



# GET SET FOR CONTENT

---

**Amplience & Sweaty Betty**



# A Community Feel, A Personalized Experience

For more than 20 years, Sweaty Betty has been shaking up the activewear market, creating beautiful clothes for women with active lifestyles, with a focus on fit, fashion and function.

**T**heir mission from the outset: to empower women through fitness and beyond. It's activewear designed by women, for women.

## Building On A Brand, Thriving On Reputation

From their first small boutique in London's Notting Hill, Sweaty Betty has come a long way. They've grown to include international stores and concessions and can be found in 99 Nordstrom locations across North America.

But it's not just carefully constructed leggings that led to Sweaty Betty becoming a top brand. It's their spirit, their personality, and importantly, their community. Their desire to innovate has seen them deliver products and experiences that add real value to their customers. From workout videos to wellness podcasts, healthy recipes to blogs designed to showcase and empower women, Sweaty Betty has forged a path in inspirational and wellness content.

Sweaty Betty has always had a reputation for delivering an engaging in-store customer experience - they pride themselves on it. Each shop is more than just a retail outlet, they are 'Wellness Hubs,' where the Sweaty Betty experience is influenced and defined by the local community. From loyal customers that go in-store nearly every day, to those that frequent after hours for a free workout class or come to listen to a talk, Sweaty Betty's customers are true brand advocates, and are totally immersed in the lifestyle.

## Making The Move To Mobile

Amplience has been a part of the Sweaty Betty journey since 2012, back when desktop experiences were the norm, and the shift to mobile was just starting.

The team's vision was to deliver an exceptional experience online, just as much as if someone stepped into one of their stores. One of the first steps in doing this was to integrate Amplience's visual merchandizing tool, Dynamic Media, into the technology mix, enabling rich, optimized and engaging product imagery and videos that enhanced online product display.

## A Rebellious Spirit, Lofty Goals

The eCommerce team understood the need for the digital experience to mirror the immersive in-store experience. They knew if they wanted to be in a position to react quickly to the changing demands of the market, and in particular how mobile was transforming eCommerce, they needed to re-evaluate the experience. Content was key. They needed detailed editorial pages, shoppable lookbooks, and they needed the production process to be as efficient as possible.

The team's vision was to deliver an exceptional experience online, just as much as if someone stepped into one of their stores. One of the first steps in doing this was to integrate Amplience's visual merchandizing tool, Dynamic Media, into the technology mix, enabling rich, optimized and engaging product imagery and videos that enhanced online product display.



# Building for the Future

In a bid to scale their digital footprint and create more seamless integrations and efficiencies in their technology stack, Sweaty Betty implemented a combination of Salesforce Commerce Cloud (SFCC) and Ampliance's Dynamic Content (in addition to Dynamic Media), two solutions that seamlessly integrate together.

**T**he Ampliance Customer Success team spent a lot of time with the Sweaty Betty eCommerce team, analyzing their process and workflows. The team worked hard on aligning content strategy with the production process, understanding what was needed for the team to gain more freedom. One thing that was clear was the need for business users to be able to create and manage content and the customer experience, without developer intervention.

“It’s reassuring having Ampliance as a partner who are equally evolving with us, as they are constantly innovating. Ampliance give us access to new tools which help us improve our productivity and creativity.”

*Pippa Wingate, eCommerce Content, Coordinator, Sweaty Betty*





# The Power Is Now in Their Hands

A common shortfall of headless content management is the lack of front-end preview and content visualization tools for business users. Ampliance's Dynamic Content completely alleviates that issue, handing the power back to marketers, merchandizers and content producers, allowing them to see all their content in-situ before they schedule it or go live.

**S**weaty Betty use Dynamic Content to create pages with ease. They can now turn landing and content pages around in hours. Instead of being constrained by code, they have the flexibility to move content modules at will, highlighting the content their customers want in the places that best support their buying journey. Importantly, the team can preview content as they create it, meaning there's no uncertainty when publishing. They can also schedule it all to go live whenever they need, tying in with any campaigns they have in-market or across other channels.

“Just being able to quickly and easily duplicate things in Ampliance is a life saver.”

*Victoria Betts, Chief Commercial Officer, Hotter Shoes*

Within Dynamic Content, the team had already created a vast array of templated, reusable content components suited to their specific needs. The Sweaty Betty team can easily draw on these to get content live quickly and irrespective of the region. Dynamic Content allows the content team to shift priorities, change promotions, and publish any content with ease without any coding, little duplication and importantly, no fuss.

# The Numbers Stack Up

More than just internal efficiencies, Sweaty Betty are seeing the results to match with triple digit digital growth reported in 2020.



# Empowering Women And Their Team

With Ampliance, Sweaty Betty can collaborate, delegate, and train others more effectively, helping to spread out responsibilities but also empower each team member to deliver on content and commerce campaigns that drive meaningful results.

“We can say Ampliance Dynamic Content has changed our lives.”

*Pippa Wingate, eCommerce Content, Coordinator, Sweaty Betty*

As Sweaty Betty look ahead to the future, with a focus on more video and empowering content, increased localization, and greater optimization of their online experiences, innovation will continue to drive even more change. Ampliance will be with them throughout.



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](mailto:contact@amplience.com)  
[www.amplience.com](http://www.amplience.com)