



CYBER WEEK

Take Back Control in 2022



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Ready to go into Cyber Week without the usual anxiety? Get in touch with us today and let's have a conversation.

Cyber Week. It's a lot.

It has to be one of the hardest, busiest times in any retailer's calendar. Whether it's Black Friday, Cyber Monday or the holiday season, when traffic is about to spike you know the stress and headaches will follow.

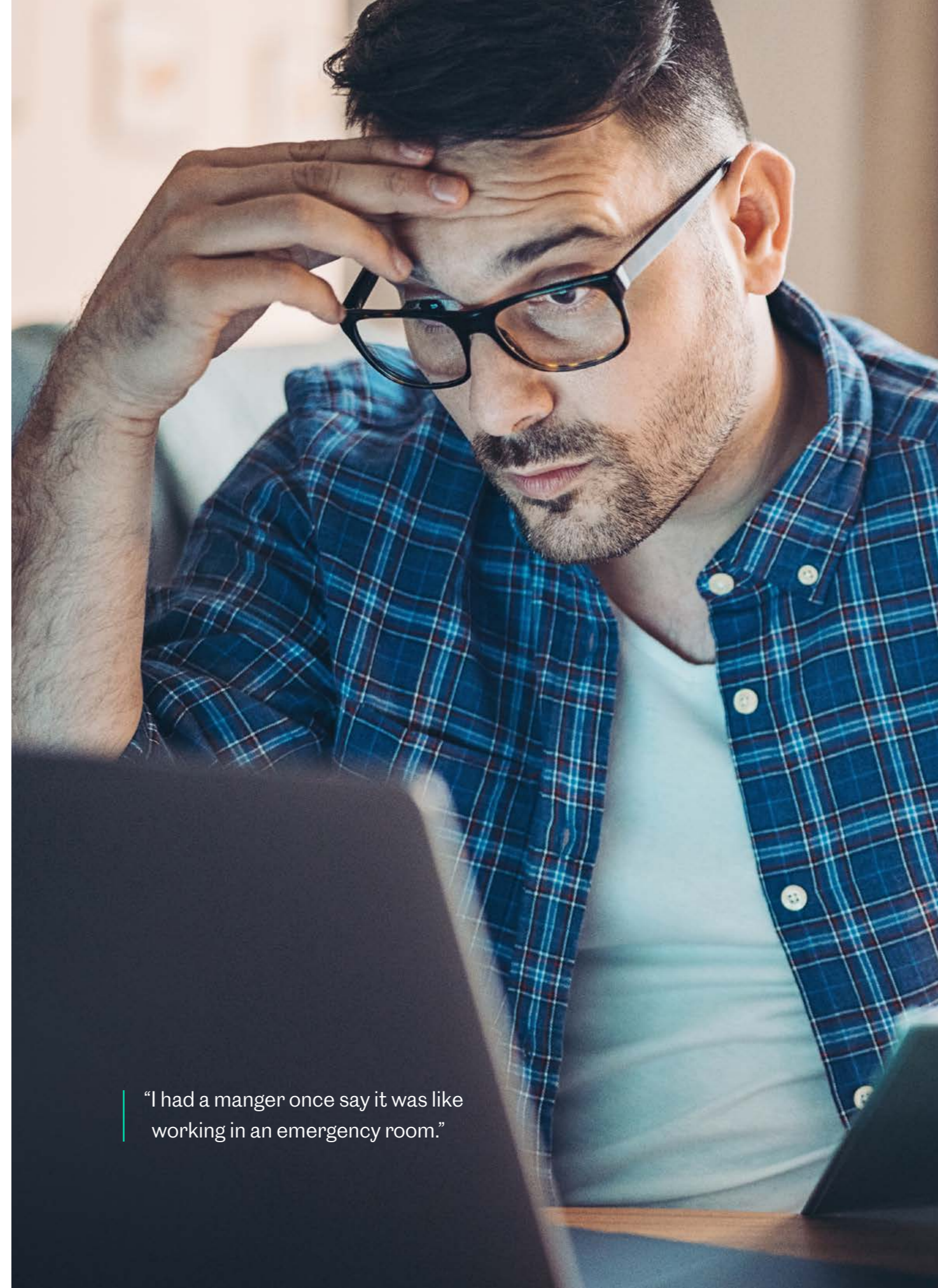
With so much revenue riding on holiday promo periods, the pressure is firmly on, especially for the eCommerce and marketing teams involved in delivering digital experiences during those times.

