Retail TouchPoints
Customer Engagement Awards

DECEMBER 2013

Table of Contents

WINNERS LISTED BY CATEGORY

14 Retailers Win 2013 Customer Engagement Awards

As we move into 2014, retailers are focused on finding creative, innovative and compelling new ways to engage with customers. Throughout all channels — in-store, online, via mobile and social — merchants are striving for a consistent, cohesive brand experience. New technologies are now accessible to the smaller, regional brands as well as the largest, multi-billion-dollar retailer. These smart merchants are implementing video, geo-targeting, personalized digital marketing and updated POS systems in order to compete for the long term.

This year, *Retail TouchPoints* is proud to honor 14 retail companies that have embraced customer engagement and implemented solutions and services that are delighting customers and boosting revenue. Each of this year's winners has taken the initiative to deliver a more satisfying level of service and improved experience to the demanding shopper base. The award winners are ahead of the curve and are achieving business success in this increasingly competitive and challenging marketplace.

Through a nomination process, the winners were selected based on, but not limited to, four specific criteria:

1. Unique shopping/promotional offerings
2. Customer engagement strategies
3. Customer analysis
4. Technology innovation

Winners include both large, national retailers and smaller, regional companies, as well as international selections. Award recipients also vary in products and services offerings, from apparel and specialty home furnishings to furniture and sporting goods.

This year's winners are (in alphabetical order):

Aéropostale

Coastal.com

Famous Footwear/Brown Shoe

Free People

Kroger

Longo Brothers Fruit Markets

Pier 1 Imports

Rebel Sports

Reeds Jewelers

Sears Hometown & Outlet

Sigma

Smartfurniture.com

TOMS

Vans

Join us in congratulating all 14 winners!

Debbie Hauss

Debbie Hauss
Editor-in-Chief
Retail TouchPoints

Kroger Personalizes Couponing For Individual Shoppers

Category: *Digital Marketing*

Gold Winner: *Kroger*

Brands: Kroger + 20 other supermarket and convenience store brands

Number of stores: 2,424

Web site: www.kroger.com

Annual revenue: $96.8 billion

Kroger is working to develop 1:1 communication with customers. One way to achieve that goal is by personalizing frequent targeted direct mailings designed to thank customers for their loyalty. Each direct mailing includes packets of coupons — both Kroger Corporate Brand and national-branded products — that are selected based on individual shopper's habits.

The quarterly mailers contain 12 coupons specific to an individual household and are carefully selected. For example, a packet may include a slightly esoteric product like a special cheese, the shopper's favorite laundry detergent along with other brands frequently purchased.

Kroger has named the 11 million pieces of direct mail it sends to customers each quarter "snowflakes" — because, the retailer explained, if any two are the same, it is a fluke. The redemption rates are well-above industry standards within six weeks of the mailing.

Kroger has engaged with dunhumby to improve and enhance dialogue with customers for close to 10 years. The dialogue starts with listening. Together, the two companies have analyzed massive amounts of customer data. More than 2 million surveys, focus groups and shopper intercepts have assessed the attitudes and the needs of customers over the years.

Together, Kroger and dunhumby also have and continue to mine billions of transactions to understand customer behavior patterns. Today, customers are increasingly engaging online through the Kroger.com web site, Twitter and Facebook. In fact, there have been more than 1 billion digital engagements on the web site alone.

The approach is customer-led, long term and personalized. The strategy begins with customer insights. Kroger uses the data to understand customers, how they respond to promotions, price and even to evaluate the competition. The supermarket retailer also is gaining insight about customers who respond online through digital coupons and personalized pricing.

Longo's Coordinates Cross-Channel Shopping Lists

Category: *Digital Marketing*

Silver Winner: *Longo Brothers Fruit Markets*

Brands: Longo Brothers Fruit Markets

Number of stores: 28

Web site: www.Longos.com

Annual revenue: n/a

Longo's partnered with Unata, a digital shopper marketing company, to extend its customer-centric-approach into the digital space. Unata's cloud-based platform leverages loyalty data to determine the most relevant products for each individual, delivering a best-in-class personalized experience to Longo's customers and enabling 1:1 digital marketing.

