



Shoes.com

Shoes.com is committed to providing each customer with the best service possible. Shoes.com is part of the Brown Shoe Company (NYSE: BWS), the leading consumer-driven footwear company in the country. The company along with exclusive partners such as Famous Footwear, Naturalizer, Etienne Aigner, Dr. Scholl's, and Buster Brown has been making and selling shoes for over 130 years.

Shoes.com prides itself on quality and excellent service. From personal assistance to convenient, real-time UPS order tracking, free return shipping and a 110% price guarantee; Shoes.com is focused on customer satisfaction. For more information, visit www.shoes.com

The Challenge

Shoes.com aims to offer shoppers an unparalleled shoe-shopping experience by providing a truly outstanding selection of the hottest styles from all the must-have brands including Adidas, Born, Clarks, DC Shoes, Franco Sarto and many others. The long list of brands however brought new challenges to Shoes.com as consumers were left with an overwhelming task of browsing the site's very extensive catalog. To maximize revenue performance, Shoes.com needed to:

- Increase customer engagement and conversions
- Maximize cross-sell and up-sell opportunities
- Merchandise cross product line categories more effectively
- Leverage email campaigns and promotional email offers

"In most cases, people don't know what kind of shoes they want," says David Jenkins, International Director of Ecommerce of Shoes.com. "Certona recommendations are powerful and help the customer find what they're looking for."

The Solution

Shoes.com turned to Certona because they wanted to aid their customers in the buying process and improve their loyal shoppers' buying experiences with accurate and compelling product recommendations. Certona's established expertise in real-time personalization encouraged Shoes.com to execute personalized recommendations throughout their website.

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Certona automatically delivers highly targeted and optimized recommendations to each visitor based on the individual's unique real-time behavioral profile and purchase patterns. Certona also enables retailer specific merchandising and business rules to help optimize conversion rates.

On the Product Detail Page and Shopping Cart, Certona's recommendations used brand name and relevant accessories to cross promote items. By recommending relevant items of the same brand, shoppers are more likely to make additional purchases from their favored brands.

Moreover, by populating the No Results Search page with recommendations that are related to the shopper's browsing habits, Certona was able to turn a dead end into an alternative route to sales conversion.

Besides website recommendations, Certona also helped Shoes.com deliver personalized emails to its loyal customers with recommendations that reflect the primary message and promotion of the email.

Measurable Results

Among Shoes.com's total visitors, almost 20 percent click on a recommendation. Furthermore, revenue from recommendations, or recommendation demand, makes up approximately 22 percent of all site demand.

The implementation of Certona for Shoes.com email revealed that Responders are buying more items per order compared to Non-responders (1.8 to 1.3). The modifications also increased their average order size by 30 percent and generated significant revenue lift.



CERTONA
Personalize Anytime, Anywhere™

Learn How Your Company Can Personalize Anytime, Anywhere:
858.369.3888 • sales@certona.com • www.certona.com

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100 Via de la Valle, Suite 100, Del Mar, CA 92014