



Amplience

Powering Retail Engagement at Scale



Vince Camuto Case Study

Vince Camuto Putting Best (Ecommerce) Foot Forward with Amplience Content-as-a-Service Platform

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 Content-as-a-Service 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.

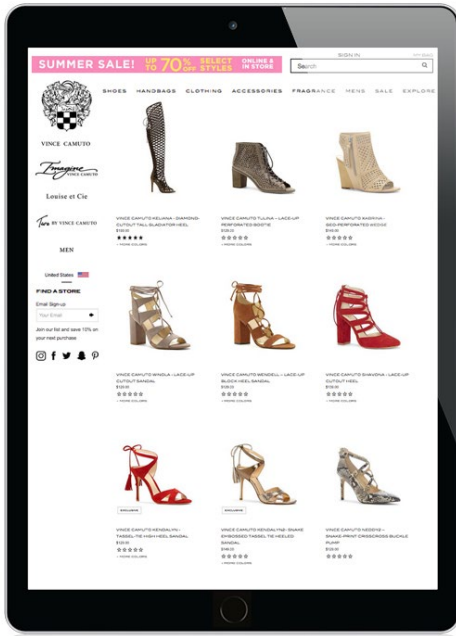
Amplience integrated seamlessly into Vince Camuto's existing ecommerce platform, providing the brand with immediate functionality. The company was instantly impressed with Amplience's flexibility and the tool's ability to unify editorial content, rich media and shoppable content into a platform easily 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 the Content-as-a-Service platform."

Diana Takach
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

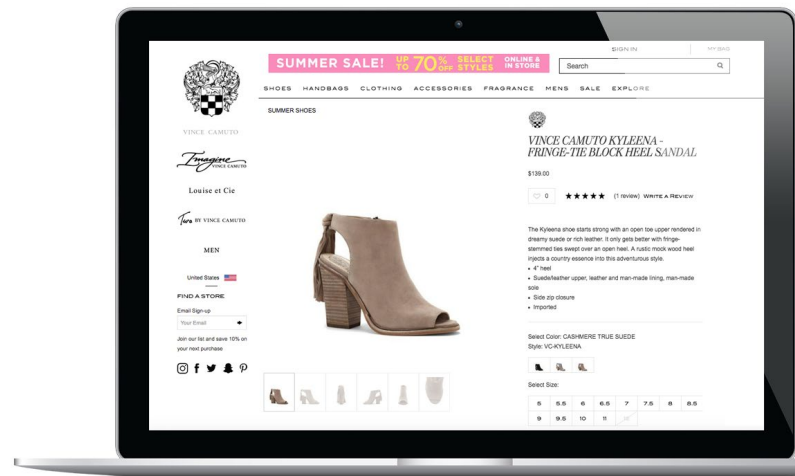


Amplience has also streamlined and simplified the image management process for Vince Camuto's global partner network. Previously, if one of them needed imagery a member of the ecommerce team would need to manually pull the images in question and email them to the individual partners. Now the brand's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

Amplience'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 **Amplience** to increase its use of interactive content and take advantage of the tool's additional benefits.

Implementing the Content-as-a-Service platform has enabled **Vince Camuto** to be much more dynamic and explore new imagery options. Prior to partnering with **Amplience**, 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 **Amplience** has allowed us to elevate the display of our products," said Diana Takach, Vice President, Ecommerce for **Vince Camuto**. "We've found the platform 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."



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The Amplience platform signals the end of today's content production and publishing bottlenecks, accelerating processes and transforming assets into reusable, highly engaging digital content that can be delivered consistently across every customer segment, channel and locale. With Amplience, retailers finally have the velocity of continuously fresh content required to convert customers at every point of inspiration, driving higher sales and productivity -- all without scaling up the team. More than 200 of the world's leading brands, including John Varvatos, Rag and Bone, and Tumi, benefit from Amplience's specialized digital shopping expertise. For more information, visit www.amplience.com