The Longo's digital experience is account-based, allowing each customer and their family members to receive a seamless, cross-channel experience, synchronized between mobile, tablet, and web devices. Upon opening the app, each shopper is presented with a personalized flyer, which highlights products on sale that the shopper has previously purchased as well as specials that the shopper is most likely to enjoy, as determined by the Unata unique recommendation engine. Shoppers can begin to build a shopping list at home based on these tailored offers or from the full Longo's product catalogue complete with pricing, nutritional information, and product descriptions. The Longo's app is connected to the retailer's Thank You Rewards program, which enables loyalty members to access points balances, use their phone as a "digital loyalty card" at checkout, and earn points in real time by completing various actions within the app.

By leveraging these digital interactions, Longo's is able to create a meaningful, 1:1 conversation with the consumer across the full path to purchase from list building at home, engagement in store, and post-purchase product ratings. The Longo's web-dashboard analyzes the behavior of each customer across a unique path to purchase, tracking items added to the shopping list, in-store engagement, purchases, and product reviews. This solution is a personalized, real-time flyer that can track how impressions translate into sales, on a per-user basis.

Some results include:

- Pre-purchase: More than 50% of mobile users created a shopping list and 43% used the app in-store;

- Purchase: 41% of products added to the shopping list were subsequently purchased; 29% of the products on shopping lists were recommended by Unata; and

- Post-purchase: 39% of consumers provided ratings for the products they purchased.

Pier 1 Strenghthens Express Request Shipping Service

Category: Innovative Campaigns
Gold Winner: Pier 1 Imports

Brands: Pier 1 Imports
Number of stores: 1,060+
Web site: www.pier1.com
Annual revenue: $1.7 billion

A new POS solution at Pier 1 underpins a new offering from Pier 1 Imports — the company's re-launch and re-branding of its Express Request service, where customers can special order merchandise and have it shipped to their local Pier 1 Imports store in 10 days or less. A significant aspect of the Pier 1 growth strategy, Express Request distinguishes the retailer from other home furnishing stores by offering an expanded assortment of merchandise which the customer can then tailor to the style and color of her choosing.

Express Request enables Pier 1 Imports to leverage its retail selling space by showcasing the most productive items in store, and housing the other style and color combinations a little further up the supply chain at the company's distribution centers. Store associates have near real-time visibility of distribution center inventory through the new Epicor Retail Store solution, which allows them to validate product availability before taking the customer order. By validating the availability of the merchandise, negative customer order experiences are reduced or eliminated.

Approximately 28% of Pier 1 sales in the U.S. are tendered through the retailer's rewards credit card loyalty program. The rewards program is fully integrated in real time with both the POS solution and customer database. Sales associates also are empowered to register new program users directly at the point of sale.

Through its Epicor retail solution, Pier 1 Imports has empowered its customers to not only transact in store, but dynamically across the business. Today, in addition to purchasing in-store, its customers can buy online with the option to pick up in-store or have it shipped (parcel delivery) to their home.

Using an intuitive navigation and touch-screen design, coupled with the use of an e-Learning platform to facilitate training, Pier 1 Imports has been able to cut training time by 33%. With its new POS solution now in place, 2013 will be the first holiday shopping season that allows Pier 1 temporary holiday hires to work the registers while the more experienced sales associates devote more time to assisting customers on the selling floor.

Famous Footwear Promotes Live Events Via Geo-Targeting

Category: *Innovative Campaigns*
Silver Winner: *Famous Footwear*

Brands: Famous Footwear

Number of stores: 900+

Web site: www.famousfootwear.com

Annual revenue: $1.5 billion

Using Monetate, FamousFootwear.com has been able to learn more about customers' cross-channel behavior, particularly about their online and in-store experiences and shopping behaviors. The retailer also is leveraging geo-targeting to learn more about what makes a great shopping experience for customers.

The footwear retailer has been using geo-targeting to promote live events to specific visitors based on their proximity to a store. For example, the retailer alerts prospective customers, within a certain mile radius, when a Famous Footwear location is opening in their area. The company also used this feature for a "Fashion Night Out" event in New York City during Fashion Week.