That's why they start their planning months in advance, trying to ensure every promotion, content piece and campaign is thoroughly thought out well ahead of time.

Every minute, every hour of a Cyber Week campaign, you need to know what content is live and where. And with the rise in digital content consumption and online shopping, the complexity and volume of content and promotions is getting greater every year, along with the number of devices and storefronts.

A lot is on the line. There's little room for error. And many retailers are stuck with tools and technology that make it increasingly difficult.

So let's fix it.



"I had a manager once say it was like working in an emergency room."

4 Huge Challenges Retailers Face During Cyber Week



1: THE VOLUME AND COMPLEXITY OF CHANGE

Online content and promotions are continually changing these days. But throw in Cyber Week and the volume of these changes is ramped up exponentially.

The likes of British luxury department store Liberty London, for example, see content changes go from weekly to daily during Cyber Week.

As well as the sheer volume of content, the complexity of the content changes increases too. Teams are dealing with time-sensitive promotions, with content going live across multiple different devices, on multiple different storefront.

And then for multi-national eCommerce retailers you have the added complexity of different locales and languages. Bringing all these elements together at exactly the right time is challenging to say the least.

“The thing that’s stressful is anticipating those changes and managing those changes.”



2: THE AMOUNT OF PRESSURE

Given Cyber Week is an intensified trading period, the pressure is firmly on eCommerce teams to deliver. They plan to get everything right of course, but even best laid plans can’t anticipate everything. And most teams are left having to constantly react and try to keep up.

This could be last minute creative or content changes, products selling out and needing to be removed from the site or having to fix something that has gone wrong or broken. The changes pile on and the stress soon follows.

As Katie Patt, eCommerce Merchant Lead at Crate & Barrel, puts it, “Planning ahead you have a best laid plan but then... it’s a constant evolution of what’s the best thing.

“We have to stay on our toes to make sure we are meeting the needs of our customer and giving them not just marketing content but actually content they want to consume in that exact moment.”



3: OUTDATED TOOLS AND PROCESSES

Content production for retailers is complex, with a lot of moving parts and people involved in the process. And many of the tools and processes retailers are currently using aren’t even cut out for day-to-day content needs, let alone Cyber Week.

Some retailers are still planning content in Excel. Some are still sticking post-it notes up on the wall to map out content changes.

It’s manual, time-consuming, open to error and – most importantly – not effective at helping you deliver the digital experiences your customers are expecting.



4: THE RISK OF TRYING SOMETHING NEW

Many retailers know they want to do better. And many know their systems or processes aren’t up to scratch. But knowing it is one thing. Actually making it happen is quite another.

You need a certain level of digital maturity to even attempt it. And there are real risks involved – any technological change comes with its own set of challenges. So of course people stick with what they know. It’s the comfortable option.

Long before Cyber Week hits, retailers need to take the time to really understand what they want to achieve and what needs to happen to in order to get there. Then it’s a case of getting internal stakeholders on board and not letting the day-to-day get in the way (easier said than done, of course).

3 Ways Amplience Can Help You Take Back Control

1: PLANNING AND CALENDAR FEATURES

We mentioned sticking post-it notes to the wall earlier. Our goal with Amplience was to bring that 'wall' into the digital world, delivering a streamlined and collaborative way for teams to produce content, from conception and amends to sign-off and delivery.

Our planning and calendar tools allow users to see exactly what content will appear and when. With our timeline view of content users can see how content is stacking up over time and how each piece interacts with others, giving users the visibility and flexibility they need to stay on top of the volume of content changes Cyber Week brings.

And with all the complexities laid out before you, there's little chance of unknown issues rearing their head when it goes live. Everyone can sleep easy knowing everything is good to go.

