

CURING
SHOPPER
BOREDOM

LIKE A KID IN A CANDY STORE



CURRENT STATE OF PRODUCT DISCOVERY

Shoppers opinion is “more of the same”

E-TAILING GROUP 4Q13 MYSTERY SHOPPING CONCURS

Standard search tools seen across retail landscape:

	e-tailing 100 4Q13	e-tailing 100 4Q12	% Change
Keyword Search	100%	100%	Flat
Refine Results	95%	95%	Flat
Price	80%*	83%*	-3%
Category/Department	84%*	85%*	-1%
Color	68%*	60%*	8%
Brand	67%*	76%	9%
Size	47%*	56%*	-9%
Ratings	36%*	33%*	3%
Sales/Specials	31%*	39%*	-8%
Faceted Navigation	75%*	76%*	-1%
Landing Page Sorts	94%	91%	=3%
Sort Relevancy (scale of 1–5, where 5 = very relevant)	3.01*	3.04*	.03
Price High/Low	93%*	93%*	Flat
Price Low/High	95%*	97%*	-2%
Ratings	79%*	69%*	10%
New Arrivals	62%*	62%*	Flat
Best Sellers/Top Sellers	57%*	59%*	-2%
Best Match/Relevancy	49%*	52%*	-3%

EXEMPLARY DISCOVERY TACTICS EXCEPTION RATHER THAN THE RULE

4Q mystery shopping results—ways that retailers are using discovery on their sites:

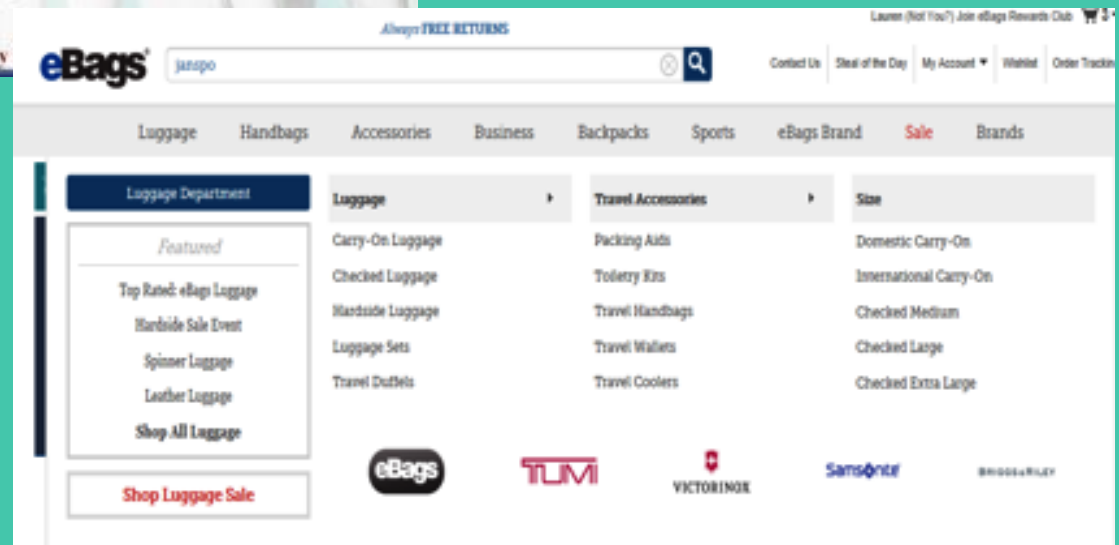
ONSITE	2013	2012
Themed / Seasonal Areas	63%	52%
Brand Boutiques	78%*	84%*
Quality / Content (<i>scale of 1–5, where 5 = excellent</i>)	3.04*	2.63*
Look Book	22%*	17%*
Shoppable	67%*	53%*
Top Sellers	64%	68%
Top Rated Products	37%*	40%*
What's New	92%	87%
Video	89%	85%

FACEBOOK	2013	2012
Photos	99%	99%
Product Highlights (Non-Photo) / Individual Product-Brand Pages	29%	13%
What's New (Non-Photo) / Trends	28%	10%
Promotions	47%	38%
Video	80%	74%
Product-Oriented	55%*	70%*
Brand-Oriented (Corporate, Fashion Shows)	91%*	85%*

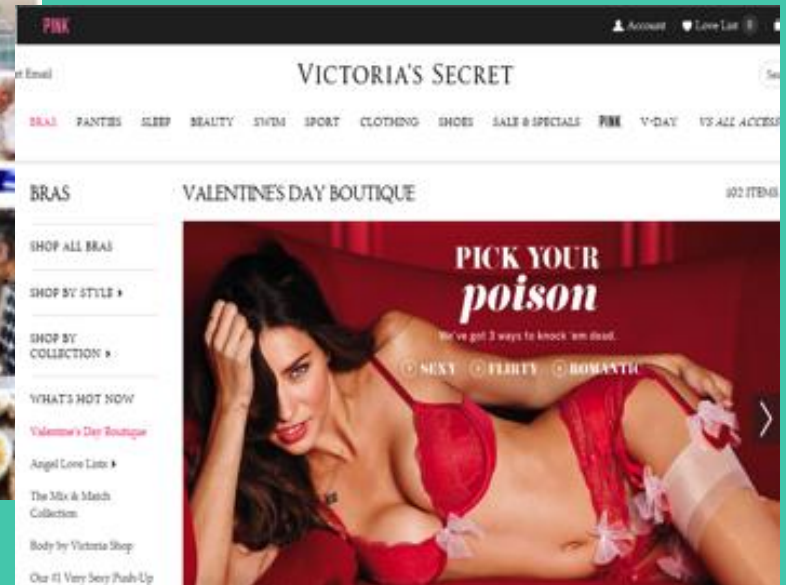


HOW DO SHOPPERS WANT
TO DISCOVER?