For Famous Footwear, creating the omnichannel experience means delivering consistent, ongoing communication between different departments to tell the same story across the brand. One way Famous Footwear ensures omnichannel consistency is by using in-store marketing calendars to determine online campaigns. For example, if an athletic sale is scheduled to take place in February, the retailer also promotes it online at that time. Famous Footwear has been working to cement partnerships between the in-store marketing team and the merchandising team.

In 2012, Famous Footwear was focused on omnichannel growth to maximize investments in real estate, inventory assortment and marketing. Famousfootwear.com sales increased 22% in 2012, and the retailer logged more than 60 million visits — one quarter (15 million) via mobile. In total, mobile revenue grew by more than 190% in 2012.

FamousFootwear.com sales increased 22% in 2012 and the retail site logged more than 60 million visits.

Sears Hometown & Outlet Uses Interactive Touch Screens To Share Product Info

Category: *Interactive In-Store Campaigns*

Gold Winner: *Sears Hometown and Outlet*

Brands: Sears Hometown & Outlet, Sears Outlet, Sears Home Appliance Showroom, Sears Appliance & hardware

Number of stores: 1,250

Web site: www.shos.com

Annual revenue: $2.5 billion

Sears Hometown and Outlet (SHOS) has created a hybrid in-store/online shopping experience that both educates and engages shoppers. Consumers visiting the warehouse-sized stores are confronted with a large and ever-changing inventory of specially priced appliances, furniture, and other home and garden goods. In order to make the shopping experience more seamless, Sears strategically placed 23" touch-screen panel-PCs around the stores. Shoppers can research the available products and make buying decisions using the screens. Shoppers can research the available products and make buying decisions using the screens.

Because the eyeQ platform draws its data directly from the Sears Outlet e-Commerce web site, inventory is up-to-date and shoppers experience a consistent omnichannel look-and-feel. To encourage shoppers to try the solution, sales associates initiated an in-store campaign to personally invite shoppers to interact the displays. There they collaboratively join the shopper in exploring the options, learning about products, and making a selection. The sales teams reported that using the devices in this way dramatically increased engagement and closure rates. In addition, associates said they appreciate that the addition of these screens throughout the store gives their lean warehouse-type spaces a new and attractive high-tech look.

The eyeQ platform not only serves useful information to shoppers, it also collects useful information about SOHS' shopping population: it counts traffic, learns demographics, captures shoppers' in-store and on-screen browsing history, and even recognizes their mood and reaction. SOHS pulls this data directly into the data warehouse through built-in API. This enables powerful analytics, identification of shopping patterns, and accelerated A/B testing of behavior-driving messaging. For example, the retailer now knows how different brands appeal to shoppers by age and gender.

Sears Hometown & Outlet shoppers can now research available products and make buying decisions using interactive touchscreens.

Vans Taps Augmented Reality For Updated Customer Experience

Category: *Interactive In-Store Campaigns*

Silver Winner: *Vans*

Brands: Vans

Number of stores: 302

Web site: www.vans.com

Annual revenue: $1.5 billion

Harnessing the concept of augmented reality, Vans began testing a 'Virtual Mirror' in the flagship store in Mission Viejo, California. The Virtual Mirror allows customers to view various shoe styles and colors, without actually putting them on their feet. By standing in front of a camera and a screen, a customer's image is projected wearing their ideal pair of Vans. The experience adds a layer of engagement by accentuating the customer's movement with colorful animation.

The retailer also added a Footwear Wall featuring an interactive Product Knowledge screen that tells the story, features and benefits of the newest line, LXVI. The embedded display reflects the innovative nature of the product line which features some of the newest technologies in footwear.

To learn more about customers' wants and needs, Vans also began piloting new technologies to track customer movements within the stores:

- Cameras were installed to track traffic by infrared imaging. These cameras paint a much more accurate picture of a customer's entrance/ exit.

- A select group of target customers recently agreed to wear motion-tracked glasses in the store. These glasses tracked the eye movements of customers to determine where their attention is drawn. By aggregating that information, the retailer was able to assess the success of marketing campaigns, as well as where to locate product and how to staff the stores.

- Vans also is testing Bluetooth recognition to track customers' cell phone movement when inside the store. The system shows GPS coordinates of shoppers' path throughout the store, where they paused and if they purchased anything. By housing this data, Vans is able to understand customers' buying habits based on those that entered the store, customers that walked by the store and did not enter, and those that were engaged by window displays.

