Amplience™ | POWERING RETAIL ENGAGEMENT AT SCALE

Product Customization

This powerful extension to the Amplience Dynamic Media service generates on-demand images of product color variants, monograms and other visual customizations to power rich product media viewers and sophisticated product configurators. The result is lower content production costs and double-digit increases in engagement and conversion.



Dynamic Colorization



Dynamic Monogramming

The Amplience Dynamic Media service renders colorizations, monograms and image substitutions (for fabric and texture visualizations), from a single master SVG (Scalable Vector Graphic), which can be enriched, tested and published using the Product Customization App.

Solution overview

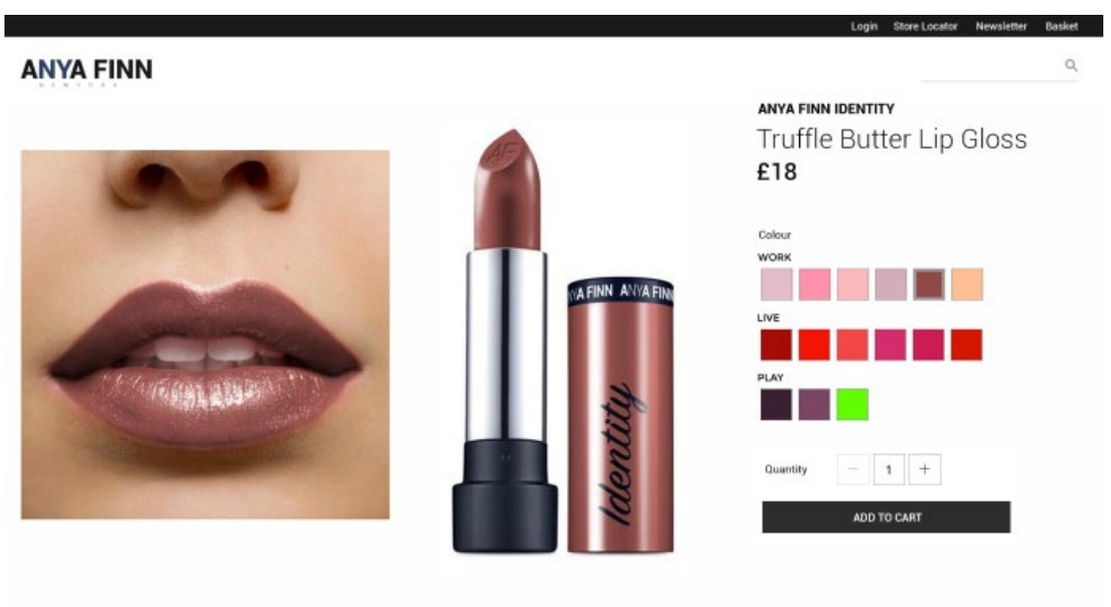
Amplience Product Customization is a complete solution for single and multi-brand retailers seeking to reduce digital production costs and to improve the quality of the online shopping experience by providing a complete set of media for all product and feature variants, as well as to deliver visualizations for product personalization and customization options.

The solution delivers on three key online retail use-cases:

1. Dynamic product colorization

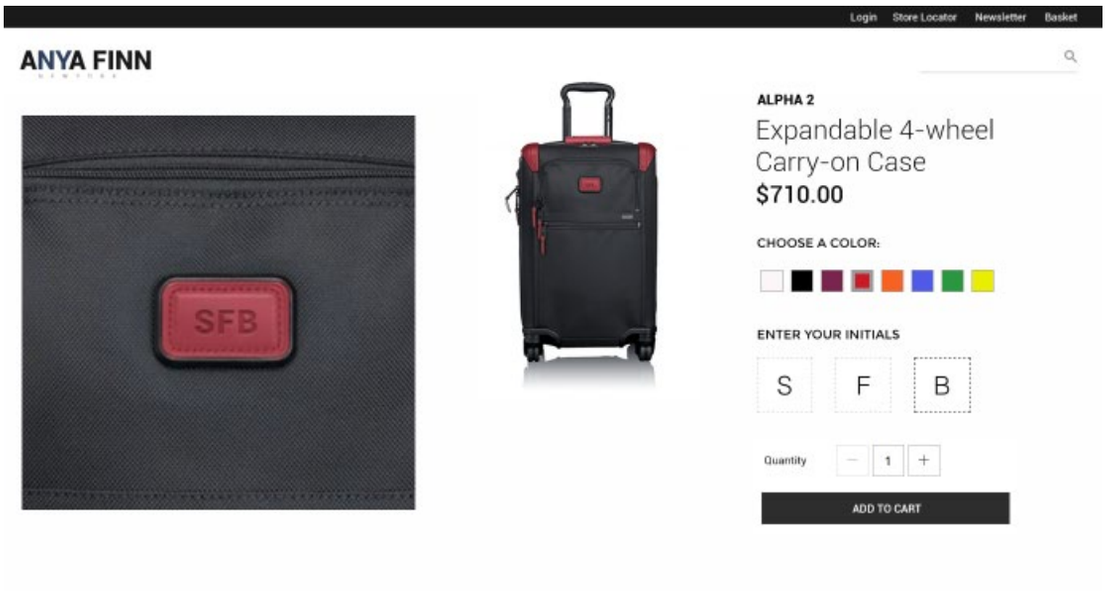
User research clearly shows that incomplete, inconsistent or erroneous product media is a significant barrier to online conversion. However, for retailers with extensive product ranges that feature many color and option variants, the cost of bringing samples into the studio to shoot every possible variant is prohibitive.

