



Retail TouchPoints *Customer Engagement Awards*

DECEMBER 2015





Retail TouchPoints

2015 Customer Engagement Awards

WINNERS LISTED BY CATEGORY



Digital Innovation

Platinum Winner: **Kate Spade New York**
Gold Winner: **Rock/Creek**
Silver Winner: **AT&T**
Bronze Winner: **American Tea Room**



Cross-Channel Optimization

Gold Winner: **True Religion**
Gold Winner: **Barneys New York**
Silver Winner: **Lowes Foods**
Bronze Winner: **Mitchells Family of Stores**



Mobile Strategy

Platinum Winner: **Shoppes at Mandalay Place**
Gold Winner: **Bon-Ton**
Silver Winner: **TotalGymDirect.com**
Bronze Winner: **Payless ShoeSource**



Social Media Marketing

Gold Winner: **Pep Boys**
Silver Winner: **Casper**



E-Commerce Innovation

Gold Winner: **Kohl's**
Silver Winner: **Boathouse Stores**
Silver Winner: **Dressbarn**
Bronze Winner: **Adore Me**



18 Retailers Win 2015 Customer Engagement Awards

As the retail industry pushes forward into 2016, retailers are working to reach customers wherever they choose to shop, with innovative, personalized, and digitally based strategies. With a consistent cross-channel experience in mind, merchants know they also deliver products, activities, events and overall business goals that connect with their target shoppers.

This year, *Retail TouchPoints* is recognizing 18 retail companies that are reaching these lofty goals with a variety of technologies and campaigns. Across the organization — from the supply chain to the mobile screen — each of this year's winners has gone the extra mile to delight, surprise and satisfy shoppers. 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 large national retailers as well as smaller regional companies and international organizations. Award recipients also vary in their products and services offerings, from specialty apparel and department stores to automotive and gourmet consumables.

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

Adore Me
American Tea Room
AT&T
Barneys New York
Boathouse Stores
Bon-Ton
Casper
Dressbarn
Kate Spade New York
Kohl's
Lowes Food
Mitchells Family of Stores
Payless ShoeSource
Pep Boys
Rock/Creek
Shoppes at Mandalay Place
TotalGymDirect.com
True Religion

Join us in congratulating all 18 winners!

Debbie Hauss
Editor-in-Chief
Retail TouchPoints





Digital Innovation

Platinum Winner: Kate Spade New York

Brands: Kate Spade New York

Number of stores: 300

Web site: www.katespade.com

kate spade
NEW YORK

Shoppable Barricades Help Shoppers Engage With Kate Spade

How do you shop in a store before it even opens its doors? Kate spade new york partnered with The Science Project, a New York-based retail innovation firm, to create new shoppable store construction barricades. Built upon The Science Project's ShopStage technology platform, the new interactive multi-media displays encourage shoppers to engage with the brand in locations still under construction. The new, first-of-its-kind barricades bridge digital, brick-and-mortar and mobile commerce, enabling brand engagement and sales prior to store openings.

The touchscreens and display cases highlighted products and content designed to engage and delight in an unexpected environment, offering a way to shop the collection before the store doors open. To start, customers take short, clever quizzes centered around personality traits and style preferences.

Once complete, the customer receives a personalized statement that celebrates her as an individual, such as "she adores pretty things and witty words," directly on her mobile device, allowing her to share it across her own social media platforms. In addition, kate spade new york curates a customized collection, unique to the customer's taste, and delivers it to her mobile device along with complimentary one-day shipping.

“Interactive, shoppable barricades enable brand engagement and sales prior to store openings.”



Digital Innovation



Gold Winner: Rock/Creek

Brands: Rock/Creek

Number of stores: 5

Web site: www.rockcreek.com

Rock/Creek Uses Interactive Kiosks To Share Shopper-Specific Info

With 28 years of brick-and-mortar expertise along with a thriving e-Commerce business, Rock/Creek is reinventing its customer experience by fully integrating the outdoor enthusiast data from their partner RootsRated, the leading enthusiast community for the outdoors. Through in-store kiosks customers can now find and share their favorite trails and outdoor activities. The kiosks act as a virtual trophy case for the number of trails and activities they have participated in — all while providing Rock/Creek with the most valuable customer data available: behavior.

