



*Consistent brand experience across the board, Nordstrom transcends channel boundaries and delights users at every touch-point.*

# Nordstrom Enhances Omni-Channel With Syndeca, AOV Lifts 164%

## Overview

Nordstrom, one of the world's most successful retailers, enhances the traditional ecommerce experience with omni-channel visual commerce apps, including shoppable lookbooks, catalogs, and mobile image search.

Based on seasonal fashion trends, their visual shopping experiences provides inspiration and extends engagement and reach across web, mobile, social and offline channels.

In 2012, Nordstrom began leveraging their assets to inspire and enable purchases in new ways using Syndeca's visual commerce platform. Their customers responded by interacting with the brand for longer amounts of time, consuming more content, and adding more items to their shopping bags. From native apps to Facebook and HTML5, each omni-channel touch-point has successively deepened engagement and increased average order value (AOV).

# Business Challenge

Expand Nordstrom's storytelling, inspiration, and brand engagement capabilities, ensuring a seamless experience across all channels.

Emerging mobile and social demographics are catapulting apps and omni-channel experiences to the forefront of Nordstrom's strategy. In response to younger demographics increasingly using images to communicate – whether via Snapchat, Instagram, Pinterest or Facebook – Nordstrom challenged Syndeca with the following program requirements:

- Provide an exceptional customer experience: intuitive, easy to use, fast
- Quick and easy deployment, integrated with existing systems
- Flexibility for scheduling new content and creative changes
- Ability to match Nordstrom's distinct branding, design patterns, and visual styling
- Feature robust tracking and analytics to inform and evolve marketing strategies

# Solution

Syndeca successfully delivered to Nordstrom a best-in-class user experience across all digital channels, including a responsive web application, native apps for iPhones and iPads, a social app for Facebook, as well as Open APIs and SDK to power Nordstrom's own Full Line Store (FLS) app, which was developed in-house.

The omni-channel approach offers fluidity to Nordstrom users who can easily change context across channels or devices, achieving the seamless experience they have come to expect.

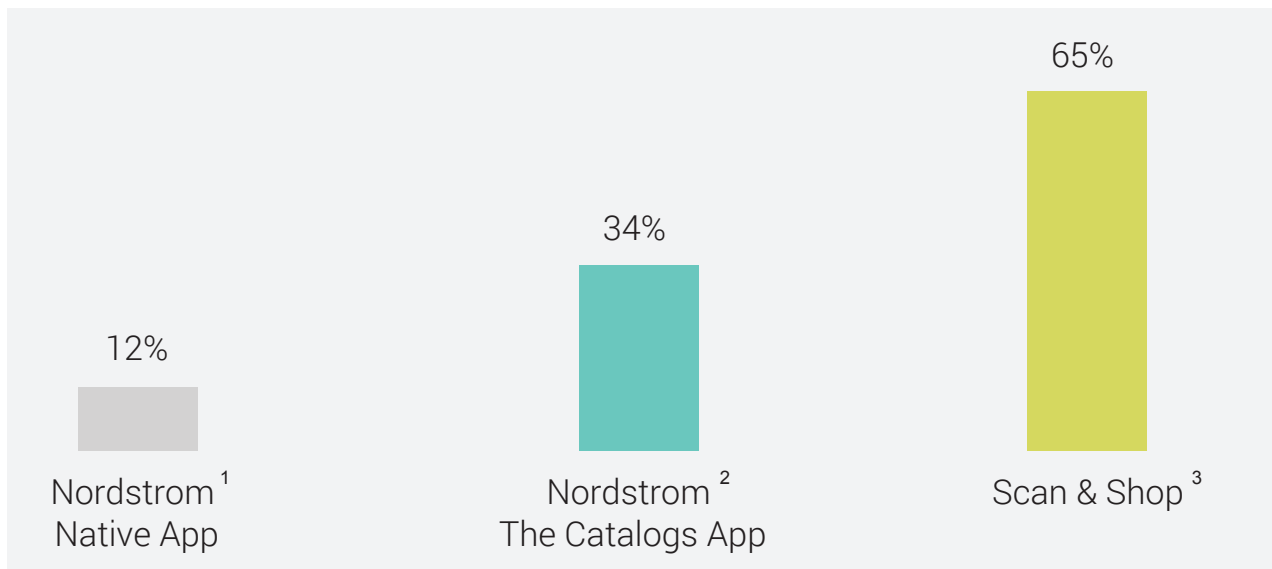
Syndeca's platform required minimal setup and integration support from Nordstrom's technical team, thanks to Syndeca full-service solution that includes digital catalog production and app maintenance, which keeps the program running smoothly with minimal resources.

Customizable tracking and analytics, a single production process and the ability to deliver a consistent, visually rich experience across all channels met Nordstrom's key needs, while advanced features such as a dedicated Facebook application, integrated social sharing and Scan & Shop exceeded the program's KPIs. Syndeca continues to be Nordstrom's platform-of-choice as their business needs evolve.

# Results

Omni-channel approach actively deepens engagement and increases AOV by dramatic margins. By delivering a consistent brand experience across the board, Nordstrom transcends channel boundaries and delights users at every touch-point

Digital catalog app interaction directly correlates to increased customer-level spend.



1 Following use of a Nordstrom app, AOV increases among those who convert as compared to pre-period activity

2 After app engagement, users of 'The Catalogs' app have an AOV of 1.64 times that of Nordstrom's Full Line Store native app users

3 Engagement with the Scan & Shop feature outpaces the lift from all other app activity

# Insights

Retailers who provide their customers with a seamless, omni-channel shopping experience see higher levels of customer satisfaction, loyalty, and purchase intent.

Digital catalogs and lookbooks allow brands to engage with customers in an experience that feels more lifestyle-driven, inspiring them with the latest trends, products, and rich content.

Introducing Scan & Shop takes omni-channel a step further, allowing direct purchase from advertising, brand imagery, and even real-world inspiration. The app evolves from a simple digital catalog to an enhanced virtual shopping assistant, helping users to quickly find items with an instant route to purchase. This heightened two-way interaction translates into a dramatic lift in average order value.

# NORDSTROM

“Syndeca has been an excellent partner at providing comprehensive business solutions and industry best practices that help us provide a seamless experience for our customers.”

– Tiffany Holland, Marketing Director



Syndeca enhances the traditional online shopping experience with innovative solutions that enable visual commerce, including shoppable images, lookbooks, catalogs and mobile image search. Through a suite of award-winning omni-channel apps, an intuitive platform and plug-and-play tools, marketing and web teams can integrate Syndeca in a matter of hours without writing a single line of code.

Since 2001, Syndeca has been developing the next generation of visual commerce tools in partnership with industry-leading brands, retailers and agencies, including Nordstrom, Citibank and Mary Kay.

To learn more, please visit us at [syndeca.com](http://syndeca.com), or give us a call at 415.444.5577.