The Product Customization solution enables reference product images to be turned into SVG templates, which can then be dynamically rendered on-demand in any color and option variant, through URL parameterization. This ensures that product page media viewers can visualize many more color and option variants than ever before, allowing shoppers to see every possible color and option combination.



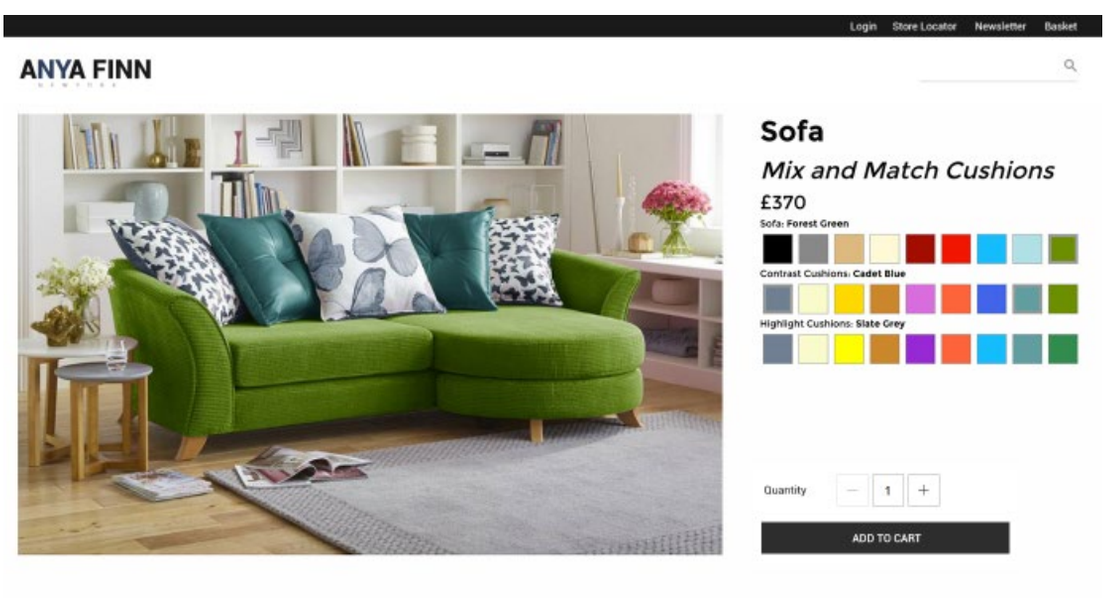
2. Product monogramming and personalization

Product personalization, in the form of monogramming or the application of custom text fields, is increasingly used by brands to seek differentiation from discount retailers and the ever-ubiquitous Amazon. This strategy is most effective when the end-result can be visualized in a photo-realistic way – delivering higher engagement, conversion, and customer satisfaction.



3. Custom configurators

In lifestyle product categories like furniture, homewares and apparel, the ability for customers to interact with and configure visualizations that contain multiple products and product options like color, fabric, patterns and feature is a critical step in the purchase journey. Sophisticated configurators can drive engagement, conversion and average-order-value, while providing unique functionality for product personalization.