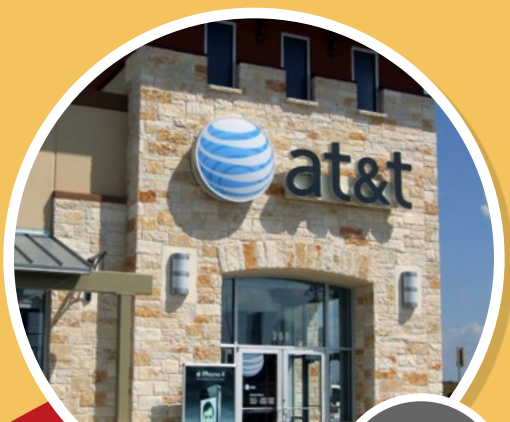
Two key components of the Rock/Creek digital strategy include:

- **In-store kiosk** – RootsRated provides an outdoor experience kiosk to its store partners in order for their customers to explore local adventures.
- **In-store digital displays** – Live content that displays preferred brand gear actively being used on scenic outdoor adventures that match the profile of the customer.

Beyond basic preference identification, Rock/Creek is defining detailed customer personas and using the combination of RootsRated and ENGAGE.cx to categorize and operationalize customers into these advanced personas. Through the use of persona-driven content from the broader connected ecosystem, Rock/Creek is seeing dramatic improvements to average ticket value and frequency of purchase, as customers receive the most relevant information and guidance unique to their interests — no matter how they choose to engage.

“ Persona-driven content delivers dramatic increases in average ticket value.





Digital Innovation



Silver Winner: AT&T

Brands: AT&T

Number of stores: 5,000+

Web site: www.att.com

AT&T's Store Of The Future Features Digital Experiences

Since 2013, AT&T has opened 84 stores incorporating the "Store of the Future" design. As a result, sales of products and wireless services have increased at a rate that is 18% to 20% higher than those at other company-owned AT&T stores.

Customers can check out solutions, devices and accessories across three unique zones:

- **Connected Experience Zone:** "Lifestyle vignettes" show how products can be used every day. This Zone highlights music, home security, entertainment and more.
- **Community Zone:** Visitors can shop and play at interactive "community tables." This Zone displays apps, accessories and devices so customers can see how they work together.
- **Explore Zone:** "Explore walls" show a variety of AT&T's devices and accessories next to digital monitors explaining how they work.

Digital innovations at AT&T include:

- Digital signage keeps customers informed of the latest offers, products, services and local network enhancement updates.
- Digital brochures help reps use their mobile devices to research product and service information for customers.
- Digital Queue System lets customers know their position in line to get assistance.
- Touchscreen kiosks help on-the-go customers quickly do everything from paying a bill to managing their accounts.

“ Digital innovations boost in-store sales **18% to 20%.** ”





Digital Innovation

Bronze Winner: *American Tea Room*

Brands: American Tea Room

Number of stores: 3

Web site: www.americantearoom.com

American Tea Room Provides Sensory Experience With Interactive Tea Zone

American Tea Room is leveraging T1V's OneShop technology in a way that truly blends the physical and the digital. With the Interactive Tea Zone, customers can interact with both physical and digital information that drives education about the product, but that also has the potential to suggest complementary products based on customer tastes. This is accomplished on a fully branded touchscreen interface that aligns with American Tea Room's web presence, further blending the physical store experience with the brand's digital assets.

To accompany the digital shopping experience, the Interactive Tea Zone houses physical tea vials marked by barcodes. The customer can scan the tea vial with the integrated barcode scanner, which will immediately populate the touchscreen with details about the tea, so they can have a truly sensory experience as they explore the vast collection.