Within the calendar functionality, users can filter their view by multiple different aspects such as locales or content slots or components. This means they can see at a glance everything planned and scheduled for a particular region, for example, or all the changes that will come into effect for a mobile homepage banner across a certain time period.

All this visibility and forward planning wouldn't be possible without the addition of advanced scheduling tools. That's why we created what we call Editions.



Editions allow Ampliance users to schedule content whenever they please. With the ability to add start and end dates for any content, be it a single piece of content or a complex campaign delivered across different channels, the user can set the desired publish time/s and then move onto something else.

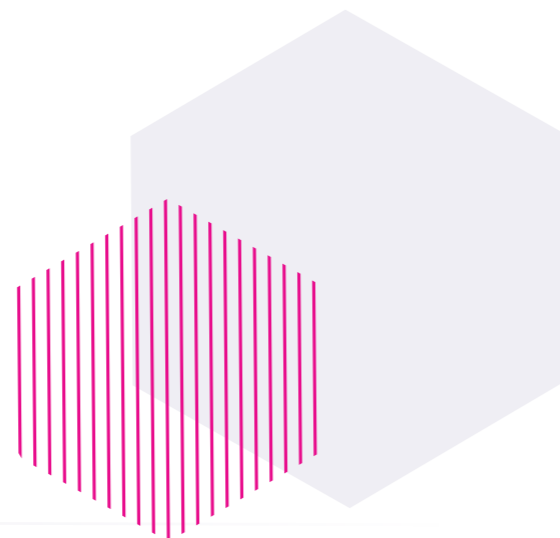
You'd be amazed how many eCommerce or marketing teams still have to manually hit the go-live button at the precise time they want the content to go live. For us that's simply archaic.

"It's truly about scheduling out everything and being able to test it and preview the experience, because you don't want the customer to have a bad experience," says Riley Bennett, Director of Site Content & Operations, Ariat.

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Users have the ability to schedule individual components of a page, not just entire pages at a time. It could be a sitewide banner, a hero image or a promotional piece of content, anything. It gives you the freedom and flexibility to really tailor your sites and storefronts over time, adding relevant and personalized content when and where you need it.

Users can also schedule in different time zones, meaning multi-national eCommerce businesses can target different locales with targeted, contextual content that really elevates the experience for that specific audience.



2: PREVIEW FUNCTIONALITY

Without the right tools, retailers can't see and experience how content will display and function when live, which means they can't fully control the quality of that experience. By implementing previewing functionality, we've helped eliminate all those unknowns.

But when we say preview capabilities, it's not just a simple sneak peak of your web page. Anyone can do that. We've given users the ability to preview the whole experience, end to end. To preview any and all content and content components in real-time and in-situ, across any device or storefront.

The best part? They can preview it all at any given point in time. Cyber Week content changes happen rapidly. Users need to see what the experience will look like at any moment, be it how it will look like in an hour, tomorrow or next week.

This gives them the confidence to know their content is scheduled how and where it should be.

And users can easily share content across the business by simply sending a preview URL to any stakeholder. They can then see the content as it is, whether it's live, scheduled or a work in progress.

3: THE ABILITY TO MANAGE THE ENTIRE EXPERIENCE

Managing one storefront can be hard enough during Cyber Week. But keeping on top of your entire digital experience with multiple storefronts is where the headaches really begin.

With so many content pieces already, making sure they are optimized and published across multiple frontends can add a lot of duplicated effort into the mix.

Ampliance is more than just a CMS. It's a digital experience platform. We give retailers the freedom to manage the entire journey across all devices.

This means users can share content easily across different storefronts and devices, no longer having to make changes in each channel. There's little duplication of work as a result and much less wasted time. Users can react quickly and then focus their attention where it's needed most during Cyber Week.

International furniture and housewares company Crate & Barrel has experienced the beauty of shared content. It reported that without Ampliance it would have had to touch five times more pieces of content during Cyber Week than it does now.

Riley Bennett from Ariat agrees, saying prior to Ampliance “it was really challenging to be cranking out that volume of creative and to also add more and make changes and be flexible.”

