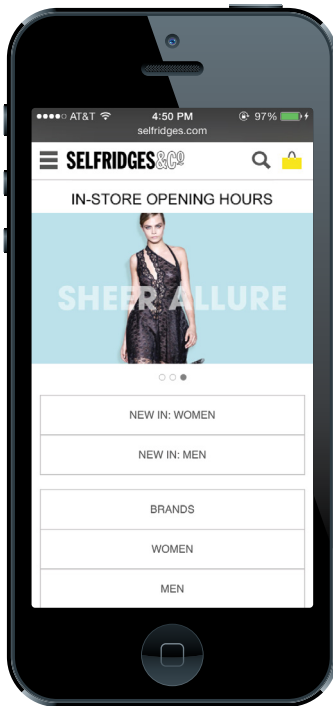


## OVERVIEW



Year after year, Selfridges is named Best Department Store in the World by Intercontinental Group of Department stores. In participation with Usablenet, Selfridges created a mobile experience to bring the luxury of the Selfridges brand into the hands of their customers all around the globe. Since the launch, the brand has seen significant return on investment with 400% increase in mobile revenue and 240% increase in mobile traffic. Moreover, growth in average order value (AOV) increased from 15 to 20% just last year and sales and visits have increased more than 200% year over year.

## THE CHALLENGE

Selfridges department store was founded in 1909 with the intention of providing a larger-than-life shopping experience. High-end goods would be sold within stores featuring high-end design, extraordinary customer service, and “brand theatre” – an always-surprising array of special events and attractions, from fashion shows to a display of the first plane to fly over water.

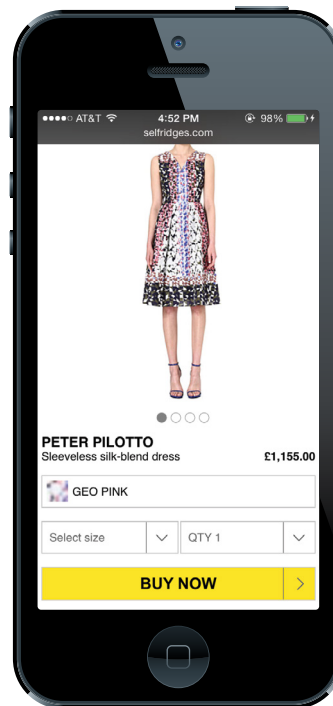
The challenge for Selfridges has been to translate that larger-than-life shopping experience to successively smaller platforms: the desktop computer and, now, the mobile environment, where today’s younger, highly affluent Selfridges customer insists on shopping 24/7 from anywhere in the world. Working with Usablenet, Selfridges successfully realized its goal of making the Selfridges mobile site not only an effective steward of the exclusive global brand, but also a highly engaging user experience unto itself – one worthy of the Best Department Store in the World.

## THE STRATEGY

Mobile is an essential platform for Selfridges, a truly global brand – 50% of in-store shoppers are international and one of the brand’s popular features is the ability for a traveling customer to purchase an item in a store or a mobile and have it be available to be picked up at a different store. Price is no object to the typical Selfridges customer, so the key attributes that drive transactions are the stories that attend the products and the seamless customer service that makes shopping fun, fast, and easy.

Marketing promotions targeting its existing global customer base sought to convince shoppers that the whole of Selfridges’ exclusive experience was now available to them 24/7 no matter where they are located. The glamour, the content, the ability to examine products from multiple angles, the access to events and information that bring shoppers to Selfridges from all over the world.

## EXECUTION



Selfridges has been in partnership with Usablenet from 2011 to 2014, launching the first version of its mobile experience in early 2012. By 2013, with a firm understanding of the needs of Selfridges’ customers and the unique characteristics of the Selfridges brand, Usablenet created an experience that combines commerce and content, functionality and fashion, into a mobile solution that balanced an exceptional user experience with visual excitement and brand awareness.