The Interactive Tea Zone will be available in all of American Tea Room's locations, including the newest store opening this November at Fashion Island in Newport Beach, Calif., and the original Beverly Hills shop, which will reopen with a new design in January 2016.

“By clicking on barcodes, shoppers can learn about different teas on an interactive touchscreen.”

AMERICAN
TEA★ROOM



Mobile Strategy



Platinum Winner: *Shoppes at Mandalay Place*

Brands: The Shoppes at Mandalay Place

Number of stores: 40 in The Shoppes

Web site: www.mandalaybay.com



Shoppes At Mandalay Place Leverage Beacons For Proximity Promos

The Shoppes at Mandalay Place currently is launching an in-depth mobile strategy that includes a center-specific app. The strategy leverages the existing beacon network to offer proximity-based coupons and promotions that are highly relevant to the shoppers' journey. The goal is to drive engagement and add another level of granularity to shopper data.

The Shoppes implemented ShopperTrak's retail analytics and customer engagement solutions. As a result, the Shoppes are able to collect rich data sets, including the number of shopper visits, dwell time and conversion, and to develop actionable insights that include shopping patterns and behaviors. The Shoppes' operations immediately began sharing this information with each of their tenants via an easy-to-access platform.

The Shoppes immediately saw an increase in sales per square foot from the \$450 range to \$719, which is nearly \$275 over the national average. Further, The Shoppes are able to not only attract but retain tenants longer than rival shopping destinations because of the data and analytics, which allow retailers to compete more efficiently with the other offerings in the booming Las Vegas strip.

To complement the customer analytics undertaking and mobile-based promotional efforts, the Shoppes funded the installation of beacons at the entrance/exit of each of its 40 tenants.

“ Beacons boost sales by square foot to **\$719** for the Shoppes At Mandalay Place.



Mobile Strategy



Gold Winner: Bon-Ton

Brands: The Bon-Ton, Youngers, Boston Store, Herbergers, Carson's, Elder-Beerman, Bergners

Number of stores: 500

Web site: www.bonton.com

Bon-Ton Holiday Gift Campaign Features Text-To-Win Rewards

The Bon-Ton introduced a customer-focused Gift Guide for 2015 that utilizes cross-channel marketing and customer interaction. Every day from December 1 to 21, the retailer presented a new gift guide to inspire customers and allow them to win the items in the guide. The grand prize included all the products from each gift guide. Along with traditional marketing, mobile marketing was used as a top priority in this campaign. The customer could text in every day to receive a daily reminder for gift inspiration and to enter daily with the keyword MERRY.

In order to make the beauty customer experience more specialized and personal, The Bon-Ton Stores has introduced iPad devices with a new beauty clienteling app in select stores. Store associates can leverage detailed customer information to offer replenishment services, complementary products, as well as a tool to capture customer preferences and wish lists. This test has resulted in incremental sales, increased store associate productivity and positive customer reviews in test stores.

The Bon-Ton mobile app is slowly becoming the retailer's go-to tool for customers. Coupons are readily available and Rewards card holders are able to pay directly from the app. Employees can scan a digital card right on the customer's phone, which saves the customer a step and makes the customer experience seamless and fun.

“ An iPad clienteling app captures customer preferences and wish lists.

THE BON-TON
YOUR FASHION STORE



Silver Winner:
TotalGymDirect.com

Brands: Total Gym Fitness, an American Telecast company

Number of stores: 0

Web site: www.totalgymdirect.com;
www.americantelecast.com

Total Gym Uses VoC Data To Motivate Mobile Sales

Using Voice of Customer (VoC) analysis, Total Gym Fitness is able to acquire customer sentiment and site usability insights. The e-Commerce retailer has improved customer engagement across desktop and mobile sites using the TouchCommerce solution. Today, 39% of Total Gym's overall online orders are TouchCommerce-assisted.

Some insights driving Total Gym's e-Commerce strategies include:

- 92% of the live chat or online engagement assistance occurs prior to the user reaching the cart. This shows that live chat and online engagement help move people to the conversion event rather than cherry picking.
- 36% of orders occur from users reaching out for assistance.