DISCOVER THROUGH STANDARD NAVIGATION



DISCOVER BY SEASON & HOLIDAY




DISCOVER BY TREND

b THE CLOSET: WHAT TO WEAR WHERE CALENDAR TRENDING NOW HAVE YOU HEARD? VIDEOS LOOKBOOKS BACK TO BLOOMINGDALE'S


WHAT TO WEAR WHERE YOUR RIDICULOUSLY STYLISH MONTHLY GUIDE TO A FASHION-PACKED LIFE.

JANUARY




W (95) W (100) W (20) W (21) W (33) W (18) W (21) W (45) W (26) W (56) W (26) W (55)

DECEMBER




W (55) W (100) W (20) W (21) W (33) W (18) W (21) W (45) W (26) W (56) W (26) W (55)

theTRENDS
FALL-WINTER 2013



REBECCA MINKOFF: THIS IS BIG
BURBERRY: HOLIDAY 2013
RESORT 2014
COLD-WEATHER ACCESSORIES

b THE CLOSET: WHAT TO WEAR WHERE CALENDAR TRENDING NOW HAVE YOU HEARD? VIDEOS LOOKBOOKS BACK TO BLOOMINGDALE'S



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RESORT 2014

COLD-WEATHER ACCESSORIES

EDUCATE TO EXCITE

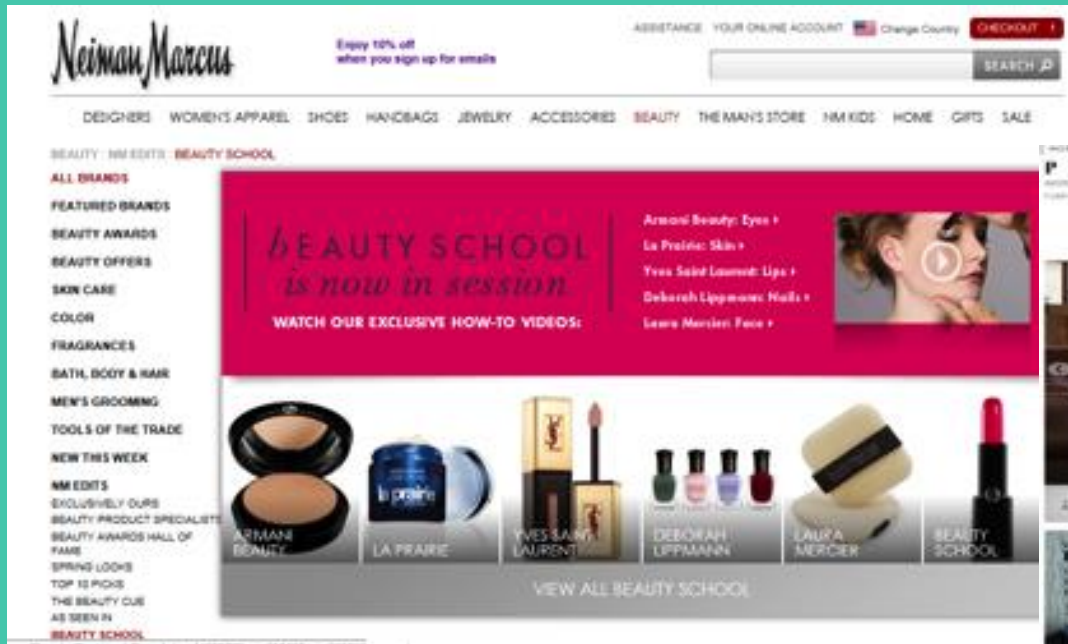
The image displays three screenshots of the Sephora website, illustrating its user interface and content structure.

Top Left Screenshot: Shows the main navigation bar with categories like MAKEUP, SKIN CARE, FRAGRANCE, BATH & BODY, NAILS, HAIR, TOOLS & BRUSHES, MEN, GIFTS, SALE, BRANDS, ADVICE, and INSPIRE ME. A large banner for "ONE SET WONDERS" features a "SHOP VALUE SETS & PALETTES" button. A sidebar on the left includes "QUICK LINKS" (Valentine's Day Sets, What's Hot Now, Just Arrived, Skincare Quiz, Weekly Specials) and "WEEKLY SPECIALS" with a "FREE" offer on BUXOM products.

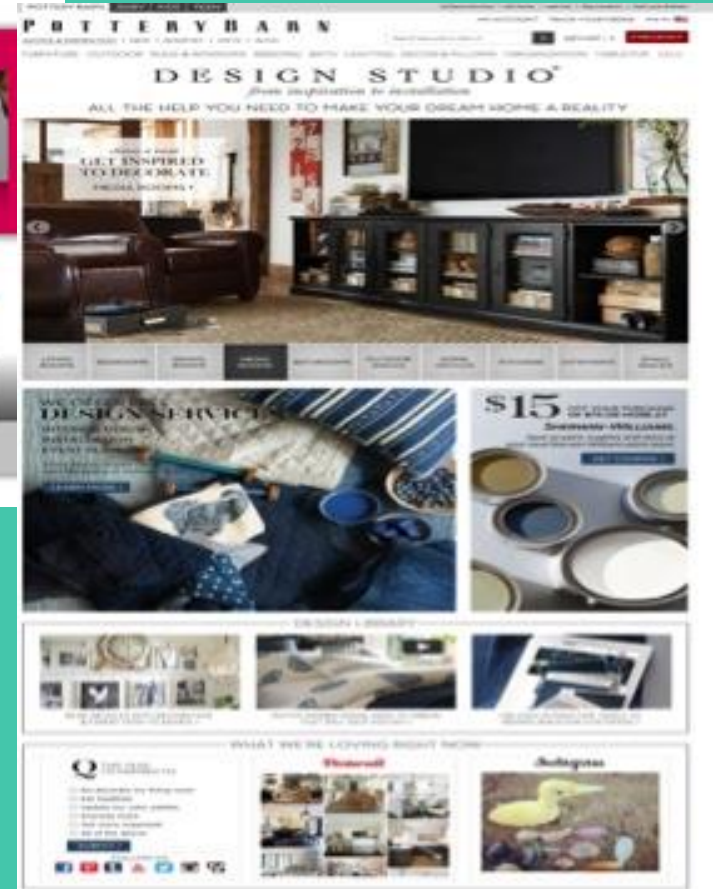
Top Right Screenshot: Similar to the top left, but highlights the "SEPHORA TV" section with a video player for "Watch our HOW TOs and learn how to get the look." It also features "BEAUTYTALK" (Ask questions, find answers, and get beauty advice) and "the Sephora GLOSSY" (Read the latest on our favorite brands & products).

