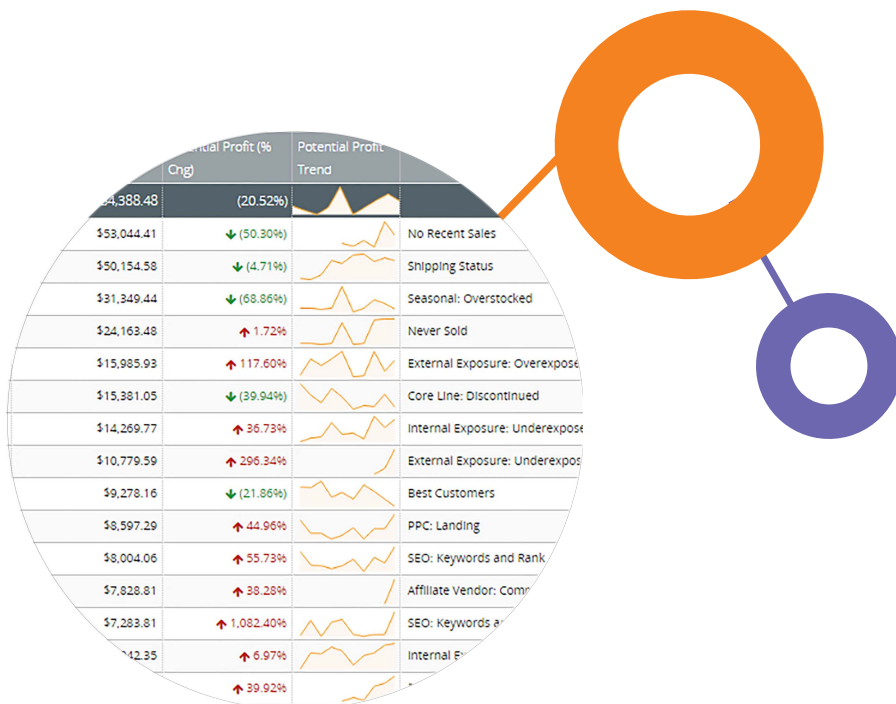


Case study: Measuring just a small set of product-related opportunities surfaced by DynamicAction, retailers found to achieve over \$600,000 incremental revenue per team member and a 4.6% lift in revenue.

The DynamicAction solution provides cloud-based advanced analytics for retail merchandising teams. Over \$15 billion in retail sales pass through the DynamicAction solution per year. This study demonstrates the impact of a subset of actionable opportunities on revenue and profit when four top retailers enabled DynamicAction.



The study considered only 15% of surfaced opportunities to show the most conservative perspective of lift. Results showed:

- 4.6% incremental lift in sales revenue
- 4.8% incremental lift in profit on average across client studies
- \$641,748 in incremental revenue lift per team member

Typical lift in profit/revenue seen from the entire solution is between 12% – 18%.



Instead of reacting to the outcome of retail operations, DynamicAction addresses problems directly affecting revenue and profitability.

Research Firm
Frost & Sullivan



The Revenue and Profit Study:

Fifteen percent of opportunities surfaced by DynamicAction are quick-win and product-focused, and can be definitively analyzed when determining lift. The actions on these opportunities are the only ones measured in this study, resulting in a very conservative measurement of lift generated by DynamicAction, while a typical lift in profit/revenue seen from the entire solution is between 12% – 18%.

Only opportunities where the key metric is zero (products with zero sales, zero views, or zero profit, for example) were included to ensure the study showed a very conservative projection of success. Furthermore, lift that could have been experienced in the retail business without the DynamicAction solution has also been removed from these results.

During the 35- and 52-week periods studied, 4 fashion and accessories retailing teams (three based in the U.S. and one in the U.K) acted to execute on product/action combinations as prescribed by DynamicAction. The impact on revenue and profit was carefully measured.

The Results: In total, the four retailers studied averaged a 4.6% incremental increase in revenue after action upon a small subset of DynamicAction-surfaced opportunities. Client teams working on the prescribed actions ranged in size from 2-to-10 people, and averaged **6 people**. Each team member took actions prescribed to optimize sell-through of multiple products, Total **incremental revenue per team member was \$641,748**. During the same period, actions prescribed to increase profit were also tracked and found to produce an **4.8% lift in profit**.



“We often see our data as ‘wow this is great data, we should be getting great insights from this’ --and with DynamicAction, we now have immediate access to both consolidated data and the insights to actually do something about it.”

Chief Digital Officer
Fashion Retailer



Study Results

	# Team Members	Profit Lift	Revenue Lift
ClientA	7	4.6%	4.4%
ClientB	10	4.5%	4.2%
ClientC	3	5.1%	4.6%
ClientD	2	4.9%	4.8%
Total Average	6	4.8%	4.6%

Study reflects only 15% of opportunities surfaced.