Technology innovations have driven site success:

1. Design and placement of the chat button is critical for engagement and conversion — a tool tip that elegantly promotes the click-to-guide feature on desktops, increasing engagement rates by 167% and resulting in two times more conversions.
2. Total Gym tested different locations for guide placement on the mobile site. A/B testing showed that in early mobile site navigation, smartphone visitors were five times more likely to engage with the automated mobile guide than click-to-chat.
3. Conversion rates for those who open the Guide are 133% better than mobile click-to-chat on these select marketing pages. Results have shown overall mobile conversion went up by 12% after launch.



Bronze Winner: *Payless ShoeSource*

Brands: Payless ShoeSource (SSI Group Philippines)

Number of stores: 90+

Web site:
www.paylesscorporate.com;
www.thessigroup.com



Payless Unveils New App To Collect More Affluent Shoppers

Payless ShoeSource unveiled the SSI Life mobile app to put the Payless brand in front of a new, more affluent audience. Between Dec. 2013 and May 2014, the retailer ran 17 different exclusive campaigns via the SSI Life mobile application and received more than 60,000 campaign views, or an average of 10,000 per month.

Results included:

- On average across all campaigns, 24.2% — or more than 14,000 — downloaded a voucher relating to the promotion via the mobile app;
- More than 675 unique people opted in to receive future alerts about promotions and events by “following” the brand or a Payless store; and
- 165 people shared the campaigns via their social network, SMS or email.

SSI Life users received location and preference-based alerts from Payless ShoeSource via the app. The location-based alerts were triggered when users were near a Payless store. The preference-based alerts were triggered when a new Payless campaign went “live” in the app, and would only be received by users who had followed the brand.

Among the SSI Life users who responded to a campaign by downloading a voucher via the SSI Life app, 70% walked into the store, translating to 10,000 in-store sales. The resulting overall sales conversion among those who viewed the campaign was more than 16% — higher than the SSI Group average of 6.4% across all brands.



**E-Commerce
Innovation**

Gold Winner: Kohl's

Brands: Kohl's

Number of stores: 1,160

Web site: www.kohls.com

KOHL'S

Kohl's Adopts New Commerce Platform To Drive E-Commerce Sales

Kohl's has implemented a new commerce platform from Oracle "to superpower innovation capabilities," according to Ratnakar Lavu, the company's EVP, Digital Technology. The retailer has bridged its digital shopping carts into one virtual shopping bag that can be accessed via smartphone, tablet or desktop. When shopping across devices, customers' shopping bags will be automatically updated when they log into their Kohl's account.

The physical space of the app's product scanner allows a shopper to view the final price of an item after all discounts and promotions are applied, right from the sales floor. By granting customers access to final out-the-door pricing during the decision-making process, Kohl's is able to compete with its online rivals and combat the showrooming threat.

Beginning in 2015, customers can now use their smartphone or tablet to opt to buy items online and pick them up in a Kohl's store. The option to buy online and pick up in Kohl's stores nationwide was previously available on desktop and laptop as part of a nationwide rollout in spring 2015.

Kohl's also plans to make Visa Checkout available on its e-Commerce site and mobile devices. Also new in fall 2015, the Kohl's mobile app now features enhancements to the mobile wallet, including the option to scan and save Kohl's gift cards and direct delivery of promotional codes.

“Kohl's shoppers can access a virtual shopping bag via smartphone, tablet or desktop.”



*E-Commerce
Innovation*

Silver Winner: Boathouse Stores

Brands: Boathouse Stores

Number of stores: 80

Web site: www.boathousestores.com



Boathouse Stores Taps Shoppable Images To Increase Social Sales

Through the use of Zmags' Creator platform, active lifestyle apparel and equipment retailer Boathouse Stores can quickly create and publish shoppable lifestyle images, videos and look books for customers where they can "shop the look," rather than shopping a single category or boring product grids.

