or pattern variants is a huge differentiator, and a capability that delivers a much more personalized purchase journey.”

Brown Jordan currently has 1,200 configurable products online, and has plans to expand its usage in the years ahead. Morris envisions an environment in which customers could create scenarios pairing different products together, experimenting with color and fabric options, until they find the right combination for them. Taking it a step further, **Brown Jordan** has discussed creating a portal in which customers could upload a picture of their patio and configure what it would look like with various furniture styles and colors. This would further set the company apart from its competition and enable its customers to explore its full product catalogue in the context of their own home or project environment.

While these are not near-term initiatives for **Brown Jordan**, Morris views the **Amplience** partnership as an essential element in ultimately bringing these goals to fruition. “I really can’t say enough about our relationship and the strength of their technology,” he said. “We’re essentially married to **Amplience** at this point, and I’m excited that we have the opportunity to expand our usage of their solutions as our online presence increases.”

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|  LIBERTY LONDON | MARC JACOBS | AERIN | john varvatos |  ADRIANO GOLDSCHMIED |
| | BROWN THOMAS EXPERIENCE THE EXTRAORDINARY | rag & bone NEW YORK | boohoo.com | t h e o r y |

The Amplience platform signals the end of today’s content production and publishing bottlenecks, accelerating processes and transforming assets into reusable, highly engaging digital content that can be delivered consistently across every customer segment, channel and locale. With Amplience, retailers finally have the velocity of continuously fresh content required to convert customers at every point of inspiration, driving higher sales and productivity -- all without scaling up the team. More than 200 of the world’s leading brands, including John Varvatos, Rag and Bone, and Tumi, benefit from Amplience’s specialized digital shopping expertise. For more information, visit www.amplience.com