To reach out to a fast-paced customer base that is not willing to spend time completing customer experience surveys, Vans implemented a QR Code on POS systems. Customers can scan the image and instantly take a survey to rate and describe their service. By taking the survey, customers are entered into a drawing to win a pair of custom Vans shoes. In real time the survey is sent to the Store and District Manager for recognition and/ or coaching.

Rebel Sports Targets Local Shoppers Using Geospatial Identification

Category: Mobile

Gold Winner: Rebel Sports

Brands: Rebel Sports

Number of stores: 90+

Web site: www.rebel.com.au
www.superretailgroup.com.au

Annual revenue: Division of $2.0 billion Super Retail Group

To identify the audience for new store openings and promotions, Rebel is using the geo-targeting capabilities of SDL Intelligent Marketing Suite (IMS). Shoppers can be targeted based on location, i.e. their address, or stores they have previously visited. For example, the customer might shop at the store near work, a gym or golf course. Rebel marketers not only target their customers based on distance, but also in context of other geospatial attributes such as other Rebel stores, competitor stores, population and main transport links. This is done in a visual way, allowing multiple factors to be easily and quickly taken into consideration when defining the campaign audience.

Rebel also is using mobile and social capabilities to re-engage with female shoppers. Over the years Rebel lost a large portion of its female audience to more specialized, female-focused retailers. To compete more effectively, Rebel realigned its strategy. By partnering with SDL, Rebel implemented social media monitoring technology (SM2) to help monitor its brand against its competitors. Rebel began to better understand female customers, their motives and what drives them to purchase.

SDL SM2 provided Rebel with quantitative and qualitative analysis of conversations across all social media channels so they were able to monitor keywords around the brand and competitors, comparing how its brand rated across those competitors.

By understanding the content of discussion and the 'hot topics' around sporting apparel, Rebel was able to 'seed' targeted forums with information about discounts and specials to attract females back to its brand. Moreover, the retailer identified key influencers and "socialites", as well as thought leaders, across all sporting categories to develop advocacy outreach programs.

Rebel also implemented the SDL Customer Commitment Dashboard (SDL CCD), which is part of SDL Customer Commitment Framework (SDL CCF) to understand customers' behavioral journey and how to turn prospects into buyers. By cohesively aligning strategy, technology and innovation, Rebel was able to better understand its customers. The retailer now engages with shoppers across multiple touch points and responds quickly to their needs, which has dramatically boosted sales in the last 12 months.

Aéropostale Attracts Teen Customers With New Mobile App

Category: *Mobile*

Silver Winner: *Aéropostale*

Brands: Aéropostale ™, P.S. from Aéropostale ™

Number of stores: 1,000+

Web site: www.aeropostale.com, www.ps4u.com

Annual revenue: $2.4 billion

Aéropostale recently launched a new mobile app and in-store iPad kiosks, aimed at making the brand more easily accessible and improving engagement with the teen consumer base. The updated app draws teen customers in through its new store locator and mobile coupons.

The retailer has focused on this new app in order to create an experience that streamlines online actions, thereby increasing the amount of time customers engage with the brand.

In addition to an online store, the new app includes a style guide, outfit builder, and branded videos. Together, the elements are aimed at connecting teens to Aéro's brand, rather than just increasing commerce.

Some of the other new features include a store locator, mobile deal finder and scanner to scan store merchandise for product information or links to order online.

A successful feature of Aéro's current app has been connecting online shopping with PayPal accounts so customers don't have to worry about inserting their credit card information for every purchase. In stores, customers can use Aéro's new iPad kiosks to piece together outfits, browse product reviews and pick out music to listen to in the dressing room.

Aéro also has launched a new SMS texting program, sending out the latest offers, coupons and company announcements to teens' smartphones.

The goal of these new technology investments is to streamline Aéro's image as a fun, teenage brand, and give customers a consistent experience across all platforms.