Bottom Screenshot: Shows a brand page for "laura mercier". The page includes a "LAURA MERCIER" section with product counts (See All (113), Makeup (75), Skin Care (20), Fragrance (13), Bath & Body (25), Tools & Brushes (9)), a brand description ("When fashion and beauty insiders are asked to name one of the most talented makeup artists today, without hesitation it's Laura Mercier..."), a "more" link, and a "BEHIND THE BRAND" section. A large image of a woman's face is featured, along with "EDITORS' PICKS" and "EXPLORE THE BRAND" buttons.

INSPIRE THROUGH IDEAS

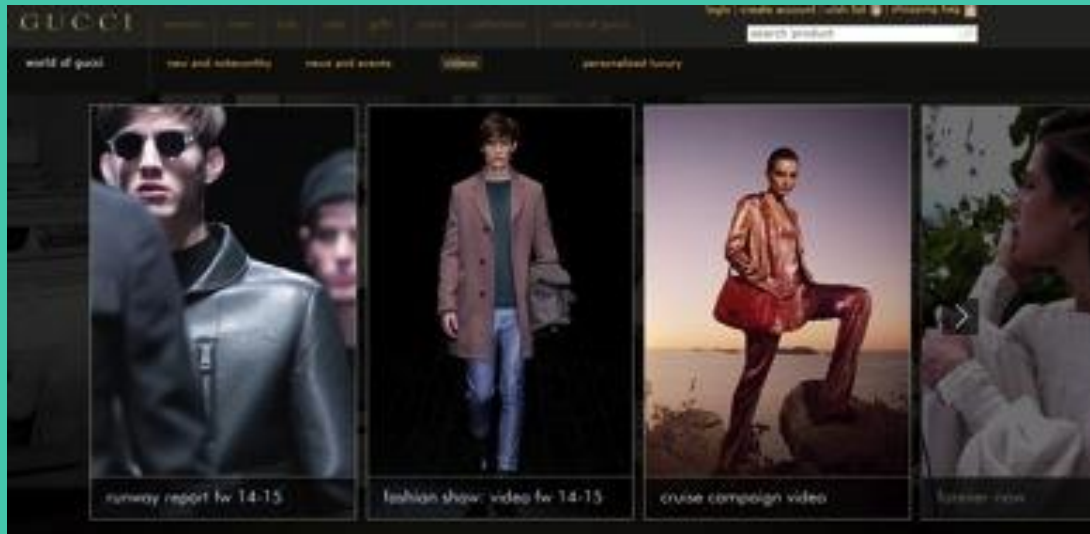