We studied only those opportunities/actions which can be definitively analyzed when determining eCommerce revenue lift.

Only opportunities where the key metric is zero (products with zero sales, zero views, or zero profit, for example) were included to ensure the study measured a with a **very conservative perspective of any lift found**. (A typical lift in profit/revenue seen from the entire solution is between 12% – 18%.)

Findings per individual client studied follow:

Client A- U.S. based Footwear and Accessories Retailer

During the 35-week period studied, we measured the impact of only quick win and product-related actions taken that were recommended by DynamicAction. The team of 7 took action while the impact on revenue was carefully measured.

The retailer achieved a **4.4% incremental increase** in eCommerce sales revenue with the DynamicAction solution. During the same period, actions prescribed by DynamicAction to increase profit were tracked and found to produce a **4.6% lift in profit**.

In addition to the incremental lift in revenue and profit, the client acted on further recommendations that increased efficiency throughout the business. These shifts included:

- Incorporating inventory levels into marketing campaigns (such as affiliate and PLA feeds) in an effort to minimize customers landing on pages displaying out-of-stock items
- Agency communication with the merchandising team regarding custom landing pages being more aligned with marketing campaign strategy
- Identifying trends among items with low views and working with the email marketing team and agency partner to drive increased traffic and exposure

Client B- Trend-Forward Footwear and Accessories Brand based in U.S.

This retailer achieved a **4.2% incremental increase in sales revenue** and was found to produce a **4.5% lift in profit**.

During the 52-week period studied, the **team of 10** took action on products as prescribed by the DynamicAction solution. Early success in using DynamicAction inspired an increase in employee usage which lead the team to exceed set goals.

Client C- U.K. based Global Apparel Retailer

This retailer achieved a **4.6% incremental increase in sales revenue** with the DynamicAction solution and a **5.1% increase in profit**.

Within the 52-week period studied, the **3-person team** took action on products as prescribed by the DynamicAction solution, with a constant measurement of revenue and profit.

Client D- Innovative Retailer of Fine Goods based in U.S.

This retailer achieved a **4.8% lift in eCommerce sales revenue** with the DynamicAction solution within a 52-week timespan.

During the same period, a lean **team of 2** executed actions prescribed by DynamicAction to increase profit. These actions were tracked and found to produce a **4.9% incremental increase in profit**.



“DynamicAction eliminated unnecessary steps to ensure we are swiftly drilling down to the most important data, driving the most important insights and then prioritizing the most powerful profit actions as a result.

It makes it almost idiot proof for us to be successful with data.”

EVP, Direct and Omnichannel
High End Apparel Retailer



Retailers utilizing DynamicAction experience not only increased profitability, but also realize significant time savings:

“DynamicAction actually automates and delivers insight, which allows us to focus and act quickly instead of spending all of our time trying to interpret data.”

- SVP, Digital

“Having DynamicAction is like having an additional 140 hours of analytics and reporting work that your team doesn't have to address each week.”

- VP, Direct

“The time savings has been huge. I can quickly roll up data from Merchandising and Customer Acquisition.”

- Manager, Web Analytics and Optimization

Through analyzing hundreds of opportunities with prescribed product/action combinations per client, similar obstacles emerged.

The top opportunities with their corresponding DynamicAction recommended product actions follow:

1. **Viewed** from on-site search, but with **no stock**. The team decreased the product's on-site search ranking and redirected those views to alternative products until inventory was on hand.
2. **Products with low views** which had also not sold in the last 4 weeks. The retailer re-shot site imagery and corrected categorization.
3. **Products with very few weeks of cover with the highest internal site exposure**. The client temporarily substituted alternative products in key site zones until new stock arrived.
4. **Products which had never sold** but had internally sourced clicks (such as on-site search or promotions), and **no externally sourced clicks**. The recommended actions initiated marketing activities (PPC, Email, Display) to increase exposure.
5. Products were among those with the **highest email visits, but with conversion rates of zero**. Recommendations led to changes in the methods used to select products featured in email.

Additional actions taken prescribed by DynamicAction:

- Correct inability to add product to cart
- Ensure consistency between the email offer and the product page, cart experience and promotion
- Promote alternative products in email campaigns
- Correct landing pages' call to action messaging
- Verify products have sufficient inventory, including inventory in the most popular sizes and colors to support email campaigns



“There's a reporting function that you can export titled, 'No Stock Report.' While it sounds relatively basic, prior to having this information, we only were able to look at whether we had something in-stock or not, based on purchases made. We didn't necessarily have clear insight into the pages people were viewing and our current stock levels.”



SVP, Digital
Leading Retailer

Learn more

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