Additionally, Aéro partnered with Ceridian Dayforce to automate time and attendance tracking and accommodate complex scheduling needs associated with operating retail stores that employ a teenage workforce. The WFM solution ensures that Aéro adheres to strict and complex laws governing the employment and scheduling of minors. It also accommodates its millennial employee schedules around school hours, participation in sports, proms, vacations and other extracurricular activities. The Ceridian Dayforce mobile application provides smartphone users with instant access to the WFM platform, real-time staffing updates to managers and employees, and immediate access to employee contact information.

TOMS Delivers Charitable Message Through Customized Site Solution

Category: *Responsive Site Design*

Gold Winner: *TOMS*

Brands: TOMS

Number of stores: products carried by 500 retailers

Web site: www.toms.com/corporate-info/

Annual revenue: n/a

TOMS is using Oracle Commerce as part of a strategic initiative to deliver its One for One charitable message to new markets and support global demand for an expanding product line that is constantly refreshed with new colors and styles.

The Oracle Commerce platform is designed to ensure customers have a consistent experience with the brand, whether they're on a desktop computer, tablet or smartphone. The platform also allows retailers to target promotions, personalize content, customize search results and recommendations, and update product information across multiple sites.

"TOMS is changing daily to meet new challenges," said Hilda Fontana, VP of Global Web Development at TOMS. "Oracle Commerce immediately enables our team to better serve a variety of international markets. We know Oracle has the flexibility and scalability to meet the demands of our growing business."

TOMS is personalizing the customer experience on its site by delivering relevant content and recommendations to customers, providing a faster, easier checkout and a more visual, content-rich shopping experience with integrated ratings and reviews.

To help ensure customers are having a consistent experience with the brand regardless of how they access the site, TOMS is taking advantage of the "responsive design" capabilities of Oracle Commerce, which immediately recognize the type of desktop or mobile device the customer is using and optimize the format, content and performance of the site for everything from browsing and selecting products to completing transactions.

Oracle Commerce also enables TOMS' business users to have better control over the customer experience by allowing them to target promotions, personalize content, customize search results and recommendations, and update product information across multiple sites on the fly.

Deloitte, a Diamond level member in Oracle PartnerNetwork (OPN), helped TOMS to leverage the full functionality of the Oracle Commerce solution while launching its first e-Commerce site for TOMS Netherlands within just seven months.

Throughout the implementation, Deloitte worked side-by-side with TOMS' staff in a "train the trainer" approach that prepared the company to begin immediately moving its UK, U.S. and Canada sites to the Oracle Commerce platform.

Reeds Increases Mobile Visitors With Responsive Web Site

Category: Responsive Site Design

Silver Winner: Reeds Jewelers

Brands: REEDS Jewelers Inc.

Number of stores: 58

Web site: www.reeds.com

Annual revenue: n/a

REEDS Jewelers has re-vamped the e-Commerce web site, www.reeds.com, to utilize Responsive Web Design techniques to reach customers on all devices — smartphone, tablet, computer, and Internet TV. The new site also is designed to provide in-store access to the entire online business. This initiative has resulted in a significant increase in mobile visitors, average visit time for mobile user, and mobile-based transactions in 2013.

REEDS Jewelers has deployed several unique and innovative technologies and promotions to improve overall customer engagement including the following:

- Accessing the web site on iPads in their retail stores with sales associate and customer to access REEDS Jewelers' full line of in stock jewelry as well as product lines from drop-ship vendors and custom jewelry configurators, including the new Pandora Bracelet Designer.

- Email and traditional direct mail marketing of coupon offers for in-store promotions redeemable on iPad by customers in their store.

- Free Wi-Fi hotspots in all stores to enable customers to shop, browse and research products in the store and on www.reeds.com.

REEDS Jewelers has deployed two solutions to improve overall customer engagement:

1. Jewelry repair service: Customers can drop off repairs with text/SMS messaging when repair service has been completed. Allows customers wishing to replace watch batteries or have jewelry cleaned to drop off an item, run other errands, then receive a text message when the item is ready for pickup.

2. Receipt email: for both online orders and for customers purchasing at retail stores.

REEDS Jewelers uses various technologies including Google Analytics, Bronto Software, Kount, and a private label credit card provider for customer data analysis and reporting to segment and engage with customers shopping online as well in the retail stores. Email marketing and direct mail segmentation are used to keep both online and in-store shoppers connected with the brand and buying experience based on past purchases, demographic information such as anniversaries and birthdates, and brands the customer is interested in.

