



A FOUNDATION FOR GROWTH

Amplience & Theory



Overview

Theory is an industry-leading provider of contemporary clothing for men and women. Its brick-and-mortar stores across the USA, France, UK, and Asia enjoy a solid reputation.

But cumbersome and time-consuming image creation and management were preventing them from delivering a solid performance online. They needed to upgrade to a more powerful platform to support growth and advancement.



The Challenge

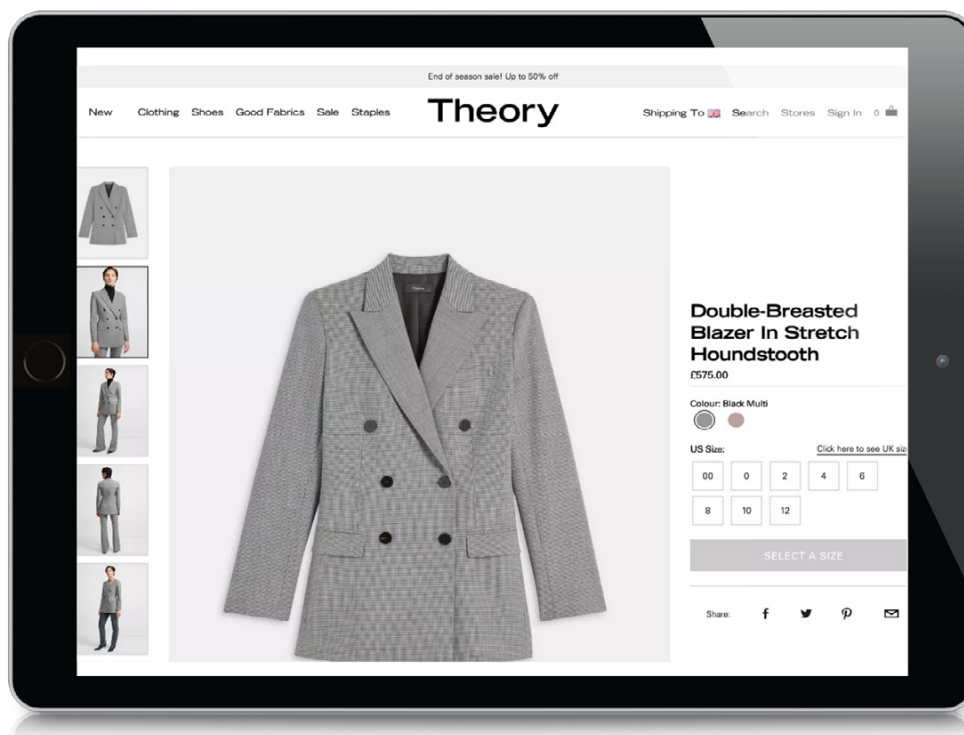
Leading brands like Theory need to move fast to give customers a fresh, personalized experience that makes them feel excited to shop and keep coming back.

But its previous platform was making this tough to pull off. Developers were always swamped with endless image iterations as content had to be perfectly rendered for all devices. These were never 'quick fixes'.

Theory was stuck: It couldn't grow or deliver a better experience with image iteration and asset management eating up so much time.

KEY CHALLENGES

- Developers spending too much time editing images
- Needed a proven, trustworthy platform to render images from one single asset
- Struggling to find time for innovation