Videos



Guides

IMAGERY BRINGS BRANDS TO LIFE

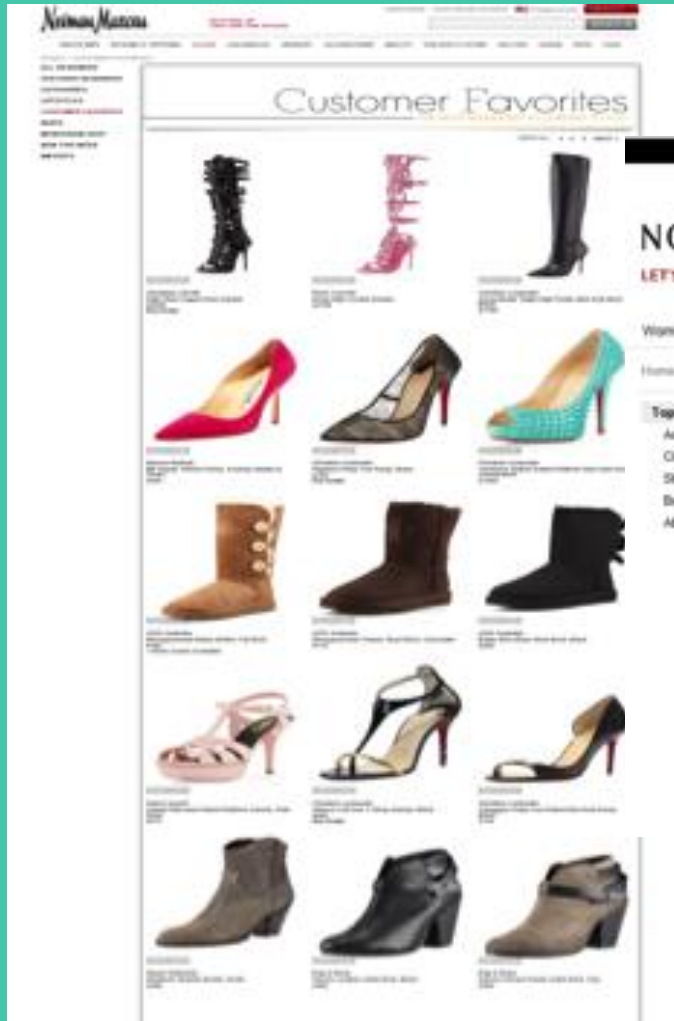


Runway

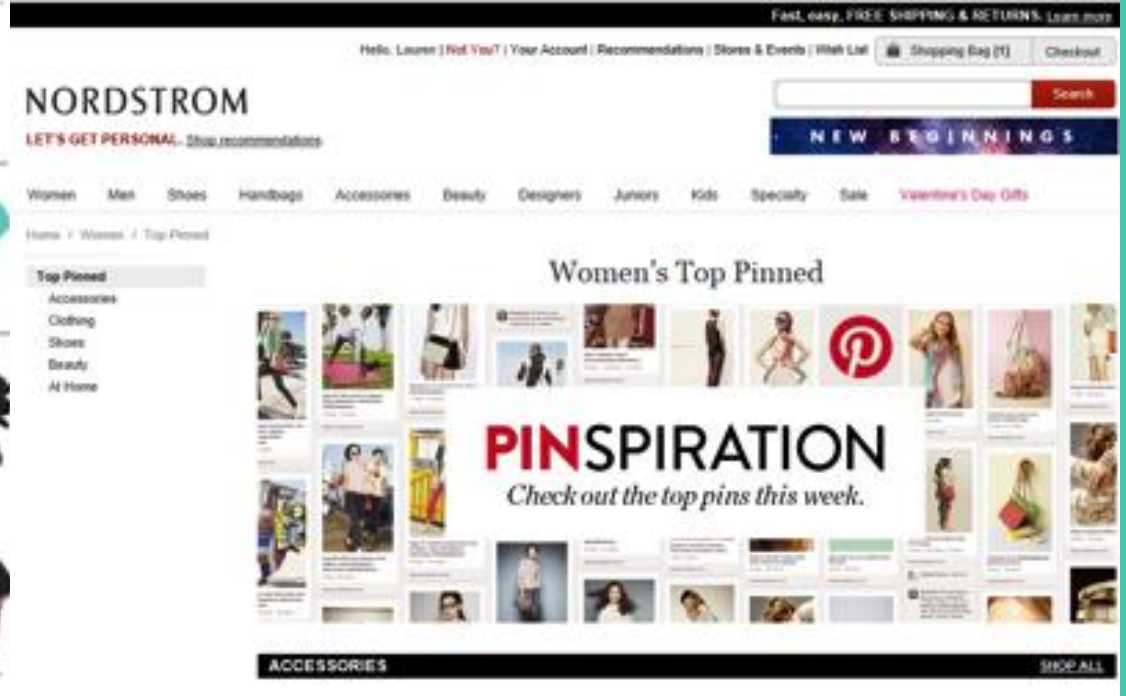


Street Style

RETAILERS EMBRACE SOCIAL DYNAMICS

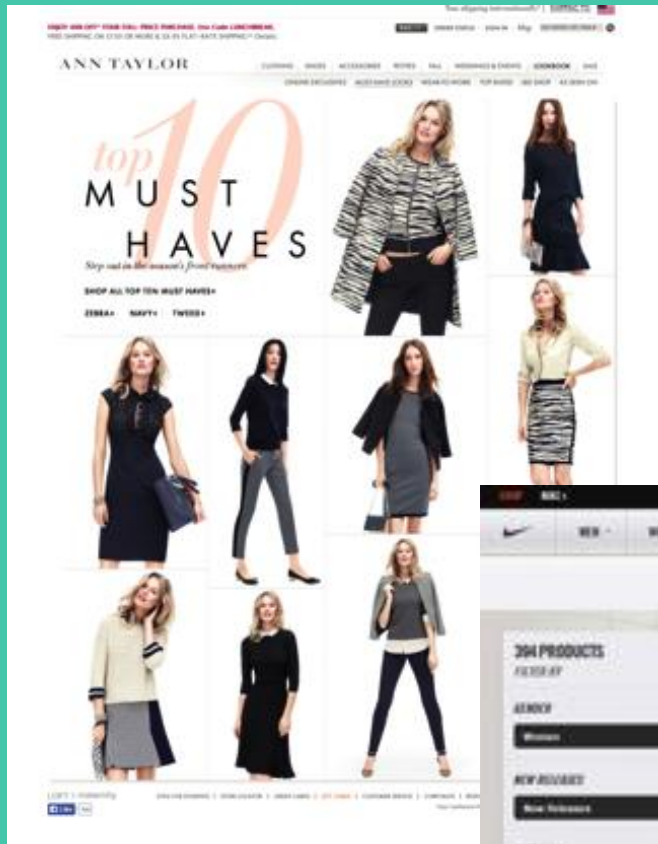


Customer Favorites



Pinterest

TACTICAL MERCHANDISING TOOLS SET THE TONE FOR SELLING

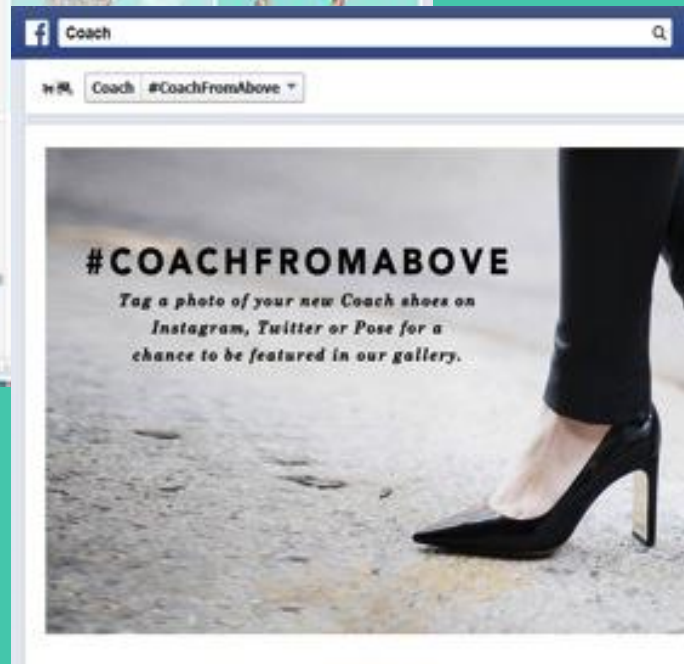
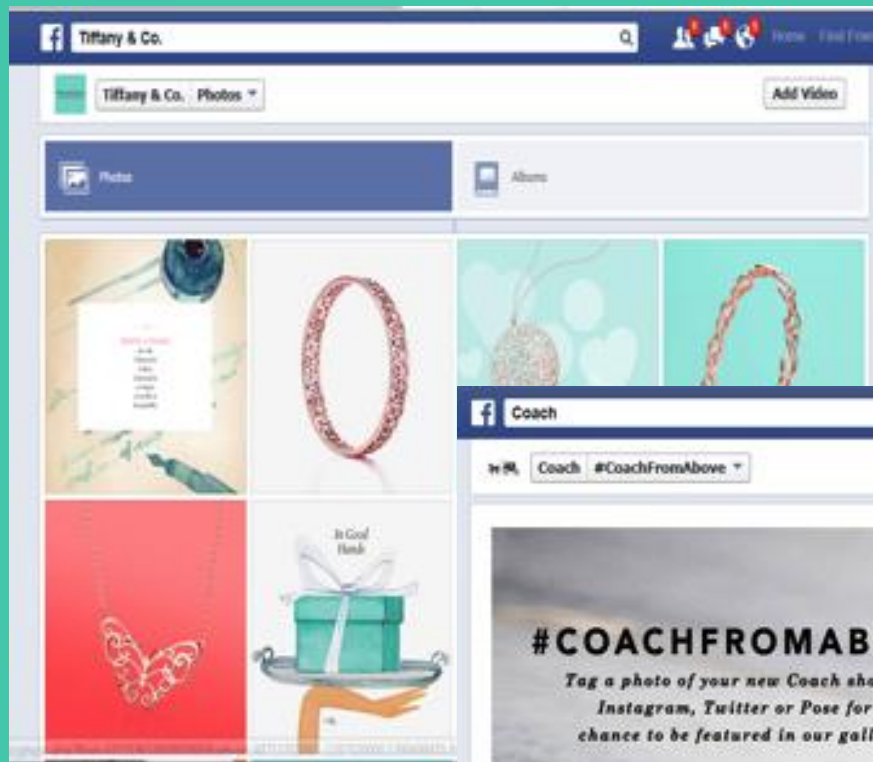


Must-Haves



New

PRODUCT DISCOVERY EXTENDED TO FACEBOOK



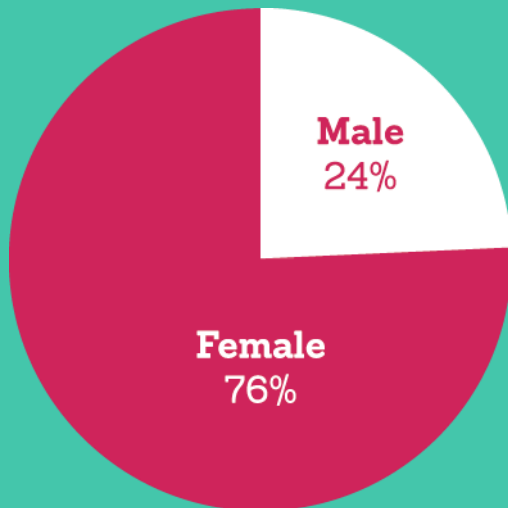


WHAT ABOUT DISCOVERY
THROUGH NAVIGATION?

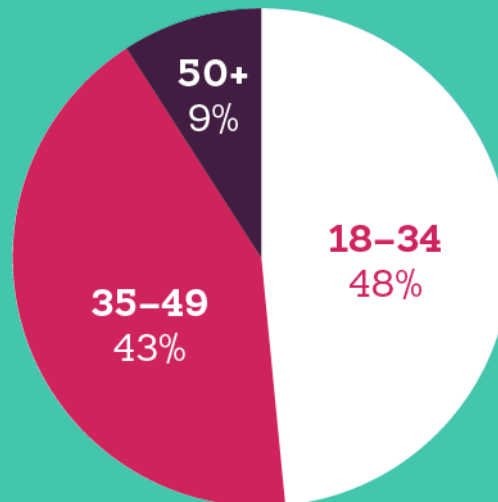