The bright yellow shopping bag icon in the upper right corner of the screen set the context and the expectation for the best products, service, and experience.

While the site was intentionally designed to replicate the rich experience of shopping in-store, it also had to take advantage of the distinctive capabilities of mobile.

The purchasing journey has been simplified to minimize user drop-off, with fewer pages that are required to load and easy access to content- and image-rich (but fast-loading) product pages.

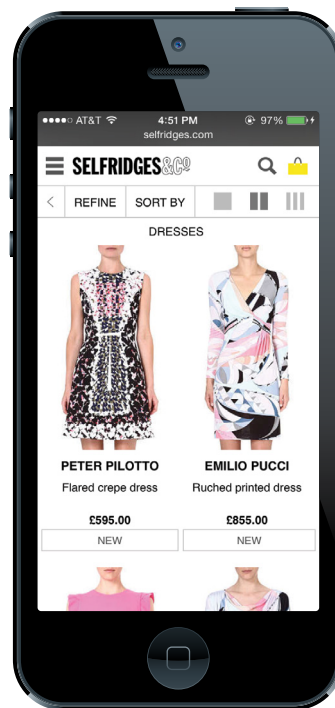
The Selfridges mobile site replaced traditional listed categories with high-quality imagery to simplify visual navigation, and the checkout process was designed to facilitate a seamless, sophisticated buying experience that reflects the easy and enjoyable in-store experience. And, of course, that iconic yellow shopping bag icon appeared on every page as a beacon to users.

In addition to streamlined user journeys and advanced browsing and transaction capabilities, the mobile site included three essential features that bring the best aspects of the brick-and-mortar store experience into a and luxurious mobile experience that is accessible anytime, anywhere:

- **What's On** is a prominent button on the home page navigation menu to keeps customers up to date with in-store events, including launch parties, fashion shows, and art exhibitions at the shopper's store of choice. This is a tool that helps customers who are traveling to see the current attractions at the local Selfridges store and stay connected even when shopping remotely.
- **Our Heritage** is a feature that showcased the rich heritage of the Selfridges brand, and included images, stories and videos that tell the history of The Best Department Store in the World. From this page, users can shop memorabilia, view "what's on" and generally stay in the know about Selfridges. It is an outstanding example of how a brand experience is extended to mobile.
- **Click and Collect** replicated the in-store experience of being able to make a purchase in one store and pick it up at one closer to home or work. On the mobile site, Click and Collect allows for complimentary next-day delivery to any Selfridges store, and international delivery anywhere in the world. The user can simply show a sales associate the email confirmation from their phone and enjoy 30 minutes of free parking while they pick up their purchases – and perhaps make some additional ones. This direct connection between the in-store experience and the mobile experience proved to users that the Selfridges brand could successfully migrate to the mobile environment.

A final key aspect of the execution is the ability to share product information and purchases with friends and associates via social media. Links to Facebook, Twitter, Instagram, and Pinterest appeared on every page of the mobile site including inside the cart and check-out screen, making it easy for customers to spread the word and draw friends to engage with the brand on mobile.

## THE RESULTS



The strategy and execution of the mobile site proved its worth to Selfridges. The brand saw a 400% increase in mobile revenue and 240% increase in mobile traffic since the site was launched. Mobile revenue was eight% of total revenue in 2013 and exceeded at 10% in 2014. Mobile conversions increased 500% during the Christmas shopping season. Also during the holiday season, the percentage of online traffic coming via mobile exceeded 50% in December.

In addition, growth in average order value (AOV) increased from 15 to 20% during 2013. Part of this was driven by the launch in

March 2013 of next-generation site navigation; since the launch, AOV increased a further 21% and conversion increased by 6%.

In terms of return on investment, sales and visits via the mobile channel increased more than 200% year over year. Clearly, the mobile channel established itself as a strong, viable, and valuable aspect of the total Selfridges brand and shopping experience, attracting and satisfying customers in a way that celebrated and supported the brand, while providing an additional touchpoint for global customers.