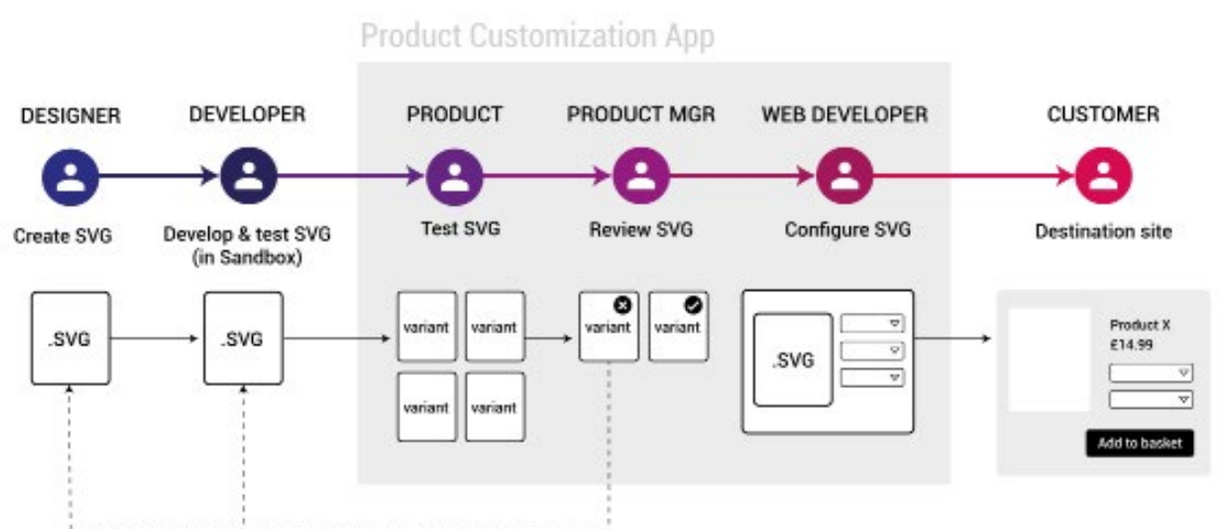
A complete solution

A complete solution The Product Customization solution supports the complete design and build workflow from initial SVG template development, through to deployment into the Amplience Dynamic Media service. Once published, the SVG templates take full advantage of the dynamic image transcoding and caching services built into the Amplience Content-as-a-Service platform, to deliver lightning fast image rendering at 99.99% availability.

Key Features and Benefits

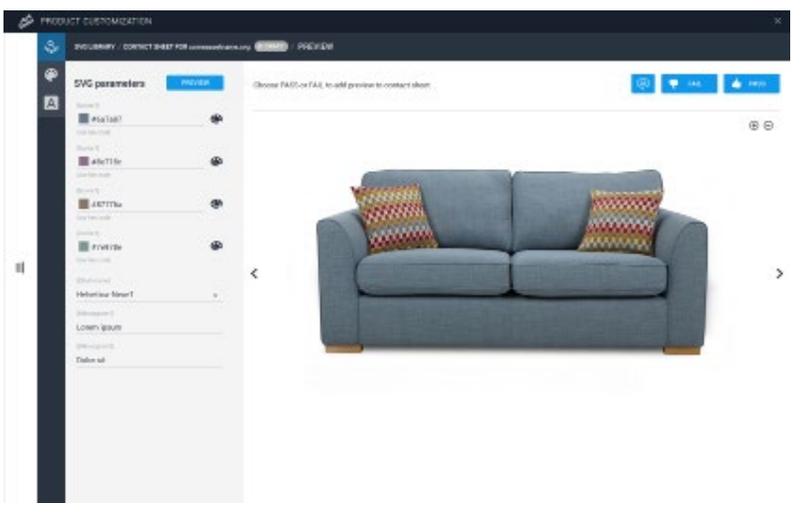
- Deliver a complete set of product images for all color and feature variants to drive product-page conversion uplift and reduce production costs.
- Create unique product differentiation with personalized products that Amazon and discount retailers cannot match.
- Simplify colorization and monograming template development to reduce Total Cost of Ownership (TCO).
- Create rich custom configurators that visualize complex product categories to drive engagement, conversion and average-order-values.