To manage the whole experience requires a collaborative approach between teams, especially between business and technical users.

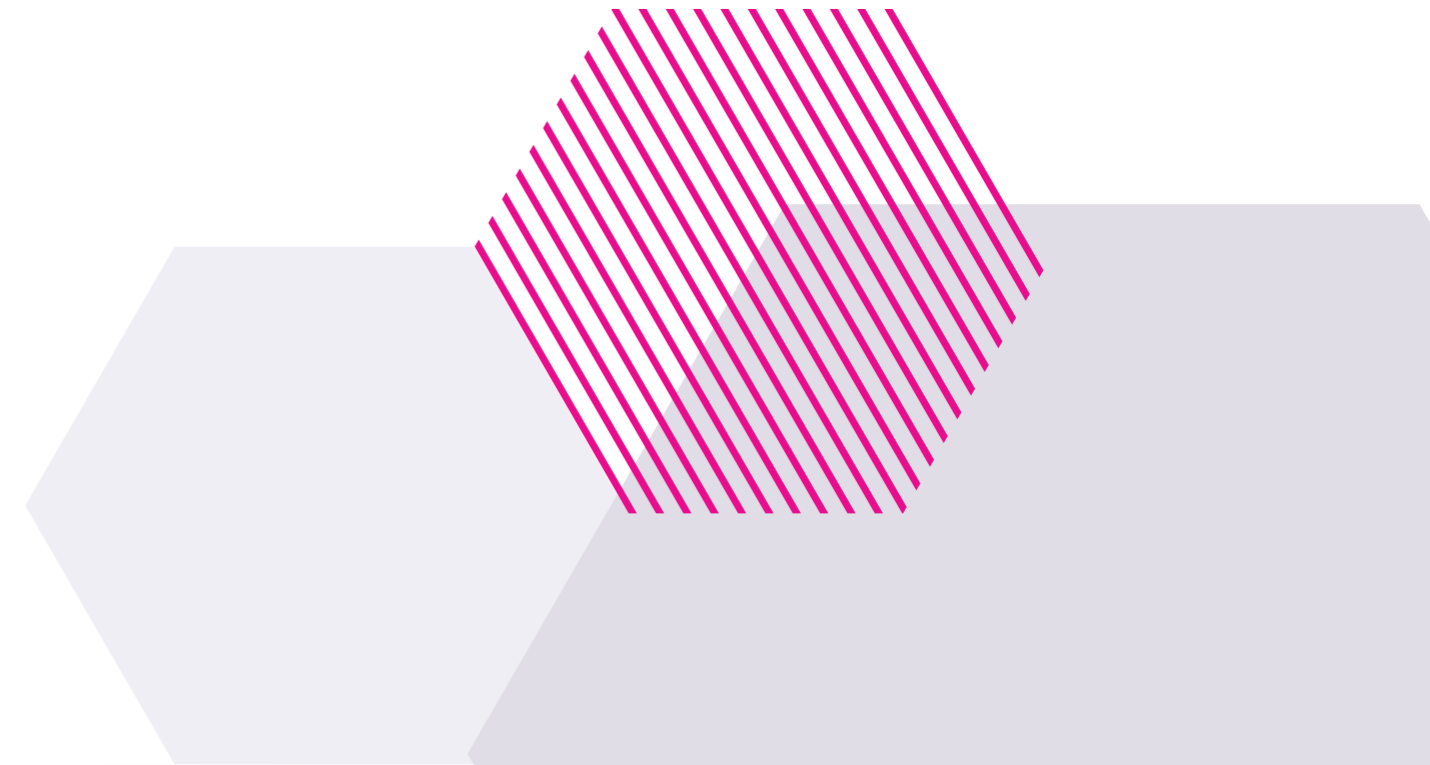
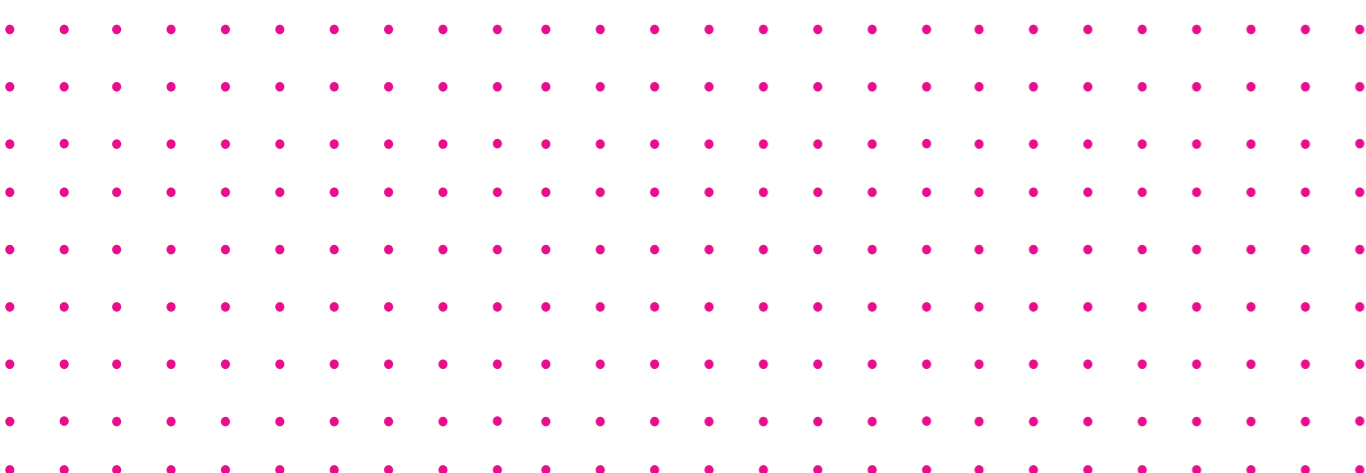
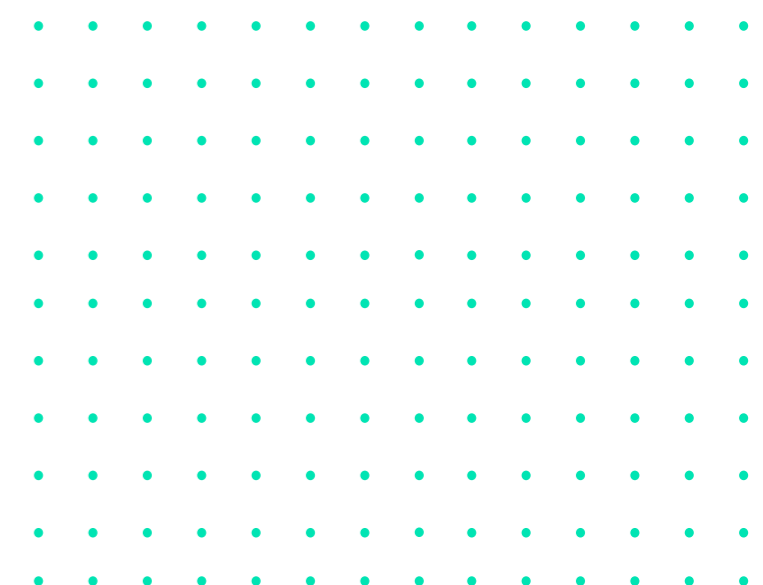
Our collaborative tools help bring teams together while also empowering all users to create and manage content when needed. Our low-code frontend environment and extensive integrations help to streamline the entire workflow and eliminate developer bottlenecks. Ultimately it allows you to make changes more quickly and easily.

As James Finch, Head of Digital Design at Liberty London, puts it, “The integration makes our lives so much easier. We can work in one place; we can utilize all the features of the eCommerce platform but from our [Ampliance Dynamic Content] set up. It’s fluid, smooth.”

“Ampliance I think has been the tool that has allowed us to scale at such a rate that we’ve been able to grow.”

Next Steps

Ready to go into Cyber Week without the usual anxiety? Get in touch with our expert team by emailing contact@ampliance.com or visiting ampliance.com



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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