

CHALLENGE

An international retailer of apparel and products that support outdoor enthusiasts across the globe developed a transformative vision: Deliver more profitable consumer experiences based on data-driven decisions. However, the retailer's analytics team found that its disparate data sets, disconnected systems and legacy analytics tools were blocking their efforts to change. The retailer's current framework and technologies were not designed to put their consumer at the center of all KPI's, measurements and reporting. After partnering with DynamicAction to consolidate and transform their data to provide consumer-centric business insights, the retailer quickly realized just how critical the system was to driving an immediate shift towards a digital-first organization tuned for maximizing profitability per consumer with measurable success.

SOLUTION

With DynamicAction, the retailer now has a trusted source of centralized data available to everyone, critical metrics and insights that are the springboard for data-driven decisions, precise control of their business and a deeper understanding of their consumer.

- **TRANSFORMATION:** DynamicAction catalyzed **cross-department collaboration** immediately after launch by inspiring the right questions, conversations and focus all supported by **new metrics** and **data-driven insights**.
- **SPEED AND ADOPTION:** Over **90%** of employees across the retailer's marketing, merchandising and planning teams trained on DynamicAction went on to **adopt the solution into their weekly workflow** within six weeks of launch. They gamified finding insights, and **measured the impact** of their decisions and actions within DynamicAction.
- **FOUNDATION:** DynamicAction was deemed **invaluable** by the executive staff, **foundational** in steering team and cross functional meetings, **vital** for international executive presentations and **essential** to replacing their legacy backend and consumer-facing applications.

“From the quick and easy wins, like the system alerting us to consumer opportunities and promotional measures, to strategic insights around consumer profitability, addictive products and brands, DynamicAction offers us the ability to act with groundbreaking speed, confidence and focus on profit across our omnichannel business while cutting our analysis time in half.”

- Client C-suite Executive

RESULTS - 17% Increase in profit margin in 3 months

1. Replaced blunt subcategory markdowns with surgical product and SKU level markdowns, making impactful improvements to retailing margin.
2. Increased prices after being alerted to products that had higher price thresholds.
3. Raised conversion for a subcategory by 1.5% by testing and measuring the impact of sizing description changes.
4. Improved a widely used forecasting template with newly available fast and easy access to marketing channel data, shipping data and returns data, thus enabling more accurate planning.
5. Generated substantial incremental revenue after being alerted that products on contract were not available for purchase on the website, then easily resolving the issue.
6. Reduced return rate on a product line by 60% after identifying that 57% of returns were due to sizing issues.
7. Shifted the Free Shipping Strategy after gaining visibility into how free shipping and returns affected promotion profitability.

Extension plans to implement DynamicAction for Canada, the EU, and additional business units were added to the engagement within 30 days of proving value.



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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