



# Theory Case Study

## Amplience Delivers Foundation for Theory's Growth

Theory, a leading provider of contemporary clothing for men and women, has brick and mortar locations across the U.S., as well as in France, the UK and Asia.

Theory's website platform was outdated, and the team recognized the need to upgrade to a more current offering to support growth and advancement. As part of this, the Theory team reviewed its entire suite of image management software and determined that its rich media tools were not delivering optimal performance for the brand. With the legacy asset management system, Theory needed an in-house resource devoted to creating and uploading new product assets and replicating them manually. Every image that was cropped, retouched or altered in any way needed to be manually named, compiled into a product set and uploaded into the asset management system.

Theory uses images across its website, mobile properties, customer emails and more, which means a huge number of iterations, each of which demanded an engineer's time. It was a cumbersome, time consuming process. Theory wanted to grow and expand its business, and devoting this amount of time to image creation and management was not sustainable.

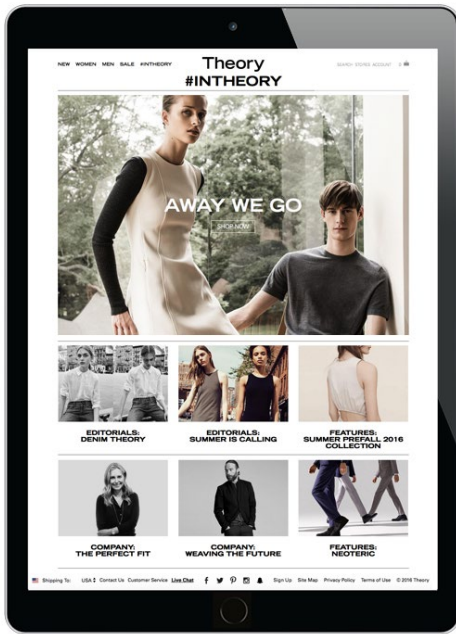
Theory turned to the Amplience Dynamic Media solution to address this challenge. Dynamic Media delivers rich content production, analysis and publishing capabilities for brands via one simple-install cartridge, putting more image management power in the hands of users, while simultaneously simplifying the process and freeing up time and resources. With the help of Accenture Interactive's Salesforce Commerce Cloud solution, Theory's implementation was seamless – engineers were able to install the Amplience cartridge and immediately begin uploading and utilizing images.

"With Amplience, our team was able to automate and streamline image management. Dynamic Media empowered our engineers to create a single asset and seamlessly adapt and upload it for use across our website, mobile properties, email campaigns, and more. It was a vast improvement on previous processes, which required a new image to be created and uploaded for every different iteration."

**Lauren Castellanos**  
Former Director of Digital  
Production at Theory

### Key Business Benefits

- Dynamically rendered any image variant on demand from a single master asset
- 2x faster image and page load speed
- Improved developer productivity



Lauren Castellanos, Former Director of Digital Production for Theory, explained that Ampliance rose above other solutions in the selection process for two main reasons: ease of workflow and breadth of features. “Ampliance delivered the fast, seamless workflow that we needed to drive results,” said Castellanos.

Creating and managing images through Ampliance means engineers only need to review and approve them, versus dedicating the bulk of their day to creation. Additionally, Ampliance’s usability enables Theory’s in-house designers to work directly in the platform, again freeing up engineers’ time and speeding processes. Finding these efficiencies has enabled the Theory team to devote more time to improving merchandising across its properties to help boost ROI and ultimately increase sales.

The other key selling point for Theory is Ampliance’s ability to support interactive merchandising and User Generated Content (UGC). Interactive merchandising refers to the incorporation of inspirational, engaging content into a website. This includes sophisticated carousels, promotional banners, video and more. The addition of these elements into a website helps elevate it to deliver a more interactive, interesting and personalized experience for the consumer. Theory already implements interactive merchandising from Ampliance across the #INTHEORY section of its website and has plans to expand it further across both its Theory.com and Helmut Lang properties. The company also plans to utilize Ampliance to incorporate UGC into its properties to showcase how real consumers are using their products and enable them to interact with the brand in new ways.

“Working with Ampliance has really elevated image management for Theory,” added Castellanos. “Their solutions have helped us improve our processes and support faster growth for the brand. The team has been fabulous to work with, and we appreciate that Ampliance is constantly updating their offerings and bringing new capabilities to the table. They have proven to be a true partner in helping us stay at the forefront of eCommerce.”



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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).