

 amplience +  algolia

Shoe Carnival Achieves Higher Conversion Rate

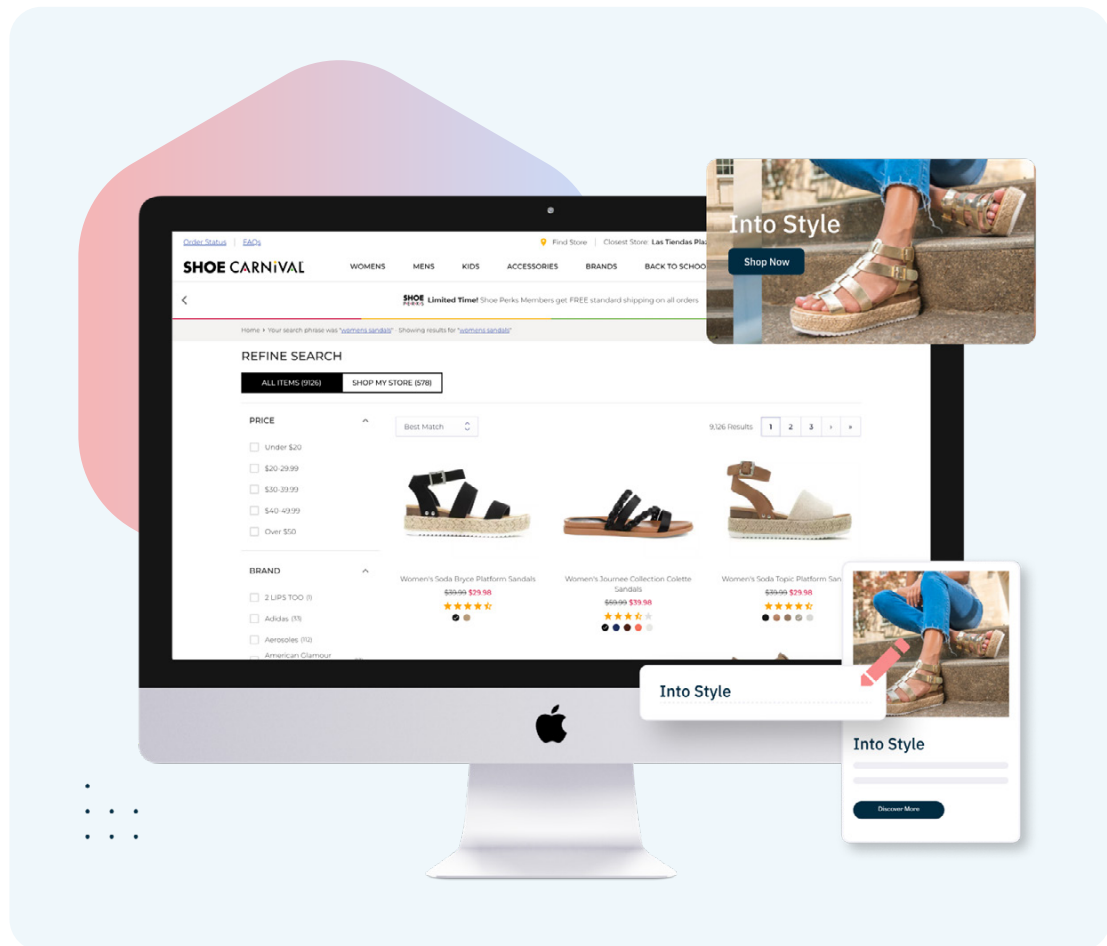
And Delivers Lightning-Fast Campaigns
with Amplience & Algolia

**SHOE
CARNIVAL®**



Overview

Shoe Carnival is one of America's largest family footwear retailers, with around 400 physical stores across 35 states and in Puerto Rico. They pride themselves on providing the best value in footwear, with the motto 'Big Brands, Big Savings, Big Fun!'. With daily promotions and hundreds of new product drops every month, speed and agility is key to the success of Shoe Carnival's digital customer experience.



