![Amplience — Powering Retail Engagement at Scale]

Charlotte Olympia Case Study

Amplience enables well-heeled new online shop to showcase brand attitude

Charlotte Olympia, luxury show and accessory designer has completely overhauled its online presence with the help of the **Amplience** Content-as-a-Service platform, to revolutionise its online merchandising.

Amplience enables a small eCommerce team to create detailed, rich, interactive eCommerce layouts and publish them to the site without technical training.

"Using **Amplience** we can quickly and easily pull together animated carousels, interactive look books or creative inspirational content within an hour," said Tara Ffrench-Mullen, Global Marketing and PR Director at **Charlotte Olympia**. "In contrast to the week or more it used to take when relying on external designers and coders, this saves our small team both time and expense when it comes to media production. At the same time we're able to create a far more engaging experience for our customer that matches our playful brand image."

Browsers navigate through the world of **Charlotte Olympia** from exclusive shoppable campaign imagery to showcase carousels of eye-catching designs, with elaborate product categories and listings. Editorial features such as 'Caught in Charlotte's Web' and 'Made in Italy' - a short film celebrating the intricate craftsmanship behind the making of a modern classic Paloma, help drive customer engagement.

We've been very pleased with the results," said Tara Ffrench-Mullen. "Our feature 'Who's wearing **Charlotte Olympia**' for example has seen average engagement levels of 34 percent, whilst conversion to product page has been

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Tara Ffrench-Mullen,
Global Marketing and PR Directorat Charlotte Olympia

Key Business Benefits

- 10% conversion to product page
- 4% customer engagement levels
- Media production times reduced by >90%
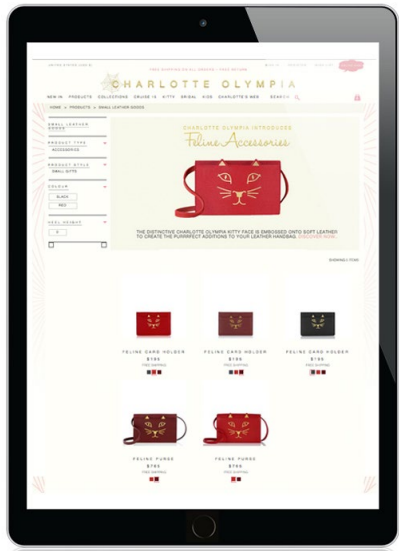- Dynamic media significantly reduces image management costs
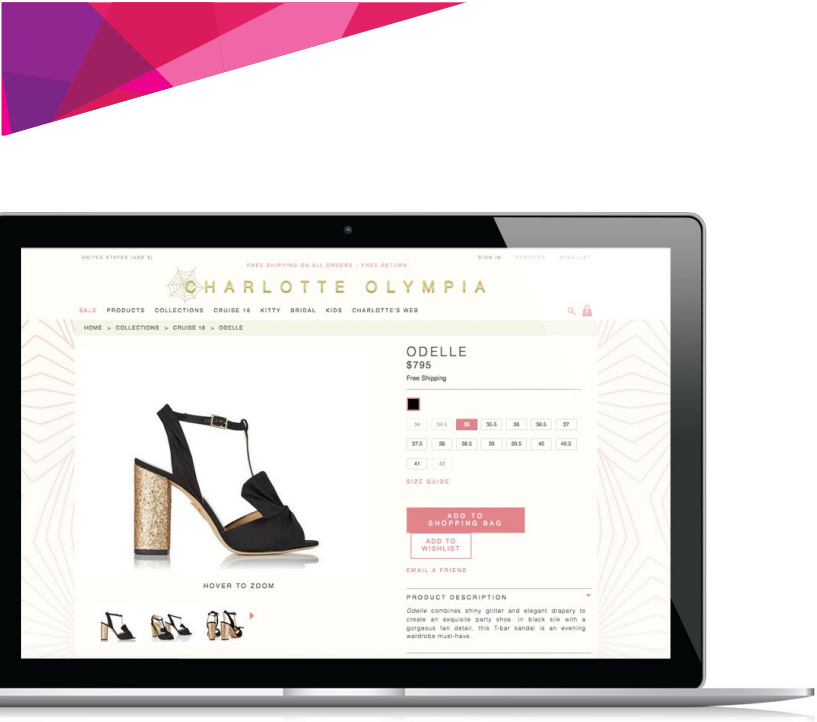
Using this solution, interactive media, images and videos such as **Charlotte Olympia's** 'Made in italy' video on the homepage, are automatically rendered in a size and format appropriate for the requesting device. This approach improves SEO ranking and supports the site's ability to cope with increased traffic.

James Brooke, CEO at **Amplience** commented: "Using **Amplience** retailers are able to save approximately 85 per cent on their media production costs at the same time as being able to create even more engaging and attractive displays."

average engagement levels of 34 percent, whilst conversion to product page has been up to 10 percent.

The new merchandising capabilities have enabled **Charlotte Olympia** to collapse the customer journey. Browsers can use a 'quick view' of products or add directly to their bag from carousels, video or other editorial layouts. The adaptive templates have also allowed **Charlotte Olympia** to integrate social channels such as Instagram into the homepage.

This means that instead of manually creating hundreds of different image variations for different uses on the site and across different channels, images and videos are dynamically rendered on-demand from one master asset.

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