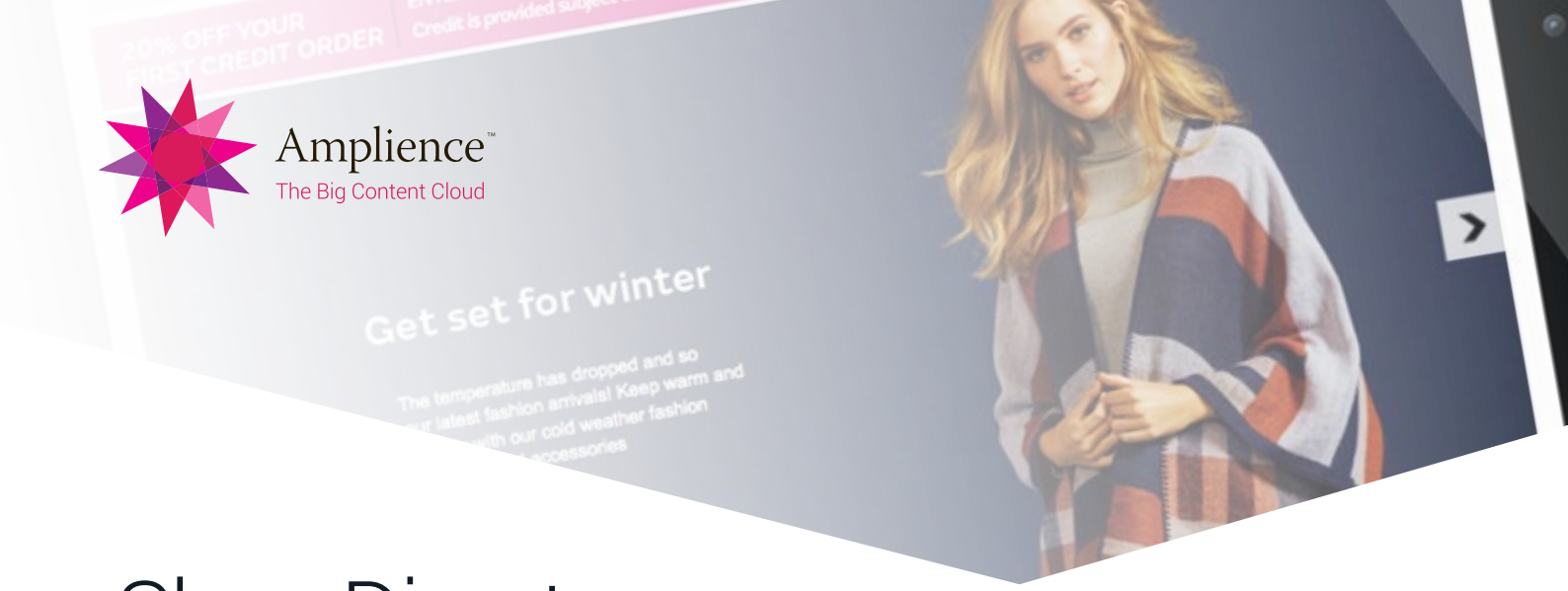
Amplience™
The Big Content Cloud



Shop Direct Case Study

Shop Direct Enhances its Customer Experience with Amplience Rich Media

Shop Direct, the UK and Ireland's leading multi-brand digital retailer, strives to delight its customers in every way. In today's retail environment, this means ensuring a top-notch online and mobile experience that is as seamless and personalized as possible. **Shop Direct** understands the importance of a high-quality digital presence – 86 percent of the retailer's sales result from online purchases, with over 50 percent of those coming from mobile devices. Combined, **Shop Direct's** six digital department store sites see over a million online visitors every day. Ensuring that online and mobile customers enjoy a premium experience is a top priority.

To address this need, **Shop Direct** turned to the **Amplience** Big Content Cloud, which enables the company to reuse images across its properties at any time, as well as easily customize the URLs of the images by brand, even when an image is in use by several domains at the same time.

The **Amplience** solution allows for centralized asset management while also enabling a streamlined workflow for contextual, independent brand management and simple asset sharing across accounts. With the new solution, brand managers have complete, brand-centric control over all visual assets.

