



Amplience™
CONTENT MANAGEMENT. SIMPLIFIED.

Halfords Case Study

Interactive media content and campaigns increase customer engagement

Halfords has replaced static promotions with interactive media content, boosting click-throughs and conversions. Campaigns can be changed or updated whenever required at no additional cost, drawing on insight from the Amplience solution's built-in analytics.

Jon Asbury, channel development manager at Halfords, says his team can now promote more products across high traffic pages, delivering a more engaging site experience across mobile and tablet devices.

"We can see exciting future developments in mobile commerce, a key area of our business."

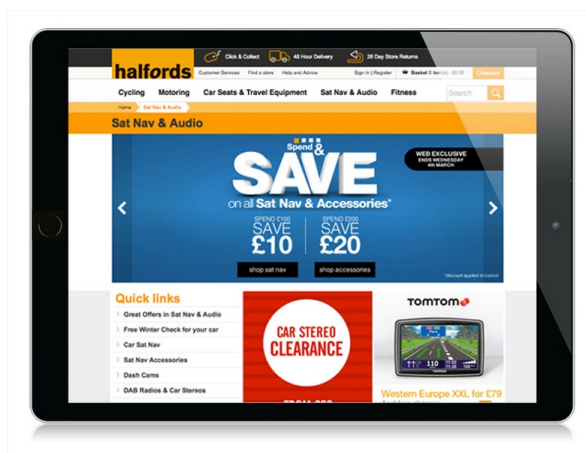
Halfords uses Amplience's closely tailored templates to ensure that images, text and call to action elements with data driven merchandising feeds can be combined to create new promotional content modules in minutes and without technical intervention.

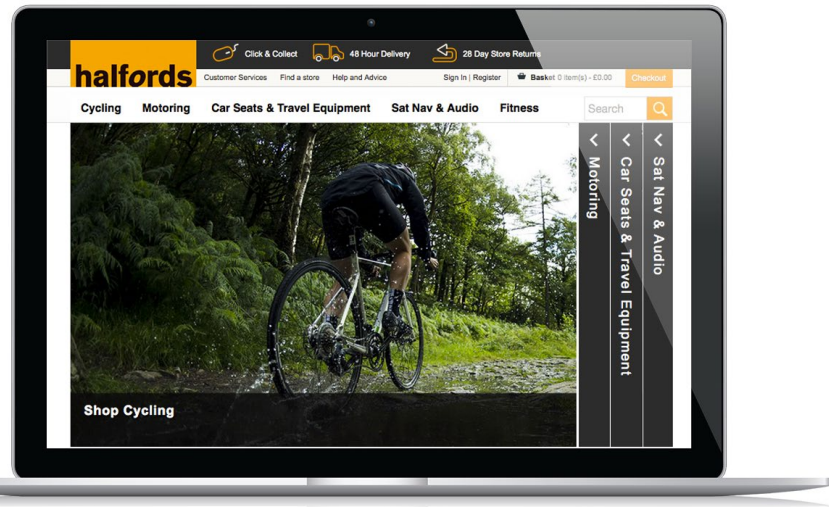
"On Halfords landing pages, click through rates on promotional areas have increased up to 300%"

John Asbury,
Channel Development Manager,
at Halfords

Key Business Benefits

- 300% increase in conversions

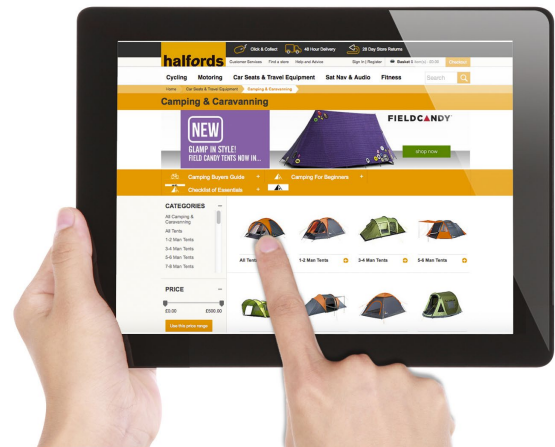




Halfords is able to use Ampliance's Dynamic Media to optimize its use of rich images and videos to ensure the best possible experience for its customers.

As a result, Halfords category managers now have complete control over online promotions, refreshing and updating interactive media content modules as often as they like.

On Halfords landing pages, click through rates on promotional areas have increased up to 300%.



ABOUT AMPLIANCE

Ampliance dramatically simplifies how clients plan, create, manage, and deliver content. With a modern API-first approach, the Ampliance solution can unleash the creativity and productivity of content and technology teams. Ampliance 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 Ampliance solution, please visit www.ampliance.com.