CEA

Free People Drives Shoppers To Online Style Community

Category: *Social*

Gold Winner: *FreePeople*

Brands: Free People and FP ME

Number of stores: 87

Web site: www.freepeople.com

Annual revenue: Division of $2.8 billion Urban Outfitters, Inc.

Free People recently launched a new online Style Community, FP Me, in February 2013, and followed with a dedicated iOS app in June 2013, with the goal of creating a deeper sense of brand engagement and interaction among customers. WebLinc eCommerce helped bring the vision to life, developing an engaging experience that blends fashion with social and mobile. The FP Me Style Community empowers fashion lovers to share their style with others — users can create a public profile, upload and share personal style pics, create product collections, 'heart' products, collections, and photos, connect with other fashion lovers worldwide, and populate the site with user-generated content elements. Through the dedicated app, users can scan hangtags in-store to access product reviews, view FP me style pics, and get styling inspiration, thus bridging the gap between brick-and-mortar shopping and mobile/online shopping.

In November 2013, Free People officially introduced a new user-generated content capability to the web site: Inspiration Pics. An Inspiration Pic is any image that embraces the spirit or theme of a Free People Trend, and is an expansion of the brand's FP Me program. Customers now have the ability to contribute mood imagery to any Free People 'Trend' from the web site. Additionally, the web site's Instagram integration allows fans to quickly share everything from amazing wildlife to cityscapes, and more. FreePeople.com aims to become more than just a place to shop and share style, but also a place for discovery and a creative outlet for the brand's fans. Contributors can add their Style Pic and Inspiration Pic images to any Trend by simply adding a hashtag in the comments of their uploaded image. Each Trend category will become a shoppable mood board where fans can share inspiration through style, photography, art, and more.

Free People also has leveraged its Facebook and Twitter following to run contests encouraging customers to submit a photo of themselves wearing Free People apparel. Then the retailer shifted toward targeted engagement even further when Instagram and Pinterest became an instant hit with Free People's devotees. In October of 2013, Free People went a step further with Pinterest to launch a capsule collection of limited edition holiday dresses. Pinterest users were able to pre-order with a special link, ahead of the full launch at the end of October.

Smart Furniture Boosts Conversion With Live Chat

Category: *Social*

Silver Winner: *Smartfurniture.com*

Brands: SmartFurniture.com

Number of stores: 1

Web site: www.smartfurniture.com

Annual revenue: n/a

At Smartfurniture.com, customer engagement is driven through both traditional and modern channels, with the use of live chat, social media and call centers. By providing multiple avenues for customer service and feedback, Smart Furniture allows new visitors and existing customers to reach out in whatever way feels comfortable for them. The addition of a live chat feature has lifted conversion by an average of 20% month-over-month, proving that customers appreciate, and respond to, a human element in their online experience.

Smart Furniture is dedicated to developing innovative technologies that provide customers with the best possible experiences. With the recent launch of SmartProfile, a quiz that proactively determines user preferences, Smart Furniture is providing a unique and personalized web site experience for shoppers. The short quiz asks users to choose from samples of furniture, size of space, and spending habits to forecast their preferences. With just nine questions, Smart Furniture's web site is transformed to provide a completely personalized shopping experience. Shoppers who complete the survey will see items that fall in line with their design preferences, budget and available space. Within a month of the implementation, Smart Furniture has seen a 27% lift in conversion for users who complete the SmartProfile quiz.

The furniture retailer also has implemented a multi-faceted email campaign focusing on cart abandonment, welcome and post-purchase emails, and segmented email blasts. The ongoing campaign reaches out to visitors to engage them and help them convert into customers. The welcome series campaign for visitors that sign up to be on Smart Furniture's mailing list asks them to fill out their email preferences and helps to determine their interests leading to more targeted and relevant messaging for the remainder of engagements. Additionally, the post-purchase loyalty campaigns help drive both sales and engagement as one-time buyers are turned into return customers.

In addition to providing extensive customization tools, Smart Furniture gives customers the ability to see their creations within their personal space before placing an order. With Smart Furniture's SmartSpace™, shoppers can upload images of their own space and place their customized pieces directly into it. This easy-to-use tool takes the guesswork out of furniture purchasing by putting technology, only generally accessible to designers right into the hands of the homeowner.