ABOUT THE STUDY

1. Participant questionnaire
2. Observation of current shopping based on navigation with top retailers
3. Observation of Compare Metrics' Adaptive Navigation shopping

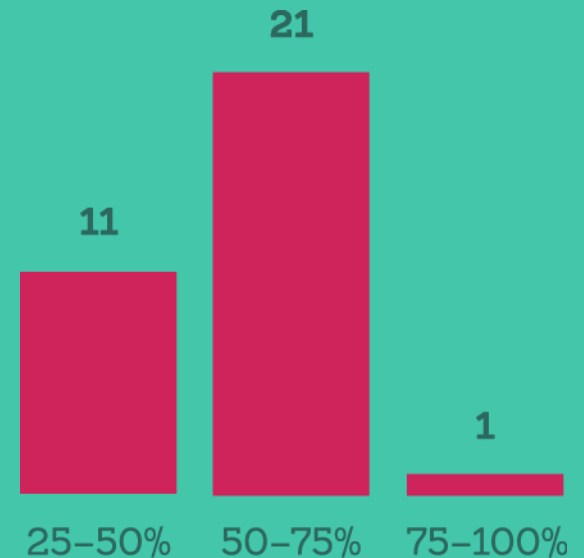
Gender Breakdown



Age Breakdown



Amount of Shopping Conducted Online



A LITTLE ABOUT THE SHOPPERS

Control Freaks



“I’m a filter
girl”

Searchers



“Google trained
me”

Browsers



“Why no red dress?”

5 KEYS FINDINGS

#1 CURRENT DISCOVERY IS STALE

Shoppers' overall feedback on current state of discovery and navigation...it's "more of the same".