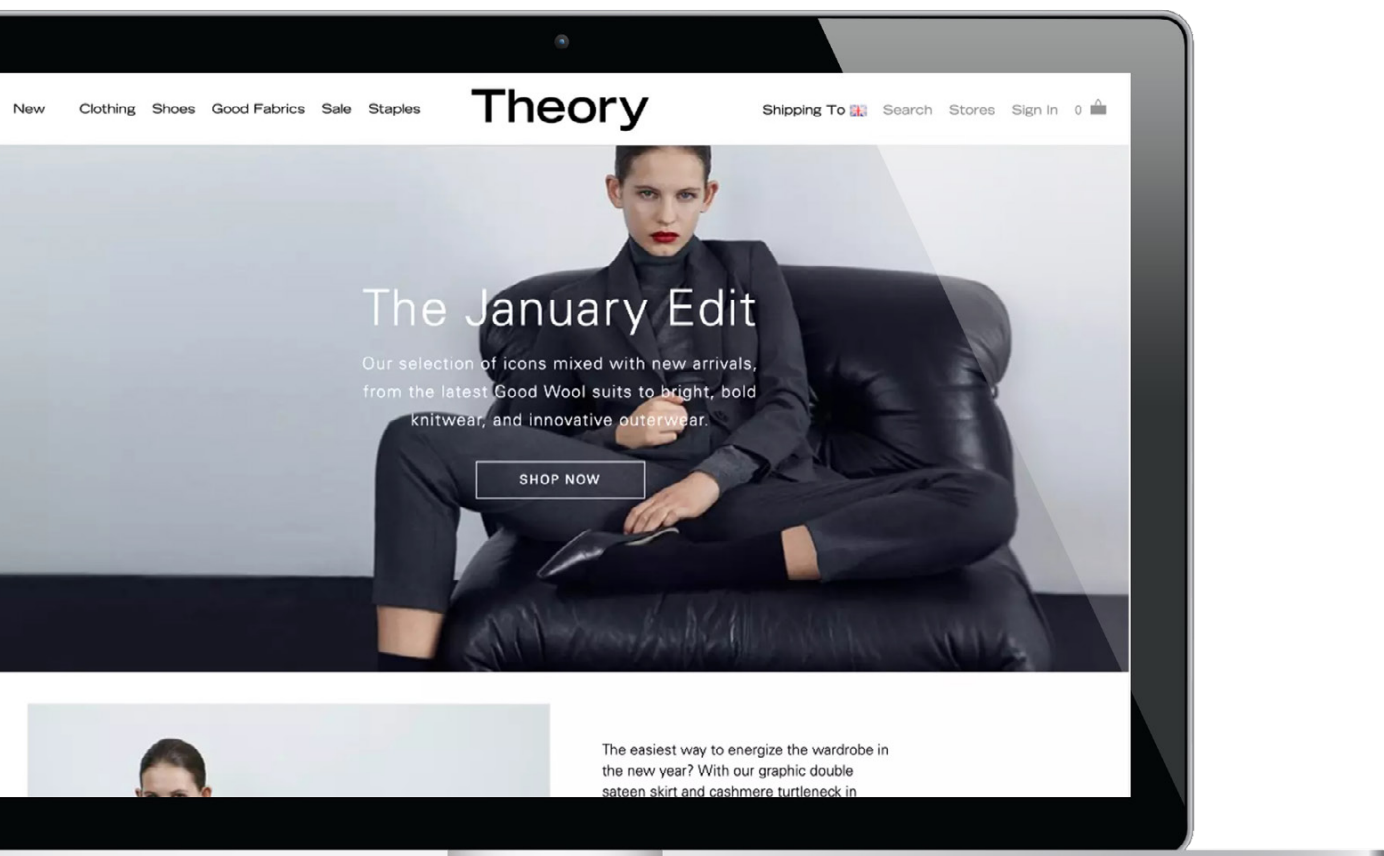


The Solution

Amplience's ease of workflow and breadth of features allowed Theory to streamline tedious tasks so that they could deliver serious results. Consistently. An out-of-the-box integration with Salesforce Commerce Cloud made implementation seamless. And they were able to rapidly upload and utilize images for every platform immediately.

Amplience's support for interactive merchandising, including sophisticated carousels, promotional banners and video, allows Theory to elevate their website and deliver a more engaging, personalized experience for their customers.

By adopting Dynamic Media, Theory were able to put more image management power in the hands of users, while simultaneously simplifying the process and freeing up time and resources.



