



Amplience

Powering Retail Engagement at Scale

NELLY Case Study

Amplience helps NELLY stay on-trend with rapid customer engagement

NELLY and NLY Man, Scandinavia's largest online fashion stores cater for young adults with the latest fashions fresh from the catwalk. Specializing in clothing, accessories and beauty products from 700 different brands to consumers across Europe and the UK.

In the age of fast fashion, shoppers expect the latest styles to be accessible to them immediately, they'll shop based on the retailer that can provide the latest. Therefore, today's retailers digital content must keep up with the pace and move even faster than before. For online-only retailers like NELLY, it is essential that rich media, such as interactive product images, can be created and delivered rapidly to the consumer to capitalize on the style of the day.

NELLY is no stranger to the challenging pace of the industry. However, to fully realize its potential the brand needed a rethink of its content production strategy. A series of disparate systems managing different parts of the production process limited its speed to market. Only an integrated, agile solution would allow NELLY to scale with its ambition.

Fast and furious content

The retailer turned to Amplience for more efficient asset management and a better way to deliver inspiring experiences to their consumer rapidly. NELLY chose the Amplience platform for its superior functionality, ease of use and comprehensive features set. The platform would allow it to move away from a dislocated production cycle and put in place a single, consolidated process from creation to delivery. Another critical requirement for NELLY, was to work with a partner who provided a good level of communication and support, something previously lacking from their legacy provider.

The implementation period was crucial, as NELLY required a system that could get up and running quickly. This was no easy task. Across the two websites – Nelly.com and NlyMan.com – there were 1.1 million image assets that had to be transferred over to the new platform.

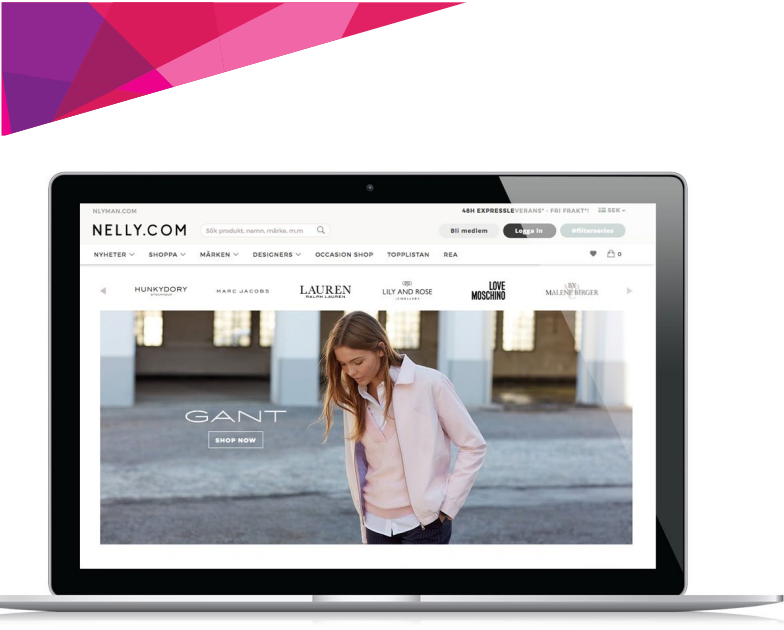
The Amplience project team worked closely with the retailer to ensure the new system would be delivered in time. In just two months, the team successfully moved all assets away from the old system and onto the new platform.

"We've been very impressed with the Amplience platform and project team. They've been highly attentive to our needs, and we've already been able to benefit from the platform's speed and efficiency. As a leading retail solutions provider, Amplience has a clear roadmap for future features and improvements that align to our development plans. This has greatly helped us, providing a clear timeline for NELLY to develop our own customer engagement strategy in tandem."

Henrik Palmquist,
CTO at NELLY

Key Business Benefits

- Fast and reliable delivery of NELLY & NLY Man media assets
- Easy administration of assets and formats within the business
- Professional collaboration between NELLY & NLY Man and Amplience



Implementation was eased by having Ampliance's expert consultants on hand to help NELLY's content and eCommerce teams adapt. They shared their platform knowledge at every stage to ensure the system was working optimally, shortening the delivery timescale.

NELLY's teams can now quickly access all of its image assets from the cloud. From here, they can be quickly adapted and delivered when the need arises. In today's ever-changing market this functionality is crucial for responding to the latest trends with engaging content.

Ampliance also optimizes content delivery across every online channel. The platform's Dynamic Media solution automates image, video and analytics workflows to make it easier to create product pages that showcase the best aspects of NELLY's products. Content is automatically transcoded into the best file format for a consumer's device, ensuring the same, high-quality experience anywhere and at any time.

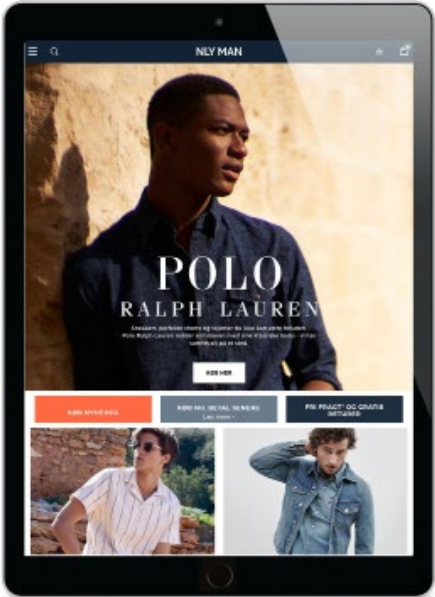
An eye to the future

NELLY is eager to expand its content variety to provide customers with the most diverse, engaging online experiences. Compared to many other retailers, NELLY has a uniquely young, connected and mobile customer base that is very different from past generations of shoppers. In addition to the brand website, these consumers engage with retailers on social media and take inspiration from what their peers are wearing and sharing online.

As part of phase two, Ampliance is helping NELLY integrate social into its online experience with its built-in User Generated Content (UGC). Using this capability will allow NELLY to automate the curation and placement of social content, such as fan pictures and reviews, into its product pages and digital channels. The combination of branded and social content will improve conversions by giving shoppers the social proof they need to complete their purchase.

The retailer is also working with Ampliance to implement Scalable Vector Graphics (SVG) to create dynamic, interactive banners and image hotspots to provide more informative content to consumers.

"Fashions go out of style very quickly," said James Brooke, CEO of Ampliance. "That's why it's so important for retailers' content production process to be as lean and consolidated as possible. The age of the customer demands an immense amount of rich, rapidly produced content for retailers to stay in the game. The Ampliance platform eliminates the production bottlenecks and enables vibrant brands like NELLY to stay agile and relevant."



The Ampliance 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 Ampliance, 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 Ampliance's specialized digital shopping expertise. For more information, visit www.ampliance.com