

# Case study: Women's Specialty Fashion Retailer wins \$1.08M lift in profit in less than 5 months

The eCommerce merchandising team for a leading U.S.-based women's fashion retailer was convinced that their endless cycle of promotions and discounting was eroding their margins to a point where they needed to make a change. The team was constantly reacting to overstock issues and believed that their complex business could achieve better margins through making more strategic merchandising and inventory decisions.

Realizing their teams needed to be more effective at selling inventory and less bogged down with reporting, the retailer sought a solution that would surface the most profitable actions to take while measuring the results without increasing the need for headcount and resources.

With DynamicAction, the Apparel Retailer was able to:

- Increase revenue by \$1.64M and profit by \$1.08M
- Grow placed order value by 200% for a collection
- Boost product views by 52%, while reducing coverage by 41%



## The solution

The retail merchandising team engaged DynamicAction for an 18 week test with the challenge to sell through more of their inventory without an increase in team size or marketing budget.

DynamicAction's Customer Success team conducted weekly insight sessions to support the retailer's efforts.

## The results

In **18 weeks**, the retailer's **team of 48** completed **22 tasks** suggested by the DynamicAction solution. Motivated by the positive results rendered during the test period, the team increased the number of actions taken week-over-week by 10%. The test period produced **\$1.64M in increased revenue** and **\$1.08M in profit growth**. The retailer not only extended their agreement with DynamicAction, they expanded the scope of the partnership.

### Examples of opportunities and actions:

- **Opportunity 1:** Product with **27 weeks of cover** and only **50k views** per week.  
**Actions:** Include product in a planned promotion and increase placement throughout site content.  
**Results:** A **200%** boost in placed order value, **169%** increase in retailing profit, **62%** reduction in stock cover and views grew to **130K** per week.
- **Opportunity 2:** A specific product line was **not receiving** a proportional number **views via natural search** compared to the other lines in its product category.  
**Actions:** The retailer made changes to ensure all terms would drive to the full category results for both SEO and Paid Search.  
**Results:** A **52%** increase in product views and a decrease in weeks of supply from **2.7 to 1.6**.
- **Opportunity 3:** A specific brand in a product category was **overstocked**, had **low conversion** rates and **high margin**.  
**Actions:** The team adjusted the navigation to be more promotional and lowered the products' prices.  
**Results:** A **10%** growth in placed order value, **13%** increase in profit, **23%** lift in product views and **4%** decrease in weeks of cover.

*"DynamicAction combines our data sets, performs analysis and empowers merchants to take action. It eliminated many of the steps that we were having to take previously, driving the most important insights and then prioritizing the most powerful profit actions as a result of it.*

*It made it almost idiot proof for us to be successful with data."*

EVP, Direct and Omni-Channel  
Global Retailer

## Learn more

To learn more about how DynamicAction has helped retailers and brands around the globe, connect with us at [dynamicaction.com](https://dynamicaction.com)



## About DynamicAction

DynamicAction is a retail analytics guidance system that leverages cloud software and a proven success program to catalyze the new customer-first operating mindset in retail. DynamicAction empowers retailers with a clear path to navigate their transformational journeys with AI-powered metrics. It enables faster, better decisions to deliver profit, analytics and visualizations for immediate insights, prioritized opportunities and prescribed actions to take online and in-store.

Forward thinking retailers across the globe rely on DynamicAction's advanced analytics and retail-built practices to holistically run more efficient organizations and formulate laser target strategies to uncover their most profitable customers. Forrester Research recommended DynamicAction as the key prescriptive analytics technology to replace predictive analytics in retail, and the National Retail Federation awarded DynamicAction for its ability to "significantly improve or radically alter how retailing is done."

Headquartered in Silicon Valley, DynamicAction has offices in London, Sofia and Dallas.



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