SATISFACTION USING THE FOLLOWING ONSITE TOOLS

(on a scale of 1-10, where 10 is very satisfied)



Onsite research & navigation tools



Product research & navigation options



Top retailers' search & navigation tested during usability study

#1 CURRENT DISCOVERY IS STALE



**CURRENT E-COMMERCE
EXPERIENCES ARE STALE**

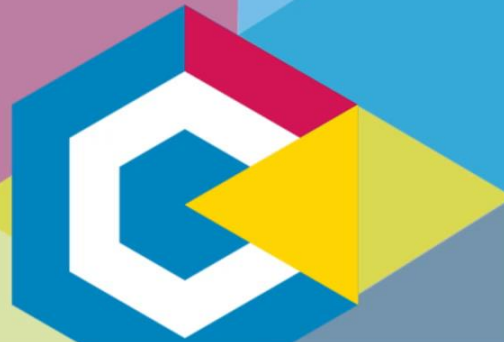
A photograph of a man with glasses, wearing a light-colored button-down shirt, sitting at a desk. He has his right hand over his mouth, suggesting he is in a meeting or a situation where he is being cautious or surprised. The background shows a blurred office environment with a framed picture on the wall.

#2 SHOPPERS HAVE FOMO

73%

of shoppers have a
“fear of missing
out”

#2 SHOPPERS HAVE FOMO



FEAR OF MISSING OUT

#3 PEOPLE HAVE BEEN BURNED BY SEARCH



70%

of shoppers visually
browsed rather than
searched

40%

dislike search
experiences

#3 PEOPLE HAVE BEEN BURNED BY SEARCH



BURNED BY SEARCH

#4 SHOPPING OVERWHELMING & INEFFICIENT

52%

feel the current
discovery process is
inefficient

64%

feel overwhelmed



#4 SHOPPING OVERWHELMING & INEFFICIENT



**CURRENT EXPERIENCES ARE
OVERWHELMING & INEFFICIENT**



#5 SHOPPERS WANT INSPIRATION ONLINE

67%

want to be inspired
online

70%

browse and window-
shop for fun online



THERE IS A HUGE
OPPORTUNITY IF WE
CAN GET THIS RIGHT

A BETTER WAY TO NAVIGATE & DISCOVER

SATISFACTION USING THE FOLLOWING ONSITE TOOLS

(on a scale of 1-10, where 10 is very satisfied)



Onsite research & navigation tools



Product research & navigation options



Top retailers' search & navigation tested during usability study



 compare metrics Adaptive Navigation

SHOPPER REACTIONS TO A NEW APPROACH

IMAGINE A DRESS...



TRY A NEW ADAPTIVE NAVIGATION EXPERIENCE

WELCOME BACK: JANE! CART [0] COMPARISON QUEUE [9]

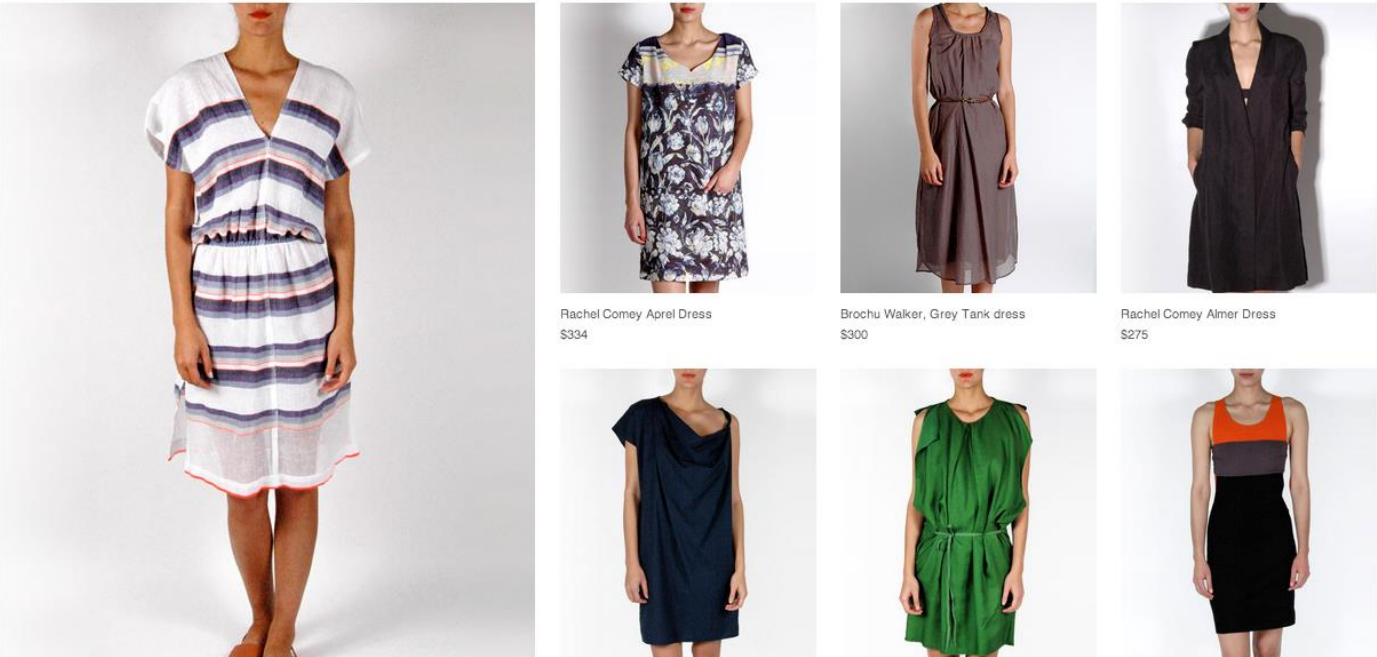
beagle MEN WOMEN HOME STORE BLOG SEARCH LOG IN








NEW DRESSES BOTTOMS DENIM SWIM BAGS SHOES ACCESSORIES SALE

EXAMPLE: A KNEE LENGTH COCKTAIL DRESS...

