



# LANDMARK GROUP DRIVES EFFICIENCIES AND REDUCES COMPLEXITIES WITH AMPLIENCE

**Amplience & Landmark Group**



# Overview

Landmark Group is one of the largest retail and hospitality companies in the Middle East, Africa, and India. The business began its journey in 1973 with one store in Bahrain and has since grown into one of the largest retail and hospitality omnichannel conglomerates in those regions. Currently, Landmark Group has 43 brands, 42,000 employees and operates over 2,200 stores across 21 countries.



# The Challenge

Landmark Group deals with the intricacies of being a multi-brand, multi-category omnichannel business that needs to address many languages and currencies. Adding to that, digital growth happens at different speeds in the different territories Landmark Group serves. For example, with its large expat population, the United Arab Emirates progressed at a steady pace when it came to online and mobile sales. For Saudi Arabia, consumers jumped rapidly to social channels and apps, with 90 percent of the company's sales coming through apps in this region.

Landmark Group merchandizes about 150,000 products per year across all its various channels and categories – and content for these needs to be prepared, styled, shot, edited, uploaded, and disseminated. In addition, the company's marketing teams create a variety of content for each of their campaigns and promotions. Each of Landmark Group's brands also have different selling requirements and content needs to support them. For example, fashion seasons can be 12-18 weeks while home furnishing seasons can last one year.

From a technical perspective, the company's stack evolved over time, starting initially as tightly integrated (e.g., including search and merchandizing, product information management (PIM), testing, etc.) after which the business then began separating the pieces and building some inhouse. Given all the complexities and varying content requirements of the company and its many brands, the last parts of the existing workflow the company needed to break out were content workflow management and digital asset management – both of which were areas where the business recognized it struggled with inefficiencies. With all of this, Landmark Group needed a way to more effectively manage its overall content workflow, streamline processes and be more flexible for its different brands.

## KEY CHALLENGES

- Significant manual intervention in the content production workflow with many handoffs between different tools.
- Slow to scale up new experiences with rigid front end requiring full development support. Weeks to plan and launch a new department page.
- Difficulty in scaling content multi language, multi currency, multi territory, multi device sizes. Manual preparation of each variant for all scenarios.

# The Solution



Landmark Group chose Ampliance to help it address these challenges. Using Ampliance's Dynamic Commerce Experience (DCX) platform, which includes Dynamic Content (headless CMS) and Dynamic Media and Content Hub (headless DAM and media delivery), the company could simplify the end-to-end content management workflow and be more flexible, efficient and effective with media assets.

“Ampliance has helped us to save about 30 percent of what would have been required in terms of headcount for design, copy and merchandizing. We have been able to increase the effectiveness and efficiency of our existing teams without having to grow them to the size that would have been required without Ampliance.”

*James Dickson, Chief Product Officer for Landmark Group Digital*



# How Amplience Made The Difference

## Amplience DCX Improves Two Key Commerce Experience Workflows:

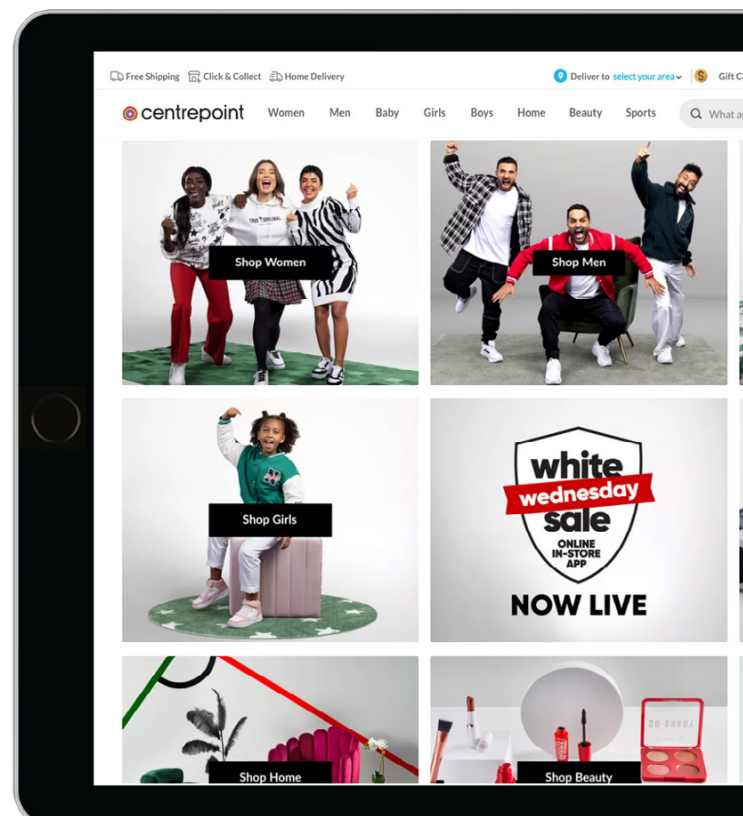
The first is the product merchandising workflow that supports the ranging of new products in the eCommerce storefront. Landmark Group's eCommerce operations teams use product samples to shoot product media, create product attributes and write supporting promotional copy.

