



**Amplience™**  
CONTENT MANAGEMENT. SIMPLIFIED.

# Sweaty Betty Case Study

## Amplience helps SweatyBetty.com raise the barre

Sweaty Betty, the women's active wear fashion retailer grew 27% from its online store YOY after launching a new site redesign in November last year. It also delivered an increase in conversion rate of 8 percent.

The site redesign in November focused on conversion, content and community with the introduction of detailed editorial pages and interactive imagery, including rollover touch points that expand to show product details. Amplience Dynamic Media allows the use of rich visuals across key elements of the site from homepage through category pages including editor's product picks and outfit ideas such as 'Tamara's edit', a themed editorial spread.

Nicola Huet, Former Director of Digital for Sweaty Betty explained: "The redesign of the website wasn't purely for commercial reasons. We really wanted to focus on the content of the site and foster the brand experience, at the same time improving conversion and ironing out usability issues.

"Sweaty Betty is all about empowering women to go out and exercise and inspirational imagery and content is part and parcel of that. As our digital flagship, SweatyBetty.com is where our customers go to learn about the brand as well as the latest fashions and developments in sports apparel. Amplience provided a way to link beautiful, detailed content with commerce and the results since re-design speak for themselves."

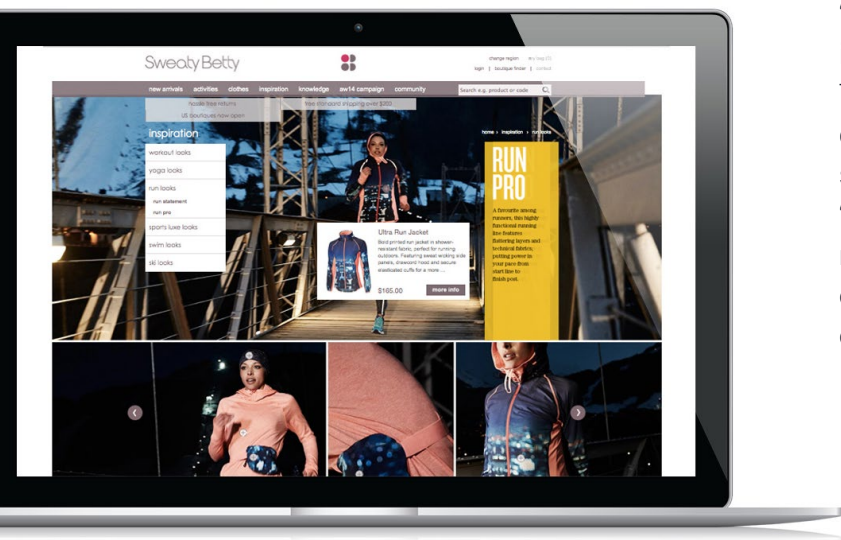
In addition to the sales results SweatyBetty.com saw its site bounce rate fall by 28 percent for the year to date.

"We've been able to create a really stunning site that completely immerses customers as they explore. Conversions are up 8%, revenues 27% and bounce rates have fallen 28%."

**Nicola Huet,**  
Former Director of  
Digital at Sweaty Betty

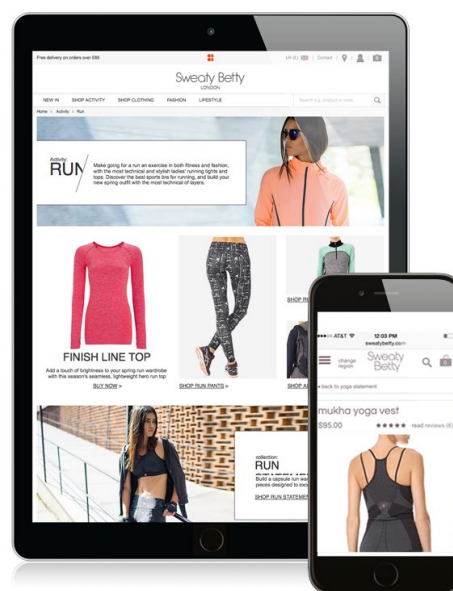
### Key Business Benefits

- 10% conversion to product page
- 4% customer engagement levels
- Media production times reduced by >90%
- Dynamic media significantly reduces image management costs



Creating and scheduling interactive and ecommerce-enabled content can be completed in-house without the need for front-end developers. Using Ampliance solutions allows Sweaty Betty employees with a small amount of HTML knowledge to create and schedule campaign content in half the time it took them before Ampliance.

"Brands with a strong identity and loyal fanbase are investing more and more in their online channels. This is in order to create digital flagships, immersive customer experiences that rival the physical flagship store," commented James Brooke, CEO at Ampliance. "Ensuring that the creative content they display remains closely tied to commerce is key to allowing online to become a flagship in sales as well as brand experience."



#### ABOUT AMPLIENCE

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).