ADD FILTERS MANUALLY

Order By MATCH % Show ALL of 53 Results



			
LemLem BiraBiro Dress \$219	Rachel Comey Aprel Dress \$334	Brochu Walker, Grey Tank dress \$300	Rachel Comey Almer Dress \$275
			
	MM6 Draped Navy Dress \$450 What's that dress, Margiela?	Acne Marnay Tunic Dress \$320	VPL Cavity Shift Dress \$90

SOMETHING NEW, MODERN, DIFFERENT

2/3 of participants described the Adaptive Navigation experience as “new,” “modern,” “cool,” “innovative” and “beyond the norm.”

The screenshot displays the Beagle e-commerce website interface. At the top, a red navigation bar contains the text "WELCOME BACK: JANE!", "CART (0)", and "COMPARISON QUEUE (3)". Below this is a dark grey navigation bar with the "beagle" logo and menu items: "MEN", "WOMEN" (highlighted), "HOME STORE", and "BLOG". A secondary navigation bar lists categories: "NEW", "DRESSES", "BOTTOMS", "DENIM", "SWIM", "BAGS", "SHOES", "ACCESSORIES", and "SALE".

The main content area features a search bar with a magnifying glass icon and the text "EXAMPLE: A KNEE LENGTH COCKTAIL DRESS...". Below the search bar is a button labeled "ADD FILTERS MANUALLY" with a dropdown arrow. Further down, there is a sorting option "Order By MATCH %" and a "Show ALL of 52 Results" button with a dropdown arrow.

The search results are displayed in a grid of product images. The first row shows three items:

- A white dress with horizontal stripes and a V-neckline.
- A black and white floral patterned dress with a V-neckline, labeled "Rachel Comey April Dress \$334".
- A grey sleeveless dress with a tie waist, labeled "Brochu Walker, Grey Tank dress \$300".
- A black long-sleeved dress with a V-neckline, labeled "Rachel Comey Aimer Dress \$275".

The second row shows three more items:

- A black sleeveless dress with a draped neckline.
- A green sleeveless dress with a draped neckline.
- An orange and grey sleeveless dress with a draped neckline.

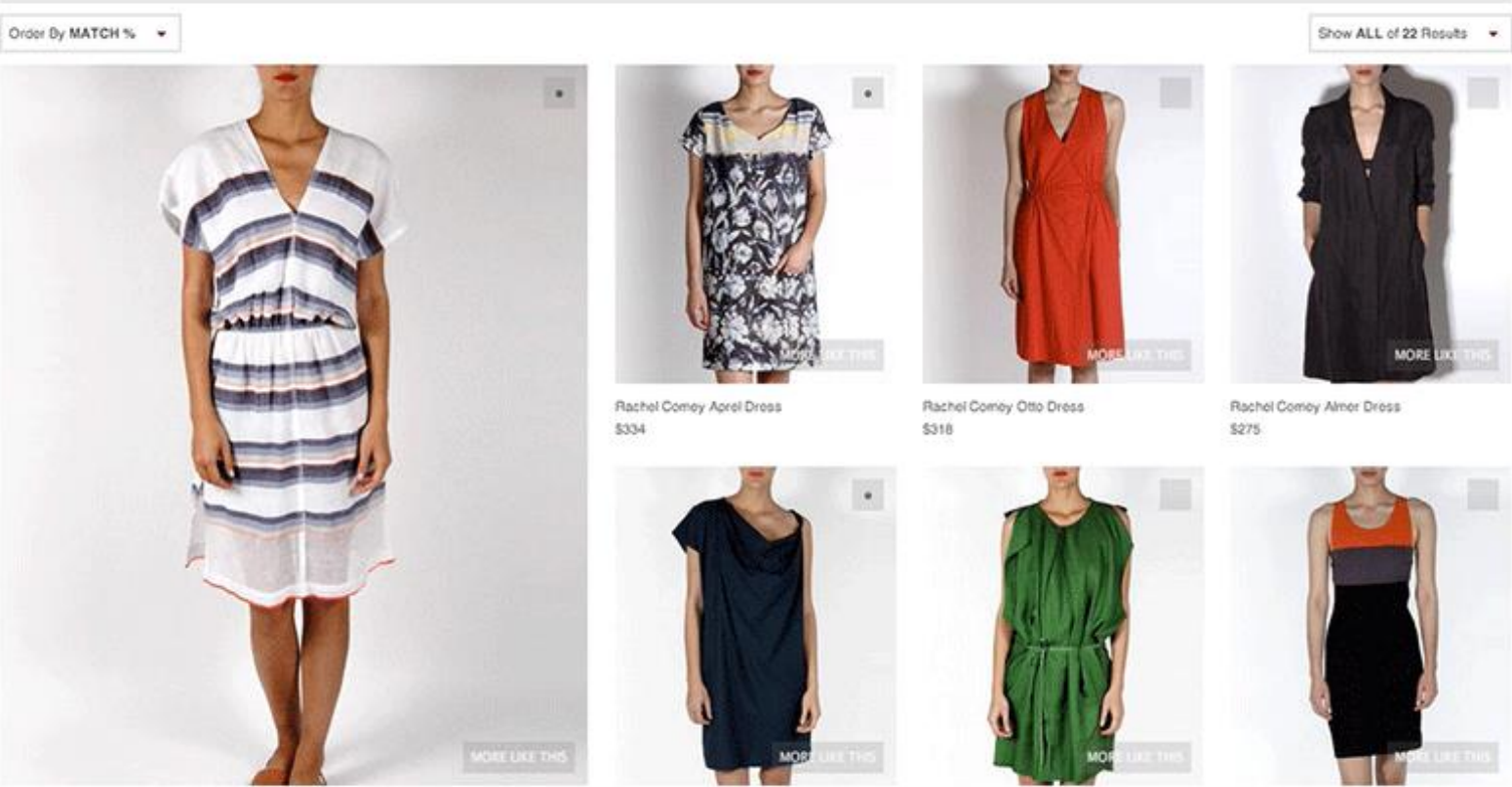
A SIMPLIFIED EXPERIENCE

67% of participants described Compare Metrics' Adaptive Navigation experience as "easy," or "simple."