Amplience simplifies and automates this studio-to-site workflow, reducing the time it takes to get a product live in the storefront, enabling the team to range and sell more products with the same capacity.

Secondly, Landmark Group's eCommerce teams manage and orchestrate the storefront experience across the many channels, locales and brand-touchpoints that customers use. This is complicated by the number of Arabic dialects that must be supported throughout the Gulf region.

Using Amplience, the marketers, merchants and content teams create and manage content without the need for developer involvement, then localize content items into the five principle Arabic dialects used in the experience. Marketing and content teams also make urgent updates directly into storefront content slots – enabling them to move more quickly.

For example, during the pandemic, the company needed a rapid and efficient way for its brands to get messaging out for their websites around stores closures, delivery times, etc.



# The Results



From a process standpoint, Landmark Group is now much more agile and able to move quicker and operate more efficiently and effectively with the automation provided by Amplience. Launching a webpage has gone from taking 14 days to just one.



The company has also been able to make its front-end experience more compelling and increase the content available to grow click-through rates, add to cart, page views, etc. without needing to increase the size of its content team.



The team can enhance the look and feel of its existing websites leveraging different content assets not previously available, like video banners, to help differentiate and customize its brand experiences.



It is also now able to easily experiment with different content types, testing banners and other assets to drive higher conversions.



# Next Steps

Now that Landmark Group has addressed its initial challenges, it looks forward to focusing on what's next.

As an omnichannel retailer, digital is the starting point for Landmark Group and is integrated into everything it does. Moving forward, the company aims to ensure everything done in digital is replicated seamlessly across all its channels (e.g., on the screens in its stores, on its delivery drivers' handsets, etc.), and deliver a compelling experience for customers across all mediums to drive ongoing relationships.

With content requirements exploding, the need to understand who its customers are, where they are shopping and how they can interact with them in a more tailored way is also becoming increasingly more important. As such, Landmark Group plans to use Ampliance to start targeting content based on the type of customer (e.g., new vs. returning) and focusing more on personalization. Landmark Group will also concentrate on merchandising, navigation, and automating even more with Ampliance to drive further efficiency and effectiveness.



Amplience powers digital-first brands and retailers with the freedom to do more. Our low-code CMS, DAM and Digital Experience Management platform allows more than 350 of the world's leading brand teams to manage content, not code. The result is a rapid ROI for our clients who are delivering data and insight-driven customer experiences that drive deeper, more valuable customer relationships. Amplience supports the industry's transition to Microservice, API-first, Cloud and Headless (MACH) technologies, is MACH certified and an executive member of the MACH Alliance.

Named a Strong Performer, Amplience was recognized by Forrester in The Forrester Wave™: Agile Content Management Systems (CMSes), Q1 2021 report with the highest possible scores attained in the criteria of decoupled delivery, deployment and system performance, components, and marketplaces.

Powering customer experiences for the world's most innovative brands, Amplience's customers include Ulta Beauty, Coach, GAP, Crate & Barrel, Harry Rosen and Missguided.

# Experience FREEDOM



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