The Challenge

For years, Shoe Carnival had been using an outdated content management system and eCommerce solution. Updating existing content, building new content, moving categories and navigation changes all went through a ticketed system for developer input, which led to long lead times that made it difficult to be reactive to market and business changes – a huge problem in the world of fast-moving retail.

Template limitations meant updating the homepage took between 2-3 weeks, so they only refreshed it once a year to avoid disruption. They also had to rely on other vendors for rich content due to technology limitations, and found that the out-of-the-box search capabilities weren't robust enough for their requirements.

It became apparent that in order to deliver fast, responsive content, and to improve their customer experience, Shoe Carnival needed a new digital platform to facilitate speed, agility and scale.



KEY CHALLENGES

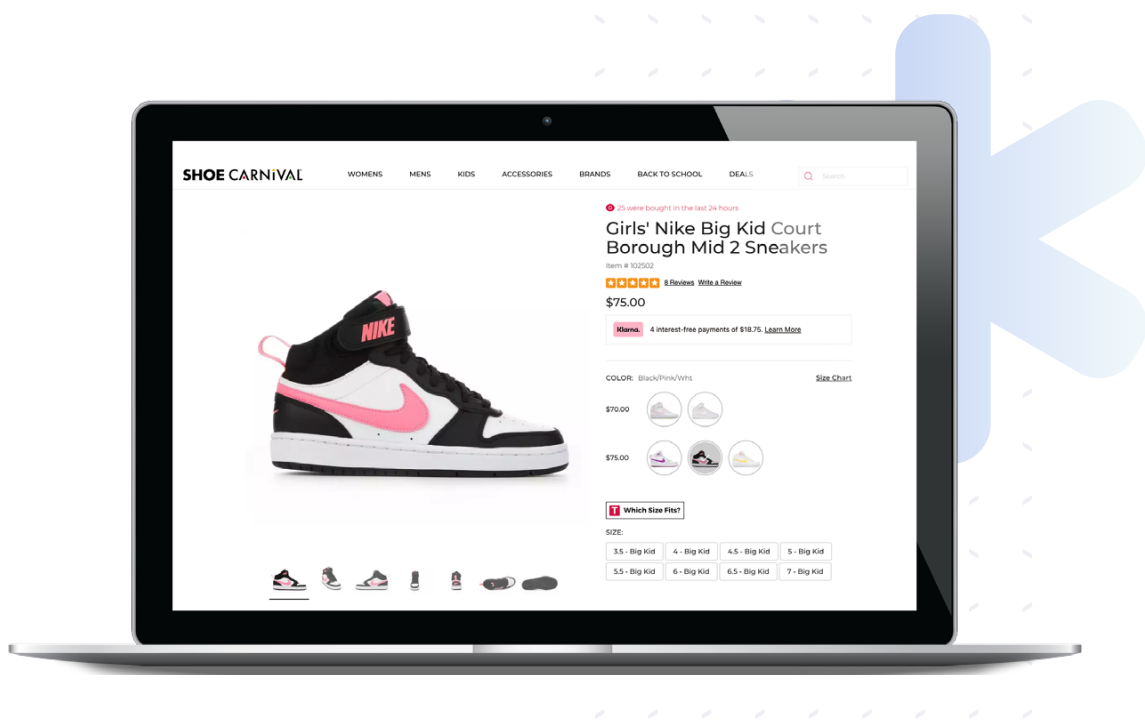
- Internal teams lacked the tools they needed to be fast and agile in content production, resulting in long lead times for campaign execution and content updates.
- Technology limitations meant that Shoe Carnival didn't have all the eCommerce solutions they needed to improve site performance and customer experience, and had to seek other vendors and partners to bring into their technology stack.
- In fast-moving retail, Shoe Carnival needed new technology to enable agile content management, improve the speed of campaign execution and reduce the need for developer time with content updates.

The Solution

Shoe Carnival was an Amplience customer before going headless, so familiarity with the product, image caching and integration into their existing technology stack meant Amplience was the best fit for their next stage of digital growth. Shoe Carnival now uses Amplience's full-stack Commerce Experience Platform, which brings together an API-first, integrated CMS and DAM with automated media and experience delivery services.

