



Amplience

Powering Retail Engagement at Scale

DFS Case Study

DFS optimises online content with Amplience to maximize sales over Christmas

DFS, the international furniture retailer, has deployed the **Amplience** Content-as-a-Service platform to boost sales over the busy Christmas and January sales period. Using Amplience, **DFS** is able to rapidly transform its online and mobile store to promote trending products, based on insights from its busy call centre. As soon as products are identified as 'best sellers', **DFS** can give them greater prominence in its online store, further boosting sales.

Before installing **Amplience**, DFS's existing process and technology meant being forced to wait until the following day to make the changes to the site, losing out on vital sales opportunities. Now, using the Content-as-a-Service platform, a small non-technical team can make changes to the site within 30 minutes. This increased responsiveness allows **DFS** to capitalise not only on sales peaks driven by scheduled marketing campaigns, but also transient day-to-day trends. Simply making a product the lead¹ on a category page can boost sales significantly.

Boxing Day was the busiest day for **DFS** over the festive period this year with site visits nearly doubling compared to the run rate. On this day, content engagement peaked at 66 percent and conversion rates to product ages increased 60 percent over the run rate.

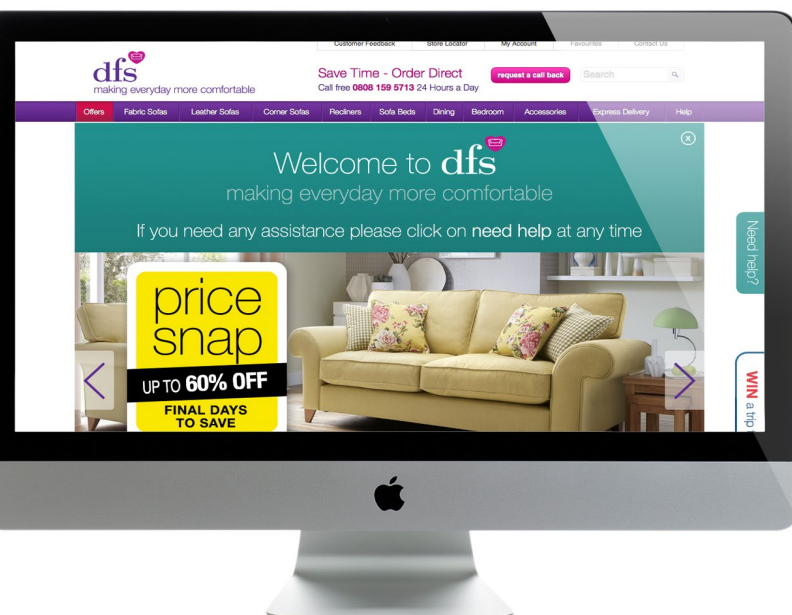
Russell Harte, head of delivery and multichannel at **DFS**, commented: "Boxing Day is one of the busiest trading days of the year at **DFS**, and by using Amplience, we can be confident that even in the face of peak traffic the quality and load times of our site imagery will not suffer. Using **Amplience**, not only can we promote products, but we can also create a rich, adaptive user experience for our customers without burdening them with long page load times."

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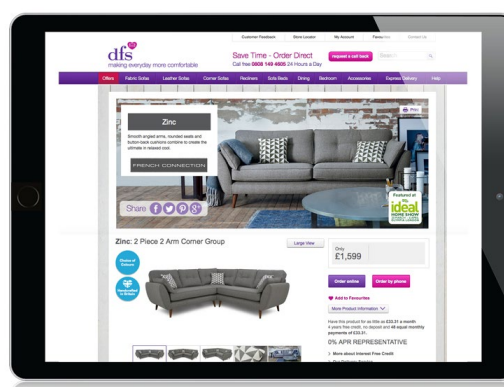
Key Business Benefits

- 60% Increase in Conversions
- 66% Customer Engagement Levels
- Media Production Times Reduced by 90%



"Furniture items are big ticket purchases and our research has demonstrated that images play a large part in the customer's decision-making process. A large range of high quality images is a crucial business tool," said Russell Harte.

The **Amplience** Dynamic Media solution allows **DFS** to use richer and more detailed media across all eCommerce channels. Each image is served from one master asset, automatically optimising the image or video for the requirements of the device it is requested by. As well as improving user experience for customers, this is also valuable for in-store sales staff, who are able to use tablets to demonstrate additional colours or designs that are not available in the showroom.



Mulberry

animal

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Dune

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NEW YORK



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ABOUT AMPLIENCE

Amplience powers retail engagement at scale. 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.