

# Case study: Yielding 15 times the ROI in first four months, DynamicAction's technology uncovers \$5.7M in potential profit for Nine West through nimbly integrating and connecting cross-organizational data

Founded in New York City in 1978, Nine West has been at the intersection of fashion and city-chic style. Decades later, the brand continues to lead as the sexy, chic and smart destination for sophisticated and trend-forward footwear and accessories for the modern woman. Today, Nine West is a global leader with a presence in over 78 countries with headquarters and design offices, which remain at their roots, in the heart of New York City.

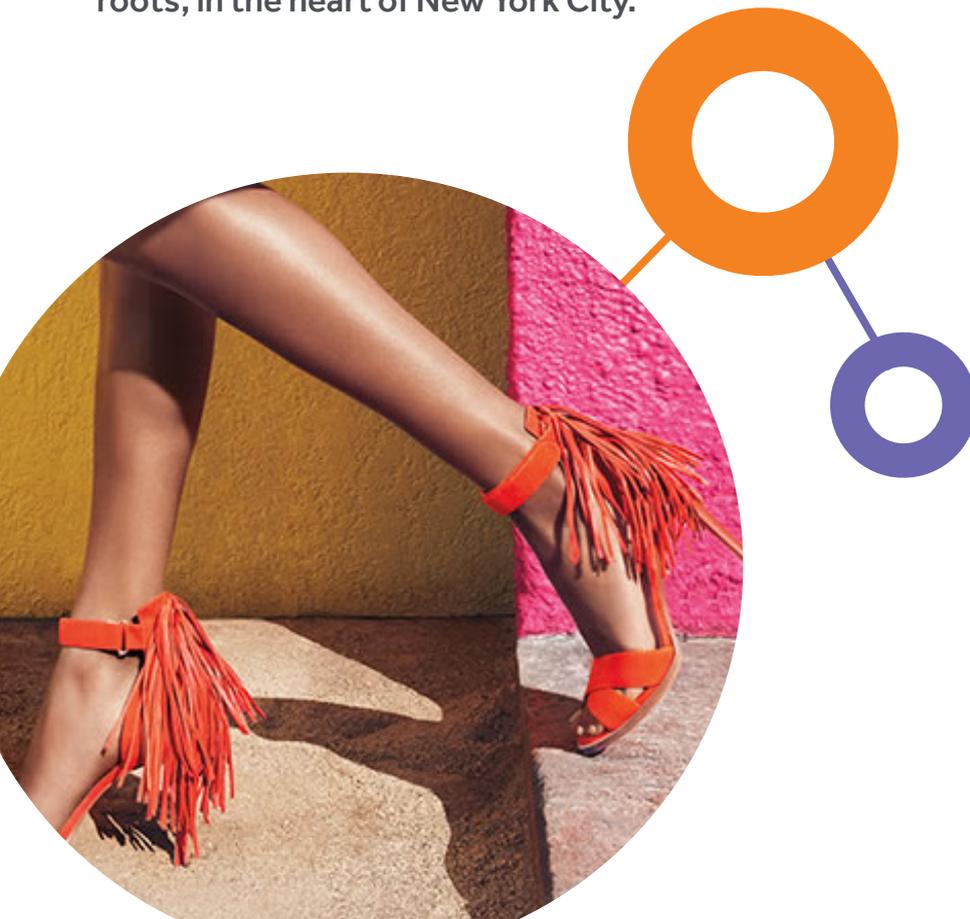
## With DynamicAction Nine West was able to:

- Surface \$5.7M in potential profit in first four months that was previously hidden by disconnected systems in separate silos.
- Identify \$1.2M in inventory that was underexposed or had an abnormally low purchase conversion.
- Increase views for highly-rated, but underexposed products by 34 percent.



*DynamicAction is critical to break through silos, connect various teams across the organization and enables us to focus on the most crucial elements week in and week out. It has enabled our entire team to see where we could make the biggest impact and how much it will yield us, to the tune of \$5.7 million in potential profits in the first four months.*

Ryan Butterworth, Senior Director of Web Analytics and Optimization, Nine West Holdings, Inc.



## The Challenge:

Faced with a multitude of disconnected technology systems across various silos, Nine West had unlimited data across the organization. With a business highly focused on utilizing data to improve performance and meet customer expectations, this was both a blessing and a curse. The inundation of data and the speed of their business made it challenging for their teams to make connected decisions across merchandising, marketing, operations and finance. To add a layer of complexity, the partners and wholesale distributors had similar data sets, but all originating from different systems. The distributors' task of translating and combining metrics made it next-to-impossible to drill down to one source of truth and avoid analysis paralysis. The overabundance of disconnected data made it more challenging to investigate drops or spikes in performance in an effort to pinpoint areas of potential profit throughout their business.

## The Solution:

Through deploying the cloud-based retail insight and decision analytics solution DynamicAction, and weekly engagement with their Customer Success Manager, Nine West was not only able to more effectively identify and capitalize on the "low-hanging" fruit (i.e. site observations), but identify larger profit opportunities to drive growth.

- Overstocked products with low exposure:** The DynamicAction solution uncovered that 12 percent of the inventory value (roughly \$756K in potential profit) was overstocked products with few product views and recommended for Nine West to assess the quality of the thumbnail product imagery, ensure correct product categorization and fine tune filter attributes. Additionally, DynamicAction recommended the Nine West team work with marketing teams to increase external exposure of this inventory appropriately. **RESULTS:** While following the recommendations, Nine West realized that the thumbnails and primary images featured an unpopular color option. Once the product color was changed and re-merchandised, product views **increased 83 percent** and placed order value **increased 107 percent** in just 4 weeks.
- Overstocked, Low Conversion:** DynamicAction uncovered seven products (representing over \$500K of inventory value) that had deep inventory, was being viewed by customers, but ultimately not purchased. **RESULTS:** After following DynamicAction recommendations, conversion for the most overstocked item **increased 108 percent in one month** and **decreased their stock cover by 73 percent**.
- High perceived value products with low exposure:** DynamicAction revealed that there were SKUs that received an exceptionally **high number of reviews with positive ratings, but did not have an effective amount of product views**. In particular, a platform sandal received 14 reviews with an average rating of 4.9 out of 5; however, it appeared unusually low on the product page. DynamicAction suggested the sandal be relocated to a position higher on the pages within its respective categories and that this product's reviews be highlighted in marketing campaigns and site promotions. **RESULTS:** When the sandal was moved higher in the sort order, the product views **increased by 34 percent with a 5 percent decrease in stock cover and a steady conversion rate**.

*Let us help your merchandising team uncover new profit opportunities. [Schedule a 20-minute call to demo today.](#)*

*Need inspiration? [Download this new checklist](#) for your merchandising week, with tips from leading international retail merchandising teams.*



***Overstocks plague every retailing enterprise and alone represent \$472B total revenue lost annually\*. Our partnership with DynamicAction has yielded nearly 15 times return on investment. This solution embodies the art of the possible, blended with the science of technology to deliver one version of the truth.***

Monica Schwartz, EVP E-commerce,  
Nine West Holdings, Inc.



\* 2015 IHL Retailers and Ghost Economy Report commissioned by DynamicAction.

## Learn more

To learn more about how DynamicAction is enabling retailers across the globe, including El Corte Inglés, Mulberry and Cole Haan, to make accurate decisions and get to fast, profitable action on more than \$15B of consumer transactions each year, connect with us at [DynamicAction.com](https://www.DynamicAction.com) and [@DynamicAction](https://twitter.com/DynamicAction) on Twitter.