



MORE IMAGES, MORE CONVERSION

Amplience & Mizuno



Overview

Mizuno USA has been proudly providing high-level sporting goods since 1980. With a huge variety of products across sports categories, it needed a new platform to upload new images, and more of them, to showcase their products in stunning detail for every context.



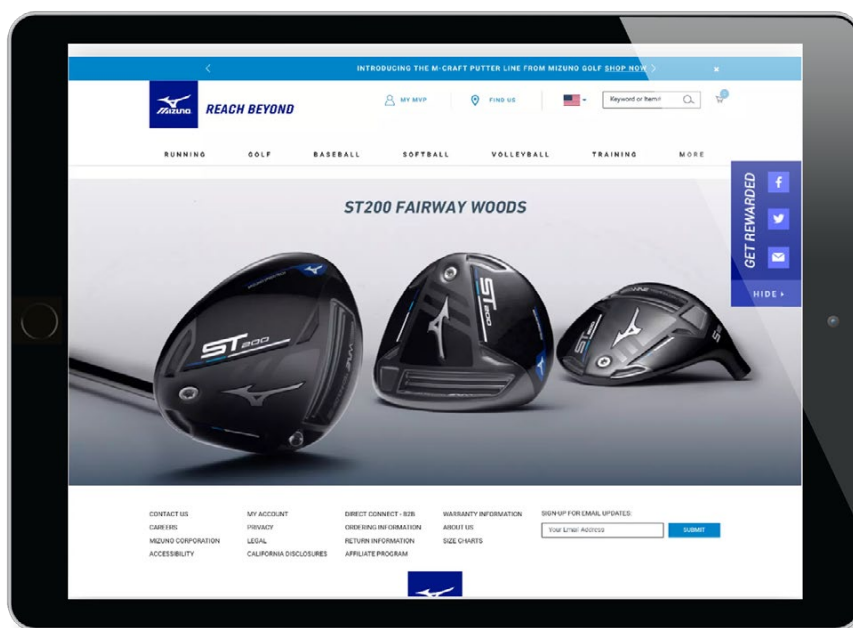
The Challenge

With hundreds of products across different sports categories, Mizuno found it tricky to show customers a balance of relevant content. They needed to be funnelled into the right category, with easy access to all styles, colours and sizes.

Mizuno's development teams had to hand code to support the multiple image uploads onto its website. The platform and process wasn't working. Staff were frustrated with the workload and customers weren't getting an engaging experience. The result? Mizuno customers, brand and conversion rates were taking a big hit.

KEY CHALLENGES

- Slow upload times with heavy coding required for image uploads
- Customers weren't seeing the full range of products available
- Poor conversion rates due to a limited menu and products only having two images to view