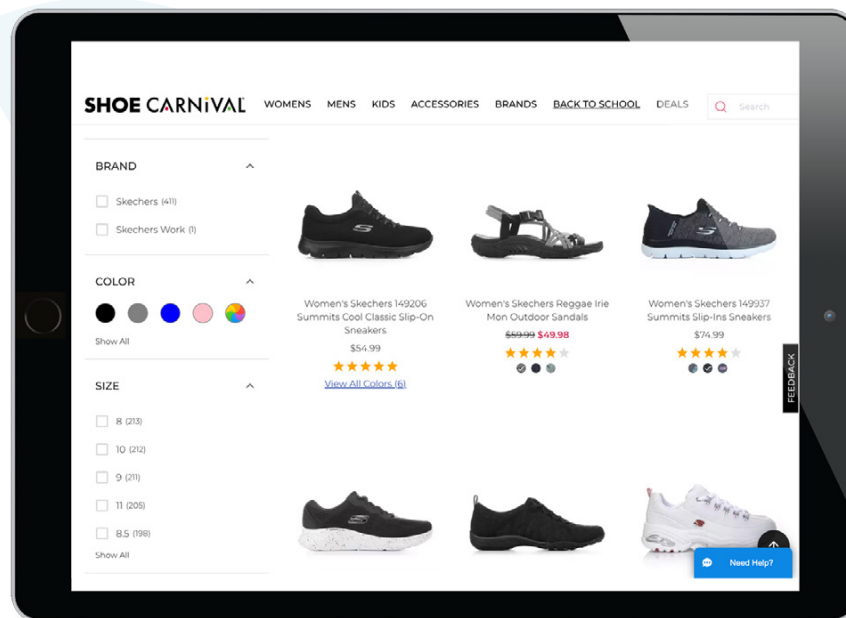
The Shoe Carnival team can now schedule, preview and publish immediately to all their channels, allowing them to launch last-minute campaigns and make changes instantly, instead of having to rely on overnight replication. Increased reactivity has helped the teams to improve the customer experience, increase conversion rates and revenue. The merchandising team is able to create and execute new site experiences in real-time, resulting in a 6% increase in landing page conversions. And campaigns are now executed in a fraction of the time it used to take, reducing time-to-market and doubling the team's productivity.

Where Shoe Carnival's previous CMS was clunky and unorganized, the team stores over 1 million assets in Amplience's Content Hub, which allows them to search and locate the asset they need almost instantly. For search capabilities, Shoe Carnival uses Amplience partner Algolia, leveraging their AI Search & Discovery platform to eliminate all the manual work that goes into re-ranking, returning tailored search results to customers with natural language processing and using automation to simplify workflows.



Previously, the merchandising team would need to input changes and experience a delay in seeing them live on site. Now, changes can be made instantly, with setting up rules immediately impacting performance. Splitting out colors on product landing pages has also made a huge difference for Shoe Carnival, instead of PLPs being rolled up by style. Using Algolia, the team can now feature products by colors offered, leading to increased conversions. Dynamic Re-Ranking has automated workflows and played a key part in Shoe Carnival's Black Friday success in 2022. Shoe Carnival merchandisers also make good use of the Algolia analytics tool, using it on a weekly basis to make data-driven decisions about content and campaign changes.

Essentially, Algolia provided a solution that embraced composable architecture, and teams can now make front end changes quickly, without having to change the code.



“ Using Ampliance to schedule our website homepage has cut production time in half, even when the content changes on a daily basis. It is extremely easy to set up, schedule and even change content at the last minute. I also love having the freedom to add or remove content as needed. Now when we want to add another product carousel or promotional banner, we can do so without having to create a new template. It definitely makes freshening up our layout a breeze!”