After deploying rich, shoppable experiences to its e-Commerce site, Boathouse Stores increased its customer dwell times more than 6x — from 30 to 45 seconds to an average of more than five minutes. With customer engagement metrics increasing dramatically, customers also turned to social media when they saw the new site and started to ask, "This is Boathouse?" on social media. This clearly validated that the new technology revamped the brand and increased customer satisfaction.

Boathouse Stores can now deploy anything from content sliders to look books and landing pages to make shopping as easy and frictionless as possible for customers. Best of all, this can all be done without needing to write a single line of code, meaning experiences are deployed far more quickly than ever before.

By offering shoppable lifestyle images rather than forcing customers to scroll through "the grid," Boathouse Stores expects to increase dwell time and engagement, since customers can now "shop the look."

“ Dwell times now average more than five minutes on the Boathouse site.



**E-Commerce
Innovation**



Silver Winner: Dressbarn

Brands: Dressbarn

Number of stores: 800

Web site: www.dressbarn.com

dressbarn.

Dressbarn Updates Site Performance With Search Metrics

Dressbarn uses site search metrics from SLI Systems (SLI Learning Search and SLI Learning Navigation) to understand what customers want. With search data in hand, Dressbarn has been able to fine-tune meta tags for better SEO. As a result, conversion rates and sales have skyrocketed,

In addition to targeted landing pages driven by search data, Dressbarn offers its shoppers many ways to easily find what they're looking for through site search to improve customer engagement. Learning Search technology learns from visitors' site search activity and click-throughs to deliver Dressbarn customers the most relevant results quickly. Additionally, shoppers can also fine-tune their search results, e.g. by "new arrivals" or "top-rated" products, a Dressbarn customer favorite.

Via the SLI Landing Page Creator, Dressbarn is able to dynamically customize web pages, publishing new pages with deep creative in just minutes (vs. weeks). Landing Page Creator has allowed Dressbarn to be a reactionary brand that can address shopper needs in real time. For example, if there is a weather change such as a snowstorm, Dressbarn can quickly create a landing page with winter attire and immediately send out an email linking to this page.

Additionally, in response to customer demand, the retailer created DressBar, a micro-site offering a more customized dress-buying experience.

“ With search data in hand, Dressbarn has fine-tuned meta tags for better SEO.



E-Commerce Innovation

Bronze Winner: Adore Me

Brands: Adore Me

Number of stores: 0

Web site: www.adoreme.com

ADORE ME

Lingerie Game Boosts Sales At Adore Me

Adore Me partnered with Onor to create an online game featuring the latest lingerie styles. The game encourages consumers to help raise money for CanCan, a breast cancer charity. Results have been impressive because Adore Me's best customers encourage their friends to join and play.

Customer acquisition costs were 56% lower than other channels at the same time, and the 15% top users spent more than 10 hours on the game. As many as 10% of all users referred and invited friends, while the average time spent per user per month was more than 21 minutes. The most impressive result: **Purchase and repeat purchase rates are 80% or more.**

Via A/B site testing, the retailer has uncovered some very surprising but useful insights:

1. Brunettes sell better than blondes: An all-brunette cast sold eight times more than a cast with a blonde model;

2. Simple gesture changes increase sales: For example, a model with her hand in her hair rather than on her hips can actually double sales; and

3. Offline TV campaigns boost mobile traffic: With mobile being the ultimate second screen, the offline TV campaign actually boosted mobile traffic by more than 15%. Following the campaign, 70% of Adore Me traffic comes from mobile.

“Gaming has helped boost purchase and repeat purchase rates to **80% or more.**”



**Cross-Channel
Optimization**



Gold Winner: True Religion

Brands: True Religion Apparel, Inc.

Number of stores: 160

Web site: www.truereligion.com

TRUE RELIGION
BRAND JEANS™

True Religion Implements Real-Time Inventory Visibility To Provide Endless Aisle

To bring an endless aisle to its customers, True Religion has partnered with Aptos and Formula 3 Group to support real-time enterprise inventory visibility, improved customer engagement and support, and accurate retail sales attribution.