DESCRIBE WHAT YOU'RE LOOKING FOR TO FILTER RESULTS...

Order By MATCH % ▾

Show ALL of 22 Results ▾



LemLem BraBro Dress
\$219

Rachel Comey April Dress
\$334

Rachel Comey Otto Dress
\$318

Rachel Comey Almer Dress
\$275

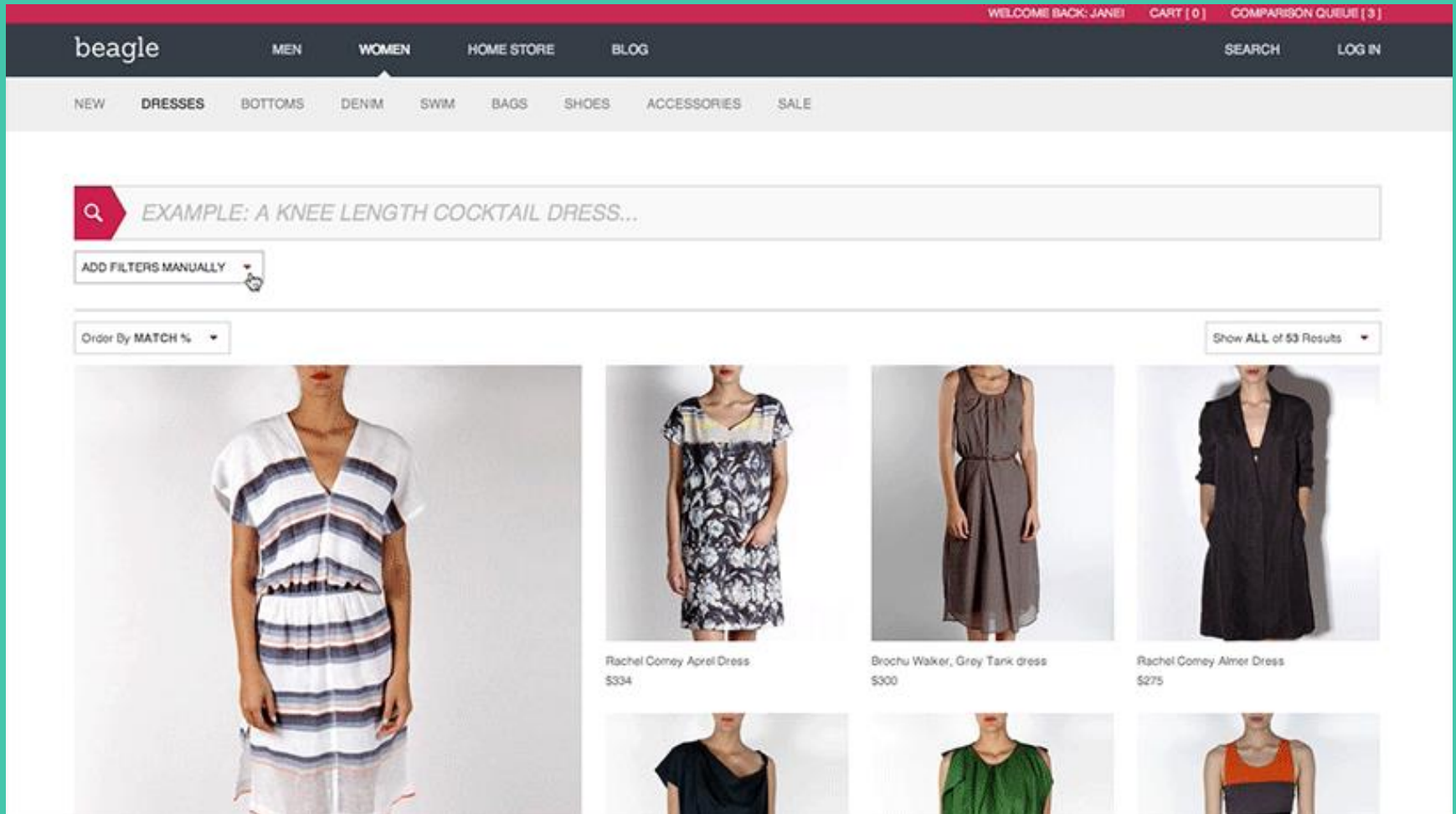
MM6 Draped Navy Dress
\$450 What's that dress, Margiela?

Acne Marnay Tunic Dress
\$320

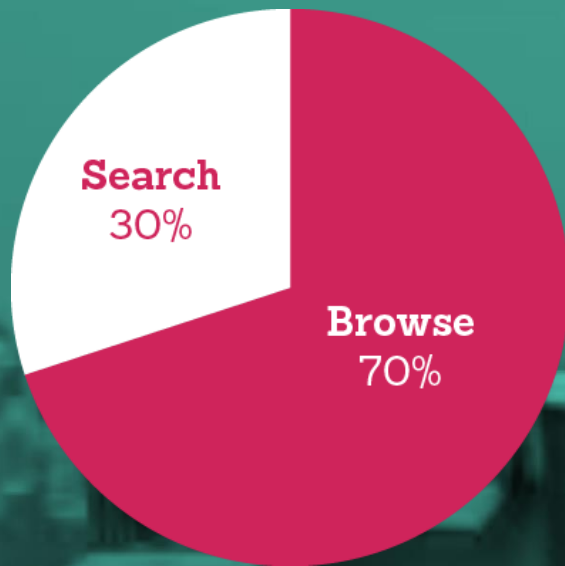
VPL Cavity Shift Dress
\$90

CONTROL SHOPPERS CRAVE

42% described the Adaptive Navigation experience as “personalized,” “custom,” “flexible” and that it empowers them with new levels of “control.”



... WHILE STILL INSPIRING THEM



GIVE YOUR SHOPPERS WHAT THEY WANT



**WHAT HAPPENS WHEN YOU GIVE
YOUR SHOPPERS WHAT THEY WANT?**

LIKE A KID IN A CANDY STORE



Q&A

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