

Amplience

Powering Retail Engagement at Scale

Hibbett Sports Case Study

Amplience Helps Hibbett Sports Provide Seamless Shopping Experiences to Customers

Background

Founded in 1945, Hibbett Sports is a leading athletic-inspired fashion retailer. With over 1,000 brick-and-mortar stores in small to mid-sized communities across the nation, the company has a rich history of convenient locations, personalized customer service and access to coveted footwear, apparel and equipment from top brands like Nike, Under Armour and Adidas. Popular for the high-quality products they sell, Hibbett Sports is committed to making each customer feel like they are getting an individualized shopping experience.

The Challenge

Hibbett Sports needed to build its online presence by creating an omnichannel e-commerce site for customers. Wanting to set themselves apart online, Hibbett needed impressive imagery to showcase its products – offering the same level of personalization online as in-stores. To do this, the company required a technology partner that could help them launch an e-commerce site from scratch, and be fully integrated with its traditional stores and back office systems.

The Amplience Advantage

In its search for a Dynamic Media and Content Production partner, Hibbett Sports sought an agile platform that could easily meet the needs of “mobile-first” production. Evaluating several vendors for image management, the company found that few could handle the scale and agility Hibbett needed. The Amplience platform was noticeable from the competition for its comprehensive content production and delivery capabilities, and its ability to facilitate rapid publication of imagery across desktop and mobile screen sizes.

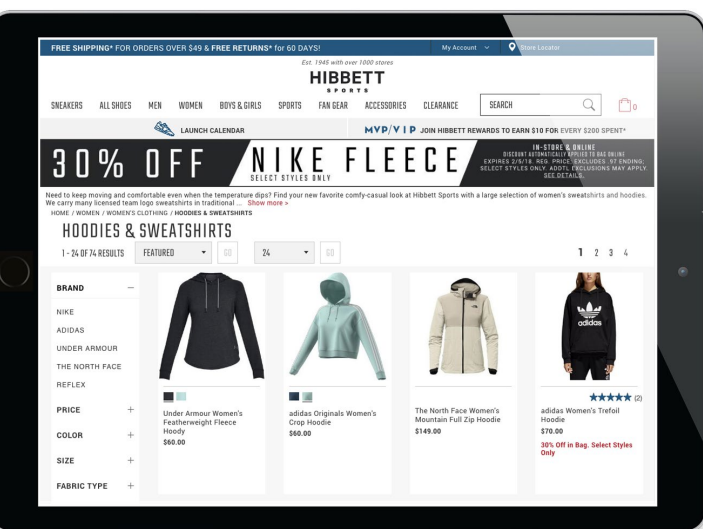
Amplience enables Hibbett Sports to create content easily and showcase it across the site quickly and consistently, providing shoppers with an engaging experience. Amplience’s Content Hub and Dynamic Media solution allows the company to render any image on demand to ensure the content is adaptive and responsive across all channels and devices.

“Agility in publishing content was a critical requirement for Hibbett Sports, and one of the reasons Amplience stood out from other providers. Our imagery and other content is an essential part of our ecommerce strategy, and optimizing this collateral efficiently across all platforms is imperative. Amplience helps us achieve this goal and, in so doing, provides a high-quality experience for our online shoppers.”

Bill Quinn,
VP Digital Commerce
at Hibbett Sports

Key Business Benefits

- Deliver content consistently across all channels and devices
- Improve content team productivity by reducing content production complexity
- Reduce risk and improve agility



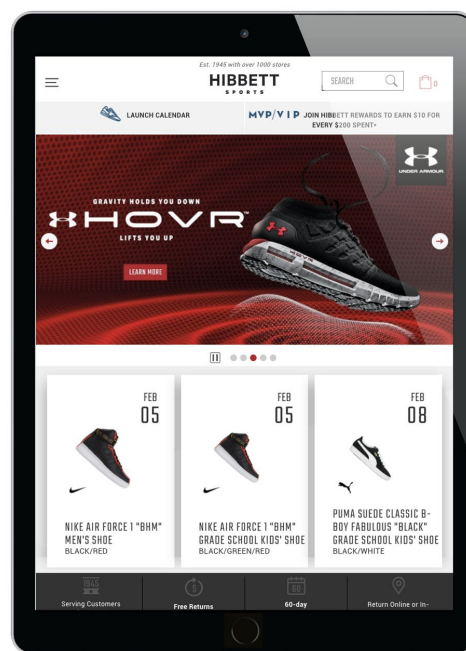
The Solution in Action

Hibbett Sports' online site launched in July 2017, featuring over 200 product videos and over 10,000 product reviews. The site is also fully integrated with Company stores, including visibility of in-store inventory, the ability to fulfill online orders from stores, the ability to return online purchases in stores, and full integration of the newly enhanced Hibbett Rewards program. The company had high expectations and gave itself a vigorous challenge to deliver and run fresh product images as often as possible.

The Amplience Content Hub unified the company's editorial and product content, images and other document assets into a single library, allowing Hibbett Sports to showcase the unique elements of its sports footwear, jerseys and apparel without investing significant resources into image development and management. Using the Content Hub, the company is launching campaigns once a week – updating content on its homepage and across the site. With five different images running on a loop across the homepage, shoppers are provided with a rich, engaging experience, while effectively seeing what's new for sale in the store.

"Agility in publishing content was a critical requirement for Hibbett Sports, and one of the reasons Amplience stood out from other providers," said Bill Quinn, VP Digital Commerce at Hibbett Sports. "Our imagery and other content is an essential part of our ecommerce strategy, and optimizing this collateral efficiently across all platforms is imperative. Amplience helps us achieve this goal and, in so doing, provides a high-quality experience for our online shoppers."

Since launching its site, Hibbett Sports has been astounded by the amount of positive feedback it has received from customers. "In just six months we've created an engaging online shopping experience, thanks to the responsive and accessible technology we used, as well as the fresh content", said Quinn. "Amplience helped us power through this successful launch and is continuing to push the boundaries in the retail engagement space, while always being accessible to us for our every need."



MARC JACOBS

AERIN

john varvatos



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