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# Shop Direct Case Study

## Shop Direct Enhances its Customer Experience with Amplience Dynamic 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 Amplience Dynamic Media, 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.

Amplience Dynamic Media 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.

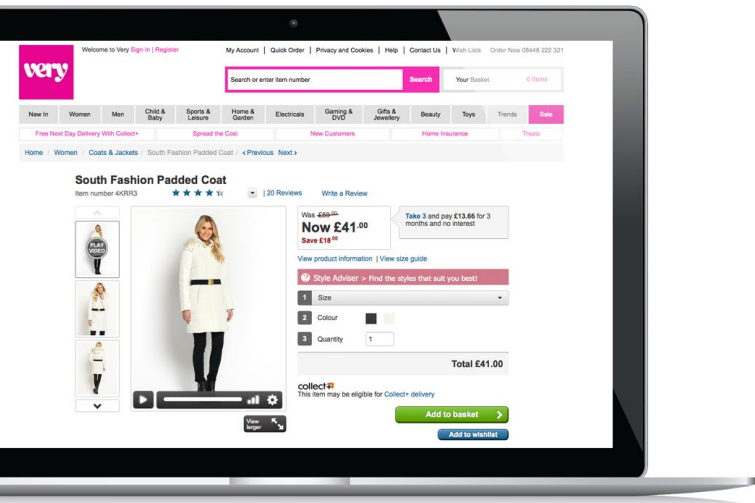
Additionally, by implementing Amplience, Shop Direct has ensured that its sites' content remains visually fresh and that its brands can respond to new product releases, promotions, campaigns and unforeseen external factors that necessitate quick content changes. Shop Direct is also now able to provide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

"We're delighted to cap off another great year of growth with some stellar results. Fashion e-tail is at the heart of what we do, so it was particularly rewarding to see fashion standing out with an impressive 16 percent sales growth. Online is at the core of our business, and we continue to grow based on our ability to engage with customers, captivate them and keep them coming back for the products they love. Amplience has been a great partner in supporting this and has been instrumental in helping us deliver a mobile-first, highly personalised customer experience."

**Paul Hornby,**  
Head of Ecommerce  
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
- Adding product page videos for mobile devices
- Increased sales growth by 16%
- Delivered 9% increase in year-on-year group sales
- 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. Ampliance'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.

The Shop Direct team involved in the project has seen significant improvements in content speed and efficiency since deploying Ampliance Dynamic Media. Specifically, the team noted impressive improvements with the product feed, timelines and quickview.

Shop Direct's work to improve the online customer experience is quickly paying off. The company recently posted its fifth consecutive record-breaking Christmas period, driven by the company's investment in mobile and the 19 percent annual growth of its leading Very.co.uk brand. The online retailer serviced 97 million visits and welcomed 410,000 new customers in 2016, significantly more than the previous year.

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 Ampliance solutions. Delivering a 9 percent increase in year-on-year group sales, the UK's second largest pureplay e-tailer is set to go from strength to strength in 2017.

"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, Ampliance. "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 businesses 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."



#### 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](http://www.ampliance.com).