

Case Study

Leading Children's Apparel Retailer Increases Revenue with Content-Driven Commerce

Project At-a-Glance

- Tight integration between the Crownpeak Digital Experience Platform (DXP) and Salesforce Commerce Cloud to solve the customer's biggest marketing challenges.
- Rely on the Crownpeak CMS to manage content and creative for tens of thousands of products.
- Move from time intensive, HTML-based content editing to a content-driven commerce model that simplifies the management of commerce content for faster time to value.
- Deliver targeted and personalized content and offers that compel customers to action for increased sales.



One of the reasons we chose Crownpeak is the long-standing partnership and integration with Salesforce Commerce Cloud (SFCC). It was extremely painless...

— Manager of Content Development



About the Customer

Based in Atlanta, this company with history dating back to the 1800s is the largest branded retailer of baby and children's clothing in the U.S. with multi-billion dollar revenue, selling apparel under two of the most recognized and enduring brands in the nation.

All clothing and accessories are sold online and at more than 600 company-owned retail stores, as well as thousands of national department stores and some of the country's largest retailers.

The Situation

E-commerce is a fast-growing part of the company's business with sales jumping 20% in one year. Its home grown content management system strained to keep up with more than one offer at a time, crippling time to market and preventing them from delivering the real-time and personalized experiences its customers expect.

The content development group "needed the flexibility and speed to produce multiple versions of the same creative with different offers personalized to the individual," explained the Manager of Content Development. He added that the company didn't have the bandwidth required to present the right content and offers to the right online shoppers at the right time for its extensive product catalog.

"A digital experience platform with a centralized CMS is a big part of what we needed to get to rapid personalization." said the Manager of Content Development.

With the holiday season fast approaching, the company knew it had to upgrade its digital experience ecosystem quickly.



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The Challenge

The customer required a DXP that tightly integrated with its e-commerce platform Salesforce Commerce Cloud. While the Manager of Content Development is focused on technology implementation, he had to satisfy the needs of non-technical business users and a simple editing environment that would eliminate the need for HTML coding was paramount.

The customer also had to find a “DXP that could handle heavy content demands” with a centralized CMS that would make content more reusable. Quickly delivering data-driven personalized content based on shoppers’ purchase histories was another key criteria, as was a central content repository that would scale as new brands are onboarded. Ultimately, the solution he chose needed to power the company’s marketing engine and drive revenues for the business.



The Results

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Crownpeak has really come through for us. Moving to a content-driven commerce model that makes it easy for non-technical editors to manage e-commerce content has increased time to market. And we have Crownpeak’s tight integration with Salesforce Commerce Cloud to thank for that. We now give customers the great in-store customer experience online as well having a real impact on our bottom line and that was our desired outcome.

— Manager of Content Development

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The Solution

The content development team had its objective: to move from a slow, inefficient manual system to a digital experience platform that would fuel the company’s e-commerce sales. “Making plan is a big deal,” according to the customer.

“We chose the Crownpeak Digital Experience Platform for its ability to deliver targeted content to shoppers in real-time to help convert them into customers.”

Crownpeak unites customer data from across internal and external data silos for a holistic view of the customer while delivering personalized content in real-time to the appropriate shoppers. “It’s the vital link between the individual, content, and Salesforce. Crownpeak has the relationship with Salesforce Commerce Cloud figured out.”

The company moved its first brand to Crownpeak in time for the 2017 holiday season, followed quickly by two additional brands. The amount of content instantly tripled and information and offers on tens of thousands of products need to be updated constantly. The customer praised how quickly its team of copywriters, marketers and developers adopted Crownpeak because “the interfaces are well designed and the UX is strong.”

Non-technical creative teams have been trained to use Crownpeak, and content editors now have the tools to create pages and reuse content more quickly without HTML, making them significantly more productive for faster time to value. With the central repository, the customer explained, “we’re able to master the challenges associated with managing content — images, text, videos, etc — for multiple brands greatly reducing time to market.”



crownpeak

About Crownpeak

Crownpeak's leading, enterprise digital experience platform (DXP) equips teams with the powerful tools they need to create inclusive, omnichannel experiences with speed and simplicity.

Our suite of composable capabilities supports every stage of the customer journey and includes best-of-breed hybrid headless CMS, AI-powered personalization & experience optimization, digital quality & accessibility, content-driven commerce, privacy & consent management, and more. Our unique, zero-infrastructure approach and #CustomerObsessed support, ensures the industry's fastest time-to-market - up to 80% faster than typical enterprise DXP.

Headquartered in Denver, USA and Dortmund, Germany, we are proud to help many of the world's most iconic global brands, including Unilever, Bosch, ASICS, Nintendo and American Express move faster, grow their brands and turn customers into lifelong fans.

For more information, go to www.crownpeak.com