Although the apparel retailer took the right steps to localize its product assortment according to consumer demands, True Religion did not want to risk turning away customers simply because they didn't have the exact product shoppers were looking for in-store.

The solution combines an Endless Aisle Apple Watch app from Formula 3 Group with intuitive search functionality and immediate access to the entire True Religion product catalog. The watch app helps sales associates to filter and quickly locate the exact size, style, color and wash the customer requested, all with the swipe of a finger.

Once the customer selects the item they prefer, the sales associate can then “cast” the merchandise from the watch to a large high-definition monitor for the customer to view. The image includes a barcode that allows sales associates to complete the sale by simply scanning the barcode via an Aptos Mobile POS device. After the purchase has been completed, Aptos Order Management ensures that the product is shipped directly to the customer’s home.

“ An endless aisle Apple Watch app gives shoppers real-time access to the entire True Religion product catalog.



Cross-Channel Optimization



Gold Winner: Barneys

Brands: Barneys New York

Number of stores: 15

Web site: www.barneys.com;
BarneysWarehouse.com;
TheWindow.barneys.com

BARNEYS
NEW YORK

Cross-Channel Capabilities Deliver 40% Revenue Lift At Barneys

The foundation of the Barneys cross-channel experience includes the ability to collect, analyze and connect in-store data with online purchase and behavior data, as well as product catalogs and inventory. A shopper can check out content on jewelry; return to her mobile device; head to the store to complete her purchase with the help of a sales associate who is armed with details on recent arrivals; and receive product recommendations based on past purchases and behavior.

Barneys New York has seen tremendous results from its new approach, including a 60% increase in mobile revenue and a 40% revenue boost from personalization.

Key features of this strategy are:

- **Fully responsive mobile site:** The new experience enhances product presentation and allows for better personalization of editorial content and product recommendations to a unique shopper's tastes.

- **Data-driven clienteling:** Available on smartphone and tablet, the new app arms sales associates with personalized recommendations based on a complete view of each customer's past purchases and browsing behavior, as well as endless aisle capabilities.
- **In-store beacons:** Barneys New York is preparing to launch editorial content that is triggered based on beacon technology. Shoppers using the Barneys New York app in the store will receive personalized content (such as designer interviews) related to their location.

“ A fully responsive mobile site has helped boost mobile revenue by **60%**.



**Cross-Channel
Optimization**



Silver Winner: Lowes Foods

Brands: Lowes Foods

Number of stores: 97

Web site: www.lowesfood.com



Personalized Recommendations Drive Success At Lowes Foods

Lowes Foods' ambition is to provide a seamless, personalized experience for every single Lowes Foods guest, regardless of when and where (digitally or physically) they decide to engage with the store.

From April to August 2015, Lowes Foods piloted a new customer engagement platform, leveraging Unata's proprietary 1-to-1 recommendation engine and machine-learning technology to enable an intuitive and uniquely relevant experience for their guests, both in-store and online.

Some of the final key feature functionalities in the full implementation are as follows:

- **1-to-1 Personalized Homepage**, including the most relevant products and specials based on each customer's purchase history, most frequently purchased items, and targeted content.
- **1-to-1 Product Recommendations**, including related items to those added to their shopping cart.
- **Entire Product Catalog**, viewed by any combination of filters, including previously purchased, on sale, organic, gluten free, local and more.
- **Complex Offers**, including offers not available online, typically involving multiple products and SKUs redeemed after meeting set criteria. An example is "spend more than \$25 and get \$5 off."
- **Order Management**, allowing Lowes staff to manage online orders through a new Unata-powered dashboard.
- **Content Targeting**, allowing Lowes staff to target and manage promoted content to Lowes customers.