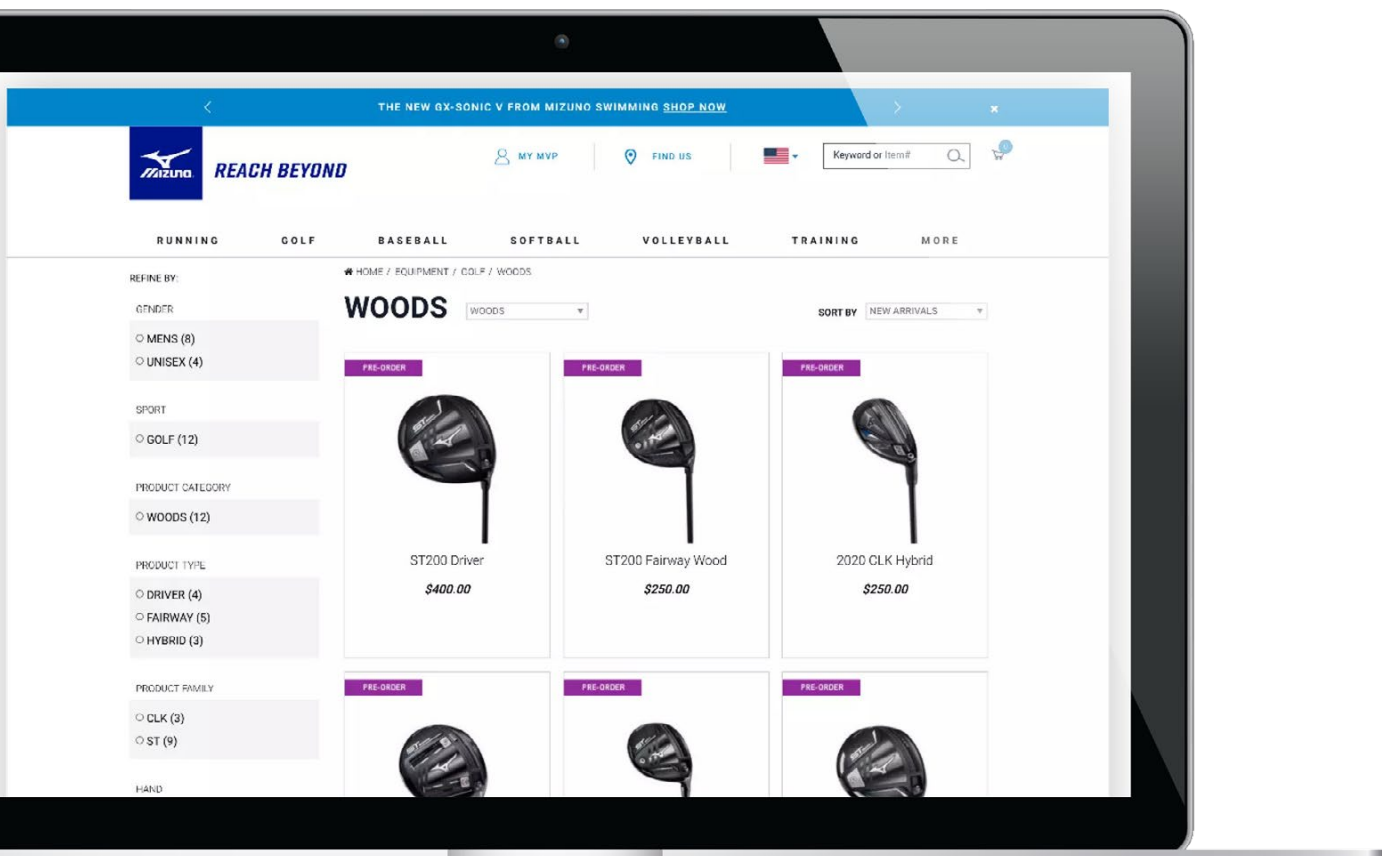


The Solution

With Ampliance in place, Mizuno was free to upload multiple images of products in high-definition, complete with image zooms, and 360° images to showcase products seamlessly across every screen size and context.

APIs and media assets and existing images were swiftly switched over to Ampliance. With Content Hub and Dynamic Media set up, Mizuno could tell its story in style. Bringing customers closer to the products they want while discovering new ones in the process.

The complex coding difficulties and URL challenges Mizuno had been battling with disappeared. Now they could create engaging experiences, detailed product imagery and an interactive shopping experience quickly and easily.



How Amplience Made The Difference

Mizuno received incredible responses from customers after its revamped website, which only took six weeks to implement with Amplience. Shoppers were now getting an online experience as engaging as an in-store visit.

And with a new mega menu exposing customers to different categories, customers began adding products cross category as they checked out.

Simplifying the creation of media sets means Mizuno were able to double the amount of images for each product, while reducing the amount of time it took to get them live. This increase in variation led to an increase in conversion five times that of the previous site.

And it wasn't only customers enjoying the improvement. Simplified processes and a more efficient delivery of the images has seen the Mizuno team's time-to-market reduce by 10-20%. Giving them more time to focus on creating the engaging customer experiences that make the difference.

“Our customers are extremely happy. Their responsiveness to our variation of images has been incredible.”

Mizuno



The Results



Boosted conversion rates by 5X



Improved team productivity and reduced time-to-market by 10-20%



Relaunched website in 6 weeks



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



Amplience UK
6th Floor Tower House
10 Southampton Street
London, WC2E7HA, UK
+44 20 742 6990

Amplience USA
234 Fifth Avenue
New York, NY
10001, USA
+1 917 410 7189

contact@amplience.com
www.amplience.com