- Rachel Weisgerber, Senior Manager, Pricing & eCommerce Production

How Amplience & Algolia Made The Difference

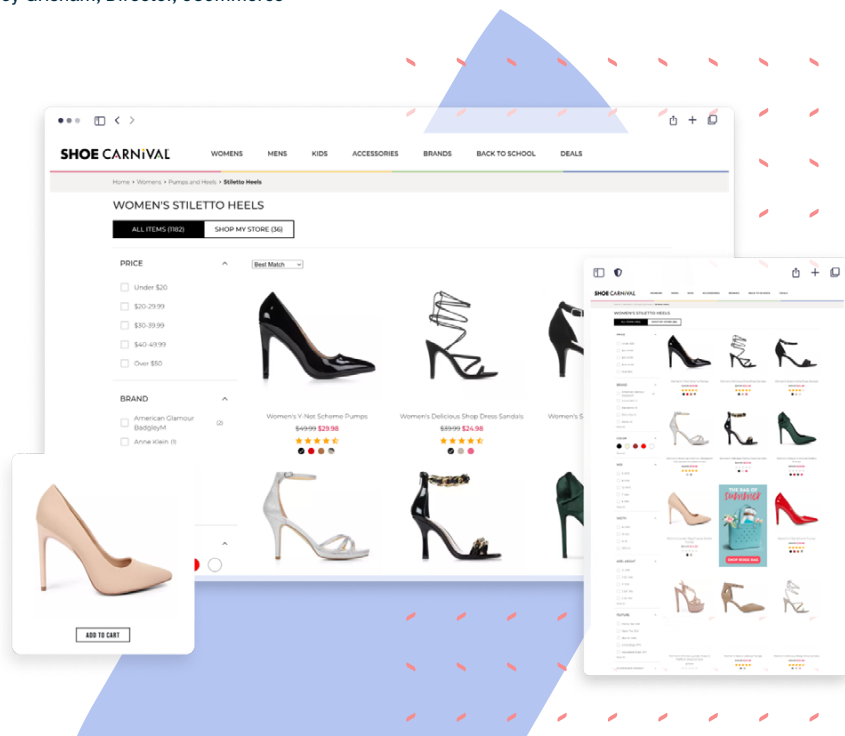
With retail moving faster than ever, it was essential for Shoe Carnival to execute their content and campaigns quickly, and to set new promotions live daily. Amplience's Commerce Experience Platform and Algolia's Search & Discovery Platform has facilitated speed and agility in internal workflows, removing the need for developer input and allowing merchandising and marketing teams to be reactive to business changes and customer demands.

With the insights from Algolia analytics, Shoe Carnival now has more granular control over campaign execution, helping them make data-driven decisions to improve customer experience and, with Amplience's media optimization and automated delivery services, serve rich content at each stage of the buyer journey.

With increased efficiency and reactivity, the team's productivity has doubled, with Amplience and Algolia enabling twice as many content and search rule changes to be made in half the time it took before. Shoe Carnival can now operate at scale as a fast-moving retail brand, responding quickly to market changes to stay ahead of the competition.

“Partnering with Amplience has transformed our online experience by empowering users with the tools necessary to make impactful changes, that drive real results, in real-time. In order to match our customers’ expectations, we need to make changes fast, and Amplience gives us the power to do just that.”

- Courtney Grisham, Director, eCommerce



The Results

- Campaigns are executed in a fraction of the time it used to take
- Last-minute campaigns can be launched almost instantly, across all channels
- Team productivity has doubled
- No need for developer time when making content or navigation changes on site
- Twice as many content and search rule changes can be made in half the time it took before
- Landing page conversions have increased by 6%



What's Next?

Shoe Carnival is growing quickly and is planning a technological and creative redesign later this year to support an improved customer experience. They plan to more widely adopt and implement Ampliance & Algolia solutions across the business, looking to the next phases of all their platforms to achieve the fastest load times as one of the primary ROIs. The team will be embracing AI and customer-centric personalization to empower employees to improve the shopping experience for their customers.



Amplience helps digital-first brands and retailers to rid the world of bad shopping experiences. Our low-code CMS, DAM and Digital Experience Management platform allows more than 400 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.



Rid the world of bad shopping experiences

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