**Cross-Channel
Optimization**



Bronze Winner: *Mitchells Family
of Stores*

Brands: Mitchells, Richards, Wilkes,
Marios

Number of stores: 8

Web site: shop.mitchellstores.com

MITCHELLS

Digital Platform Improves Brand-Customer Interactions At Mitchells

With a new platform from ThoughtWorks, Mitchells is able to deliver true 1:1, personalized customer communications. The platform allows sales associates to easily access customer information such as preferences and purchase history, along with photos (called “m-pix”) and product information, such as designer, size and inventory details.

The platform also automates the labor-intensive process of searching for items that customers like and then reaching out to the customer. It provides sales associates with visibility into inventory across the stores and enables them to share that insight with their customers while they’re right there in the store.

After launching the digital customer engagement platform in 2014, Mitchells expanded its partnership with ThoughtWorks Retail to develop MWorld, a comprehensive, customer-centric e-Commerce platform that enables 1:1 interactions across channels. Mitchells customers are now able to:

- Shop online or reserve items to try in-store;
- See a comprehensive virtual closet of every purchase made in stores and online;
- Speak directly with their style advisor 24/7 for personalized assistance and communications; and
- Check in on the status of items left for tailoring — all at the click of a button.

Within the first two months, there were more than 1,000 back-and-forth communications with customers, creating a different kind of personalized service. Those communications move beyond mass-market product recommendations to help establish loyalty at the individual customer level.



Social Media Marketing

Gold Winner: Pep Boys

Brands: Pep Boys

Number of stores: 800

Web site: www.pepboys.com



Instagram Helps Pep Boys Enhance Customer Engagement

In early 2015, Pep Boys decided to enhance its social media strategy by integrating Instagram as a major component of its Search and Response customer engagement program.

But Instagram has some major limitations in its search function: the site lets brands track hashtags and @mentions, similar to Twitter, but it does not enable searches by location. Since many users don't include a branded tag or hashtag in their post, brands miss out on a critical segment of their customer base — the local customers who are visiting and engaging with the brand at local store locations.

In order to uncover this hidden user base, Pep Boys enlisted the help of Yext, which had launched a new Instagram Monitoring product in early 2015. In addition to tracking the content that users post with branded hashtags and @mentions, Yext pulls in user-generated content that is geo-tagged at store locations, even if the user doesn't include a hashtag.

Instagram allows users to tag the location of their photos but it does not enable searches by location. With Yext Instagram Monitoring, Pep Boys can see all of the user-generated content tagged at more than 800 Pep Boys locations in a single, searchable feed, and reply to users directly in the platform without leaving the Yext dashboard. To date, Pep Boys has tracked more than 6,400 Instagram posts in the Yext platform.

“ User-generated Instagram content is geo-tagged at stores to enable quick and relevant feedback.



Silver Winner: Casper

Brands: Casper

Number of stores: 0

Web site: www.casper.com



Casper Embraces Holiday Hangovers In Social Media Campaign

To engage local New York City shoppers, Casper took advantage of the holiday party scene in a Holiday Hangover Helper campaign. During the 2014 holiday season, Casper wanted to help cure NYC's worst holiday party hangover by asking social media followers to share their "most raucous company holiday party photos" via social media.

The Holiday Hangover campaign was outlined to participants this way:

1. Share your most raucous company holiday party photos and tag @casper and #holidayhangoverhelper
2. We'll alert the winner with a tweet or Instagram comment and get in touch to grab your delivery address.
3. The winner will receive 50 hangover-reducing Black Seed Bagel egg sandwiches, orange juices, and coffees delivered fresh that morning.

Casper also uses its unique product packaging to motivate social media sharing. Because mattresses are cumbersome to ship and deliver, Casper compresses its universally comfortable mattress and ships it in a 41" x 21" x 20" box — small enough to fit in the trunk of a New York cab. Casper's unique packaging resolves the problem customers face when struggling to lug a full mattress up flights of stairs, which has inspired customers to post unboxing videos of their new mattresses (some of which have received up to 70,000 views on YouTube), and take photos of their brand-new Casper box to share on social media outlets, increasing user engagement.

“ Shoppers' videos have received more than **70,000 views.** ”



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