How Amplience Made The Difference

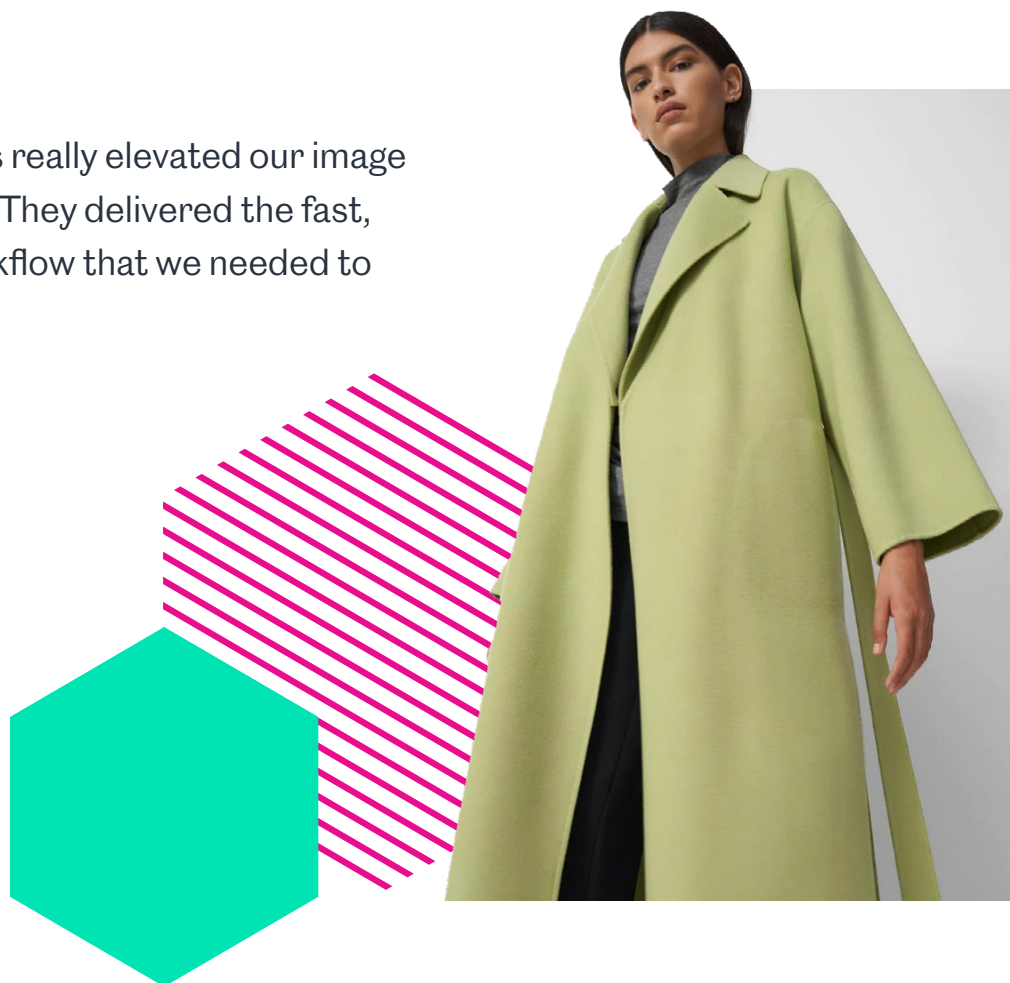
Creating and managing images through Amplience meant that Theory's developers no longer had their schedules flooded with tedious image creation.

Now, all they had to do was review and approve them. With designers able to work directly in the platform, developers could now focus on their top tasks to take Theory's site to the next level.




Improved productivity and quicker processes were experienced by the whole team. Theory could now focus on merchandising and other key priorities that help them provide a better customer experience, drive engagement and increase conversion.

“Amplience has really elevated our image management. They delivered the fast, seamless workflow that we needed to drive results.”

Theory



The Results

-  2x faster image load and page speed
-  Able to dynamically render any image variant on demand from a single asset
-  Streamlined processes for improved developer productivity



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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