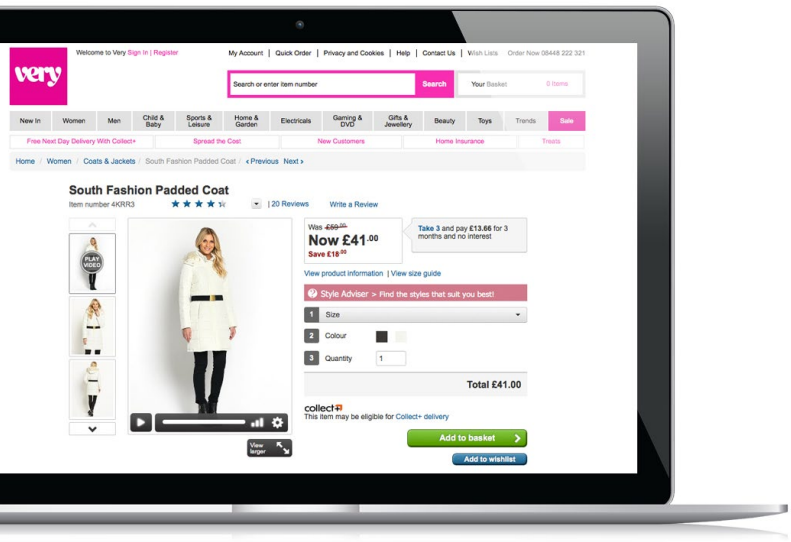
Additionally, by implementing **Amplience**, **Shop Direct** has ensured that its sites' content remains visually fresh and that its brands can respond to new product releases, promotions, campaigns and unforeseen external factors that necessitate quick content changes. **Shop Direct** is also now able to provide roundels, zoom, 360-degree rotation, in-video purchasing options and other rich media features that were cumbersome on the previous platform and required extensive customization across devices.

"Shop Direct has long recognized the importance of online and mobile shopping channels, and we always strive to deliver a visually rich and engaging digital shopping experience for our customers," said Sam Barton, head of user experience at Shop Direct. "Since deploying Amplience Dynamic Media, we've seen distinct improvements in speed and agility in content sharing across our brands. Amplience has also enabled us to deliver content that we couldn't have even considered on our previous platform. We've seen great results thus far and look forward to continued innovations in the future."

Sam Barton,
Head of User Experience
at Shop Direct

Key Business Benefits

- Increased site agility and publication speed
- Automatic search-friendly URLs for SEO rankings
- Images and videos automatically adapted for each brand site
- Ability to quickly make necessary content changes
- Adding product page videos for mobile devices
- Improved productivity - speed of testing, iteration and optimization
- Advanced site functionality and rich content



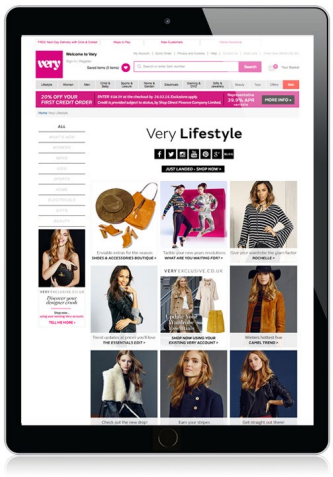
For mobile devices specifically, **Shop Direct** is now able to offer in-line video on product pages, as opposed to the static images previously available.

The implementation has also had a positive effect on Shop Direct's SEO. Amplience's search-friendly file naming incorporates the brand URL with commonly searched terms so that both the company and the product being searched are clearly included in the URL itself. This structure improves SEO, and **Shop Direct** expects to see an uptick in Google rankings for images and videos as a result.

Internally, the **Shop Direct** team involved in the project has seen significant improvements in content speed and efficiency since deploying **Amplience** Dynamic Media. Specifically, the team noted impressive improvements with the product feed, timelines, quickview and speed of testing for interactive video.

Moving forward, **Shop Direct** has several improvements planned, including developing a native application and implementing further tablet enhancements, both of which can be achieved using the **Amplience** platform.

"**Shop Direct** is at the forefront of the online customer experience, delivering engaging and interactive visual content to its shoppers," said James Brooke, CEO and Founder, **Amplience**. "Today's retailers must focus on ensuring that their customers enjoy a first-class online and mobile experience. Dynamic Media is a powerful tool that enables retailers to deliver that top-notch, image rich experience for users while simultaneously streamlining backend image management processes. As buying patterns continue to shift to the digital realm, retailers who don't focus on improving their online presence will find themselves losing out in the new world of retail."



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ABOUT AMPLIENCE

The Amplience Big Content Cloud delivers rich content production, analytics and publishing capabilities API first, on a single multi-tenanted cloud platform that is backed by unparalleled 99.99% uptime SLAs. Working with an experienced Customer Success and Solutions team and detailed Big Content Index benchmarking enables more than 200 of the world's leading brands to realise measurable content performance improvement.