



Amplience™
CONTENT MANAGEMENT. SIMPLIFIED.



Vince Camuto Case Study

Vince Camuto Putting Best (Ecommerce) Foot Forward with Amplience Dynamic Media

Since its inception in 2005, Vince Camuto has become a global lifestyle brand encompassing more than 35 categories including shoes, handbags, fragrances and ready to wear. Now more than a decade later, the eponymous brand's online property has grown into a multimillion dollar site shipping to more than 70 locations.

As Vince Camuto's eCommerce business took off the company realized it had outgrown the limitations of its web platform. The main challenges with the legacy dynamic media solution were scale and agility from an image management perspective. Vince Camuto needed something that would lay the framework for future growth and enable the brand to make better use of its image library to create rich and responsive experiences for shoppers.

In addition, the company was eager for a solution that would put more image management power in the hands of users—empowering its eCommerce team to try things out without requiring the involvement of a developer.

Given Vince Camuto's desire for flexibility and rich imagery Amplience stood out as a natural partner. The company's Dynamic Media solution offering provides a complete platform for digital content and media production, eliminating the need for developer resources to manage visual imagery and dynamic media needs.

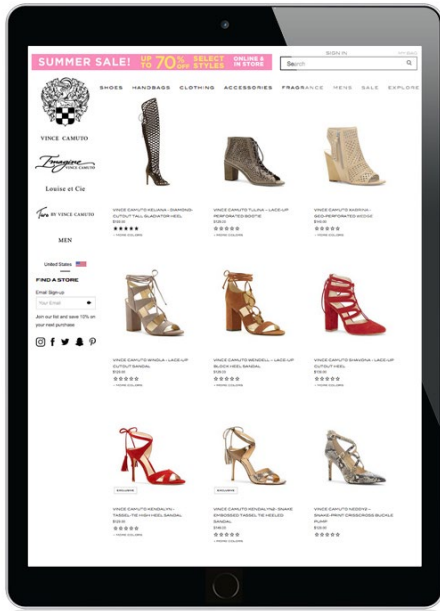
Amplience integrated seamlessly into Vince Camuto's existing eCommerce platform, providing the brand with immediate functionality. The company was instantly impressed with Amplience's flexibility and the solution's ability to unify editorial content, rich media and shoppable content into a platform easily managed by the eCommerce team.

"Our partnership with Amplience has been wonderful. Their team has been responsive at every stage of the process—from evaluation to implementation to helping us make better use of the product. There is only so much time in the day and we haven't been able to take advantage of everything the tool has to offer, but we're excited to work closely with Amplience and reap further ROI from Amplience Dynamic Media."

Diana Takach
Former Vice President, Ecommerce
at Vince Camuto

Key Business Benefits

- Media Production Times Reduced by 90%
- Increased site agility and publication speed
- Advanced site functionality and rich content
- Improved productivity - speed of testing, iteration and optimization of testing, iteration and optimization

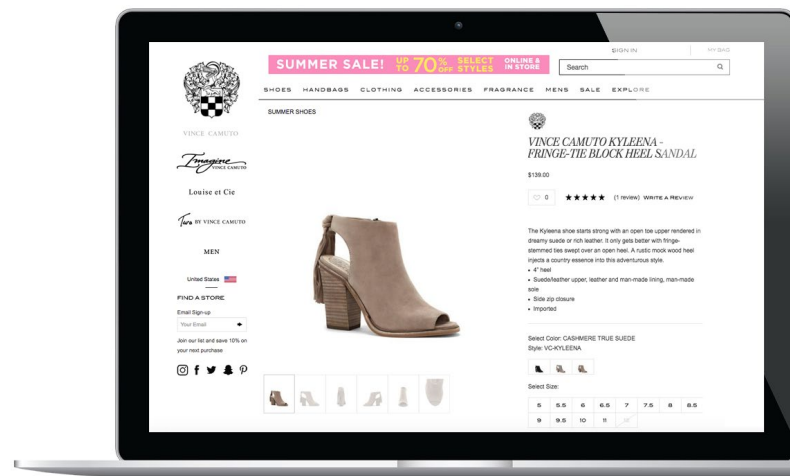


Implementing the Dynamic Media solution has enabled Vince Camuto to be much more dynamic and explore new imagery options. Prior to partnering with Ampliance, the company would need to bring in a third-party developer to make any changes to the site's imagery. As a result, the team was often hesitant to experiment with various ideas. Now that these capabilities are within the eCommerce teams' control, Vince Camuto has an enhanced ability to be more creative with its content.

"Partnering with Ampliance has allowed us to elevate the display of our products," said Diana Takach, Former Vice President, eCommerce for Vince Camuto. "We've found Ampliance Dynamic Media to be truly fantastic, with a very flexible structure that enables us to be much more dynamic with our media and do things we were unable to do in the past."

Ampliance has also streamlined and simplified the image management process for Vince Camuto's global partner network. Previously, if one of them needed imagery a member of the eCommerce team would need to manually pull the images in question and email them to the individual partners. Now the brand's partners can easily access content themselves via the Ampliance solution, making the entire operation more self-reliant and efficient.

Ampliance's ability to ensure a seamless experience across platforms and devices has been another critical benefit for Vince Camuto. Mobile platforms are the brand's number one driver of site visits, and it was critical that the new site be fully responsive and enable the eCommerce team to efficiently maximize content across platforms. Looking ahead, Vince Camuto plans to tap Ampliance to increase its use of interactive content and take advantage of the solution's additional benefits.



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.