Sigma Implements Advanced Video Strategy To Sell More Cameras

Category: *Video*

Gold Winner: *Sigma Corporation of America*

Brands: Sigma Corporation of America

Number of stores: online only

Web site: www.sigmaphoto.com

Annual revenue: n/a

Professional quality video, from the earliest development of video strategy to the streamlined production and implementation, generated significant business results for Sigma, a camera and lens seller. With integrated analytics Sigma easily understands what specific actions trigger a purchase when customers watch a video. Sigma is now able to identify the success of video marketing by measuring consumer attention span, engagement, and interaction with the video. This data also allows the company to refine product videos and to most effectively drive sales.

In an industry where visibly similar products can be vastly different in functionality, product differentiation is a challenge. To overcome this hurdle, Sigma sought to create and implement videos across product pages on the web site. Partnering with Invodo, a video production and strategy firm, Sigma was able to produce and post close to 70 videos in nearly 12 months. The increase in high quality product video helped to educate consumers about their products while also enhancing the brand's credibility, increasing engagement and driving sales.

Using Invodo, Sigma was able to easily integrate the product knowledge to quickly and effectively create dynamic video marketing tools for the extensive line of cameras and lenses. In less than three months, Sigma went from signing the contract to produce the video to having more than 50 informative videos live on the web site in summer of 2012. Consumers can now quickly and easily learn the key features and differences between the products to determine which lens or camera fits their specific needs.

The company also was able to leverage back-end analytics to help gauge customer engagement and satisfaction. This provided Sigma with valuable insight into shopping behaviors and the desires of their customers. Sigma's videos were viewed at rates 3x higher than average. Three out of 5 video viewers watched product videos to 90% completion, and videos received an average rating of 4.2 out of 5.

3 out of 5 video viewers watch Sigma product videos to 90% completion.

Coastal.com Magnifies Sales With Targeted Video Campaign

Category: *Video*

Silver Winner: *Coastal.com*

Brands: Coastal.com

Number of stores: 11

Web site: www.coastal.com

Annual revenue: 196 million

Coastal.com, an online retailer of contact lenses and prescription eyeglasses, leverages personalized, real-time videos to engage visitors on-site and bring back site abandoners to acquire new customers and drive incremental online conversions and revenue.

Coastal.com visitors view on-site SmartVideos two times on average, and viewers spend almost 1% more on the average order. Further, Coastal.com site abandoners who view SmartVideo pre-roll ads are 9% more likely to return to the site, 6% more likely to convert and deliver 11% more incremental revenue, compared to those who do not view SmartVideo ads.

Here's how it works: If a shopper is looking to purchase a new pair of eyeglasses, he may browse the Coastal.com site looking for the perfect pair at a low price, but leave the site without making a purchase. Upon visiting YouTube the next day, this shopper will receive a pre-roll video ad from Coastal.com highlighting the same glasses he was previously viewing, with specific product information and an offer for free shipping if he orders now. That prompt is a SmartVideo ad that has been personalized based on the shopper's previous browsing behaviors. The shopper is offered the opportunity to click the ad to return to the product he previously viewed.

Now back on Coastal.com and a bit more serious about buying glasses online, the shopper then starts the buying process. First, he may play the SmartVideo on the product detail page, which provides information about the specific product features, how to use the Try On View tool, where to find a prescription, how to measure frame size, the expected delivery date and how easy it is to return the product.

With SmartVideo, Coastal.com delivers a differentiated shopping experience by balancing technology and creative with consumer empowerment and satisfaction. The video includes the expected delivery date (if the customer purchases today) and SmartVideo interactivity further drives customer engagement, allowing the viewer to "order now" with one-click, become a "Coastal Insider" to receive special online offers, or add eyeglasses to his list of favorite frames — which is the most engaging call-to-action (CTA), driving 43% of all CTA clicks.

About Retail TouchPoints

CEA

retail
TouchP(o)ints

411 State Route 17 South,
Suite 410
Hasbrouck Heights, NJ 07604

P: 201.257.8528
F: 201.426.0181
info@retailtouchpoints.com

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