



Syndeca allows Nordstrom customers can shop on-figure and lifestyle images in a single click or tap, online, in-app, or in the real world using Scan & Shop visual search.

## Nordstrom Enhances Customer Journey with Shoppable Media, AOV Lifts 164%

### CHALLENGE

Inspire consumers to engage in visually rich content that converts.

Mobile and social media trends catapulted apps and omni-channel experiences to the forefront of Nordstrom's strategy. The retailer recognized that their customers were increasingly using images to communicate via social channels like Snapchat, Instagram, Pinterest, and Facebook. In response, Nordstrom partnered with Syndeca to establish a strong connection with those consumers by providing them with the image-centric shopping experience on site and in-app they were actively looking for.

### SOLUTION

Leverage tech to create shopping experiences that are both beautiful and transactional.

Nordstrom partnered with Syndeca to generate shoppable style guides, lookbooks, and digital catalogs for their consumers. The tools empower customers to browse products across all their devices — and to make purchases from images and video in one click.

### RESULTS

Nordstrom sees a significantly higher level of customer satisfaction, loyalty, and purchase intent.

### +164% Increase in AOV

Digital catalog shoppers demonstrated 164% times the average order value compared to other shoppers using the Nordstrom native app.

### 4.8 Scans Per Session

Shoppers who engaged with Syndeca's Scan & Shop feature outpaced lift from all other app activity — resulting in 4.8 scans per session, and driving nearly a 5x lift in average order value among loyal app users.

# Shoppable Media Helps Customers Buy into the Big Picture



Through their partnership with Syndeca, Nordstrom successfully created the innovative digital commerce journey they needed to inspire deeper customer engagement with their brand.

By using shoppable media to showcase the company's latest products and retail offerings, Syndeca's powerful visual commerce cloud served as the foundation for a new era of shopping with Nordstrom — one that is more lifestyle-driven, omni-channel supported, and customer-centric than ever before.

Scan & Shop image recognition allows users to instantly shop offline images in catalogs, magazines, and signage.

## NORDSTROM

*"At Nordstrom, our #1 goal is always to improve customer service. Advancements in technology, especially in ecommerce and mobile, are redefining the Nordstrom experience across all channels. Syndeca has been a key partner in helping us test and try new things to stay relevant to the customer, particularly in the fastest growing part of our business — web and mobile commerce."*

— Jessica S., Nordstrom product team

Visit **[syndeca.com](https://syndeca.com)** to discover how the Visual Commerce Cloud can drive results for your business.