Amplience has enabled us to design much more creative and engaging content for the site. We’ve invested in our eCommerce proposition and have been rewarded with high levels of engagement.”

Sarah Lukins
Former Head of eCommerce at L.K.Bennett

Amplience helps L.K.Bennett to rapidly and easily produce and deliver creative marketing and merchandising content in-house.

L.K.Bennett chose Amplience for its US site for multiple reasons. Amplience Dynamic Media significantly reduces the time and cost of uploading new collections and making modifications to existing media content. It also improves the on-page conversion rate by delivering a rich engaging visual experience including zoom and 360-spin. Lastly Dynamic Media also enables the optimisation of images for different channels - such as for mobile or tablet - by allowing different versions of the image to be drawn down from one high-resolution master asset.

Amplience supports L.K.Bennett in the creation and distribution of engaging web content, for both US and UK sites, from look-books to product detail. Through the use of web templates and drag and drop functionality L.K.Bennett is able to make the most of its stunning imagery across all of its eCommerce channels. This proved invaluable during the brand’s ‘Black Ribbon’ campaign, where the solution formed a seminal part supporting the look-book landing page.

“Amplience has enabled us to design much more creative and engaging content for the site” said Sarah Lukins, Former Head of eCommerce at L.K.Bennett. “We’ve invested in our eCommerce proposition and have been rewarded with high levels of engagement.”
Since launch the US site has performed above expectations, using Amplience to create and serve up engaging product, landing and home pages as well as look-book sections of the site. The Amplience solution has allowed designers to create high-quality product media such as 360-spin and zoom that have raised on-page engagement levels and contributed to growing US revenues.

“The product page is frequently the last step in the customer journey before purchase. It is vital therefore that the visual experience is as engaging as possible to facilitate conversion. Dynamic Media delivers this rich capability, whilst providing image management cost savings of up to 80%” commented James Brooke, CEO at Amplience.

The next stage for L.K.Bennett will include focusing on using video more heavily across its campaigns and using Amplience to enable click-to-shop functionality.

ABOUT AMPLENCE
Amplience dramatically simplifies how clients plan, create, manage, and deliver content. With a modern API-first approach, the Amplience solution can unleash the creativity and productivity of content and technology teams. Amplience serves more than 200 of the world’s leading businesses including Crate and Barrel, Heritage Parts, Boohoo, Mulberry, BMC, and TUMI. For more information on the Amplience solution, please visit www.amplience.com.