

Urban Outfitters

Popular lifestyle retailer increases shopping cart conversions by 19% and powers a superior shopping experience using checkout solution built by Allurent with Adobe® Flex™

Urban Outfitters

www.urbanoutfitters.com



In Partnership With

Allurent

www.allurent.com



Industry

Retail

Challenges

- Enhance shopping experience
- Improve conversion rate
- Strengthen brand

Solution

- Single-page checkout
Urban Outfitters adopts innovative, single-page checkout solution, built by Allurent in Adobe Flex, that achieves rapid ROI by reaching project breakeven in days.

Results

- Increased checkout conversion rate by 19%
- Increased average sale
- Provided faster, easier, seamless checkout experience
- Gained competitive advantage with 80% of customers preferring new checkout
- Seamlessly integrated into existing server-side e-commerce platform

Systems At A Glance

- Adobe Flex
- Adobe Flex Builder™

Putting the customer first

By providing a superior, differentiated online shopping experience, Urban Outfitters is attracting its 18- to 30-year-old target customers to urbanoutfitters.com in record numbers. Online shoppers are embracing the innovative experience as well as the eclectic and fashion-forward mix of merchandise for both home and wardrobe that makes Urban Outfitters unique.

To better serve its creative, independent, technology-savvy target market, the urbanoutfitters.com team enlisted the e-commerce expertise of Allurent to explore ways to innovate the user experience while maintaining the clean, slightly irreverent aesthetic of the site. With Adobe Flex underlying its core products and customized client solutions, the shopping experts at Allurent transformed the Urban Outfitters online shopping experience with an innovative pageless checkout solution that customers can engage with using the free Adobe Flash® Player.

Redefining the checkout process

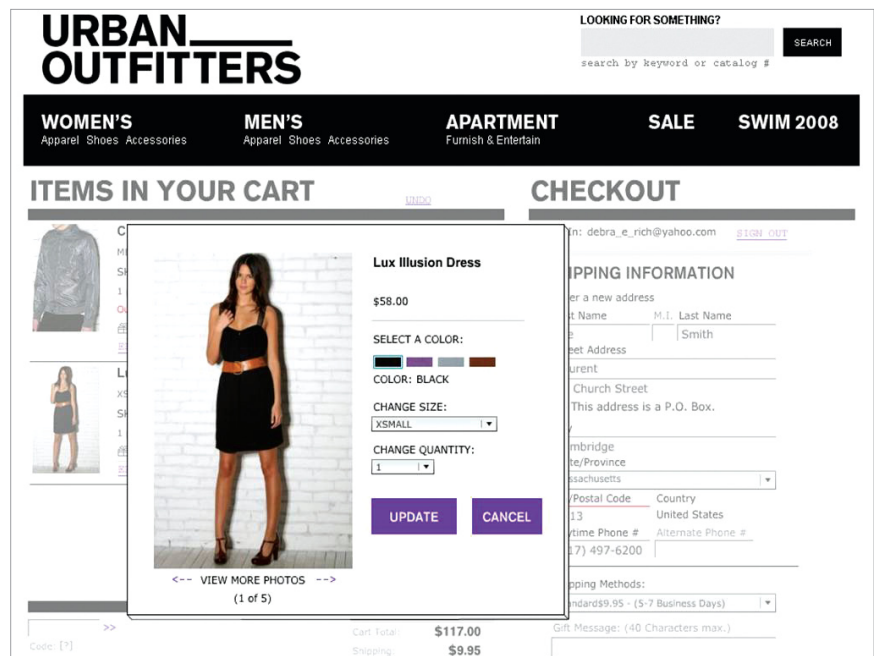
Victoria Glickman Hodgkins, vice president of marketing at Allurent, notes that cart abandonment has always been a pervasive problem in online retail. Checking out, people lose information going forward and backward in the browser, get stymied by required fields, and are frustrated with the presence of irrelevant options. “Traditionally, it’s been very difficult to change your mind during an HTML checkout process,” says Hodgkins.

No longer. Flex enabled Allurent to break the linear paradigm of checkout into an elegant, single-page interface where customers can see everything in their cart and move seamlessly and quickly through the purchase process. Allurent accomplished this goal for Urban Outfitters by customizing one of its proprietary out-of-the-box Flex e-commerce solutions to provide a fully branded and hugely successful solution.

The groundbreaking checkout implementation achieved rapid ROI by reaching project breakeven in a matter of days. “Imagine flipping the switch and seeing an immediate surge in cart conversions. That’s what happened when Urban Outfitters turned on its Allurent checkout system built in Adobe Flex,” says Hodgkins. Since implementation, the new Urban Outfitters checkout solution has garnered a 19% increase in checkout conversion rates over the company’s HTML version of checkout.

An astounding 80% of Urban Outfitters’ customers agree that the new checkout is better than other websites they use. “We are pleased to see such strong customer satisfaction with our new checkout built by Allurent,” says Dmitri Siegel, managing director of Urban Direct. “Customer experience has always been a central focus of our business, and a more satisfying checkout process has a direct bottom line impact. Breaking even on the project’s cost in such a short time is a major win for our team, but meeting our customers’ expectations is a higher and more satisfying bar to reach.”

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Accelerating time-to-market

Allurent’s designers worked closely with the Urban Outfitters team to interpret the site’s brand attributes and customize the new checkout’s look and feel so that it blends with the rest of the site. The new checkout experience, along with the Flex framework that supports it, is fully integrated with Urban Outfitters’ existing e-commerce infrastructure, which includes ATG for e-commerce, Coremetrics for analytics, and Adobe Scene7® for dynamic image processing.

“Working in Flex definitely accelerates time to market for us,” notes Doug McIver, senior director of product management at Allurent. The tight designer developer workflow in Adobe products enables teams of architects and interactive designers to rapidly add to Allurent’s line of core e-commerce products as well as cost-effectively deliver custom client engagements. “Our Flex expertise is a big advantage for organizations that might be considering building rich Internet applications (RIAs) in-house using Ajax, or anything else for that matter.” Flex gives the Allurent team fine-grained control over animations and transitions that have resulted in seamless user experiences time and time again. Ultimately, according to McIver, the pervasiveness of the Adobe Flash Player and the power of the Flex framework allow Allurent developers to efficiently deliver products that drive compelling e-commerce experiences.

Allurent’s core competency is founded on a deep understanding of the underpinnings of e-commerce. Its focus is user-centric, with a pointed focus on enabling users to accomplish tasks more easily and more pleasurably.

With consumer expectations about interaction dramatically on the rise, Urban Outfitters and Allurent have utilized Adobe Flex to complement the improved checkout process. Allurent’s “Snapshot” product detail panes and persistent drop-down mini cart are now live on UrbanOutfitters.com, providing a more intuitive interaction earlier in the shopping process. “Adobe Flex enables us to continually deliver cutting edge, loyalty-building experiences that retailers must have if they want to stay at the pinnacle of the highly-competitive e-commerce world,” says Hodgkins.



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