

Case Study: A leading U.S.-based fashion retailer uses DynamicAction to increase slow-moving inventory sell-through by 65%

This e-Commerce focused retailer brings the traditional boutique experience online with its combination of first-class customer service and elite roster of designers.

Ranging from iconic designers to the latest emerging talents, the retailer is the virtual home for over 100 women's designer apparel, shoes and accessories brands.

With DynamicAction, the retailer was able to:

- Identify almost \$950K worth of inventory that was in stock, but not receiving product views on their website
- Send targeted traffic to these products through internal and external channels
- Increase inventory sell-through of these products by 65%



The challenge

With a huge breadth of brands and product assortment, it's challenging for a retailer to ensure every step along the product lifecycle is properly managed—from receiving the first purchase order to making sure the products are properly categorized and published on the site to tracking stock coverage and sell-through. There are many steps along the way that can hinder conversion and profitability.

The retailer was keenly focused on connecting these cross-functional departments in order to gain a unified view of their business.

The solution

DynamicAction is a first-of-its-kind Decision Intelligence application that connects data from across the organization, pinpoints exactly what's impacting profit and provides recommended actions prioritized by how much they're worth to the business.

The capabilities of DynamicAction exactly addressed the challenges The retailer was looking to solve. They quickly partnered with DynamicAction to implement the application, which allowed them to connect departments and get a holistic view of the entire product lifecycle.

The results

DynamicAction quickly exposed nearly \$950K worth of inventory sitting on the warehouse shelf that had never been sold. 80% of this inventory had been on the website for over 50 days. With DynamicAction's native profit prioritization, The retailer focused on addressing the highest valued inventory disconnects first.

The application identified specific lists of products that had never sold because of low views, or little visibility on the site and competitive pricing discrepancies. In one example, a product was priced 40% higher than on a competitor's site.

Based on recommended actions from the application, the merchandising team worked with marketing to send additional traffic to these products through email, PPC and affiliate campaigns. Merchandising also adjusted the pricing and sort order of products to allow for better competitive pricing and site visibility, respectively. Outside of those recommended actions from DynamicAction, their Practice Manager also recommended that the the retailer team negotiate a Return to Vendor (RTV) on aged inventory.

By taking these actions – after only 6 weeks – the retailer was able to reduce the non-converting inventory by 65%, offer their valued customers the most competitive pricing on the most popular brands, and ensure proper exposure for all of their inventory.

"In the new reality of retail, it is critical to have connected systems and data to allow you to take action on organizational disconnects immediately. With DynamicAction, we've been able to shift even further towards managing by specificity to provide our customers with the best possible pricing and experience while running an increasingly profitable operation."

Retail COO

Learn more

To learn more about how DynamicAction is enabling retailers across the globe 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



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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