Product Customization Workflow



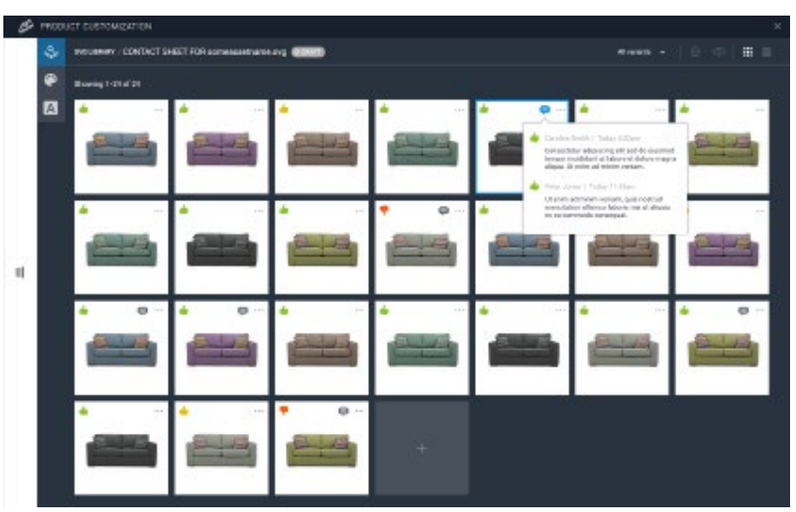
Unique SVG Template Development App

The Product Customization App runs within the Amplience Content Hub. The App supports the development, test and visualization of the SVG templates, and provides a comprehensive workflow with user task assignment and SVG approval status:



The App features SVG template preview where all potential parameterizations can be tested.

Contact sheets can be generated that show the output of each SVG template – the SVG can then be Rejected or Approved



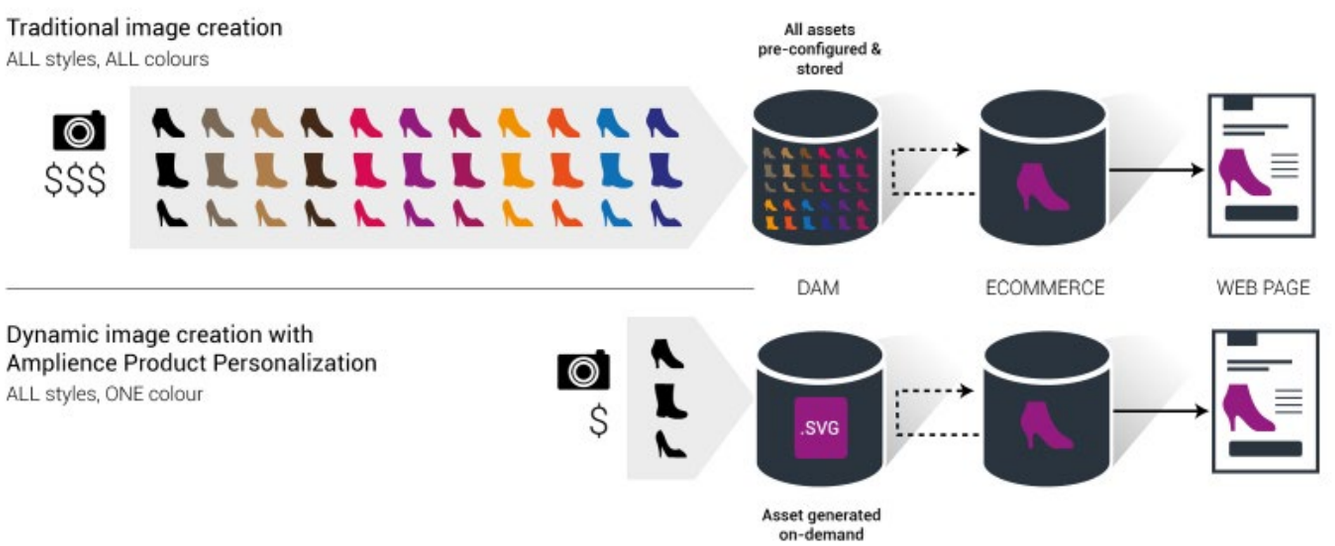
For a more detailed overview of the Product Personalization solution, please see the Product Customization App Datasheet and the developer Playground which can be found at: http://playground.amplience.com

Return on Investment (ROI) – worked configurator benefit:

The ROI for Product Customization is dependent on the number of individual combinations of all product variants required for a particular visualization.

In the room set configurator example featured in this solution sheet, there are nine colors available for each option of Sofa, Contrast and Highlight cushions, making a total of 729 color combinations (9 x 9 x 9). By building the source SVG assets with appropriate colorization filters, it is possible to use a single source image to generate the complete set of all possible color combinations. And with room-set photography costing upwards of $1,000 per shot, there is huge potential for savings, and the possibility to drive conversion by visualizing all possible variants.

Image creation - Traditional methods vs Amplience Product Customization



About Amplience

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**

