

MOZU SUCCESS STORY

BLUEFLY BEAUTIFIES DIGITAL PERFORMANCE

CHALLENGES

Like all ambitious and innovative brands, Bluefly recognized room for improvements to better serve its customers. They opted to confront them head-on and dramatically transform their customers' digital experience.

A slow, unreliable catalog and website publishing system diminished their ability to run daily operations, requiring hours of costly troubleshooting. Painful and tedious deployment processes and less than ideal code base hindered IT teams' ability to innovate. Bluefly was unable to upgrade their antiquated ATG platform due to its inflexible customizations and overall complexity.

Operational costs soared as Bluefly struggled with managing infrastructure and maintaining security standards through PCI compliance. Finally, a problematic mobile app required duplicate investments to generate content and leverage catalog data.

SOLUTION

Through Mozu's flexible and unified platform and a completely integrated content management system (CMS), Bluefly ensures that customers experience unforgettable shopping moments across mobile, desktop and mobile app. Bluefly customers see new products, changes to existing products, discounts and promotions instantly across the app and website due to Mozu's powerful merchandising tools, which eliminate the reliance on IT for storefront changes.

Mozu's mobile app for iOS and Android enables Bluefly to stay constantly connected to its customers using the same tools to update content on mobile, desktop and app. The Mozu platform also allows Bluefly to keep its customers engaged with the creation and scheduling of push notifications in the same tool – a task that was previously impossible.

Bluefly.



RESULTS

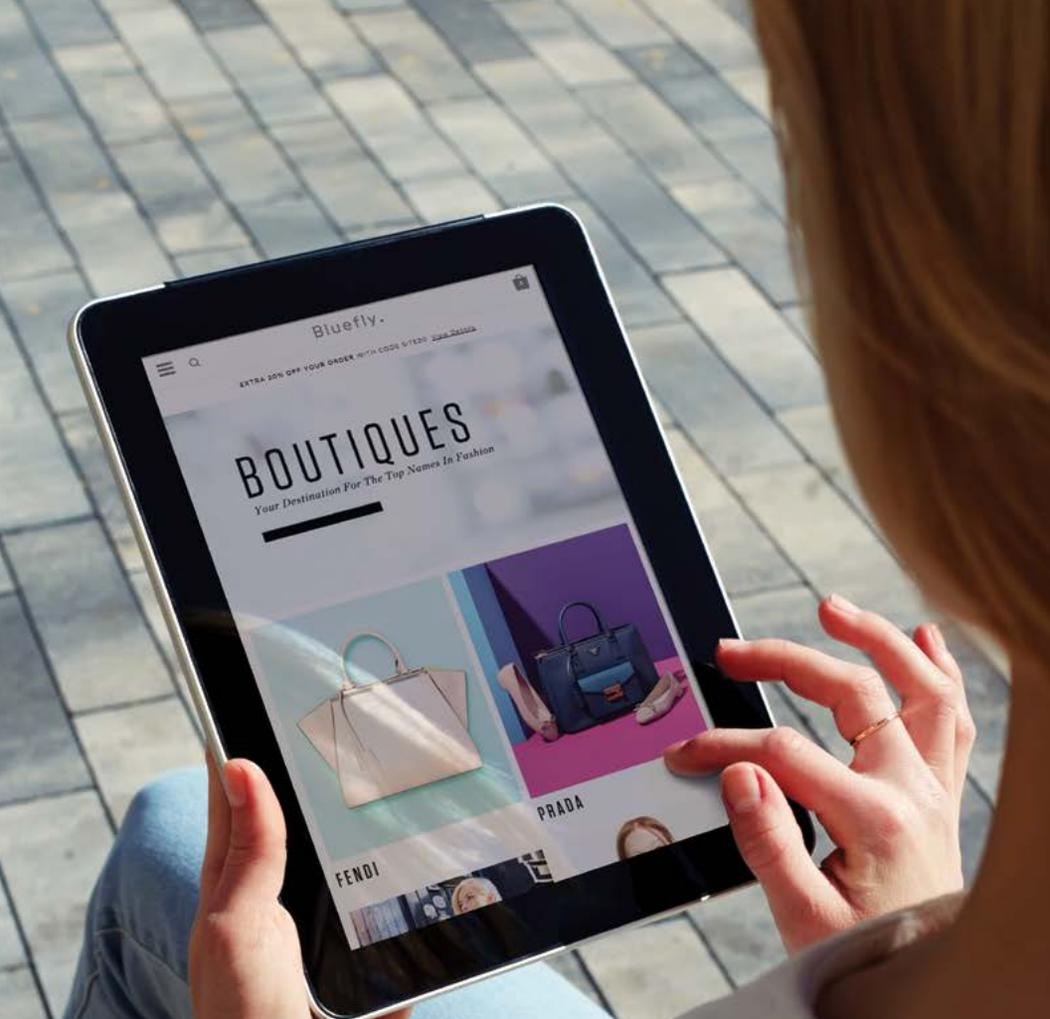
Bluefly's refreshed and simplified look, combined with enhanced content, improved search functionality and optimization for mobile devices, allows consumers to better interact with the site. Mozu's multi-tenant SaaS solution meets Bluefly's sophisticated integration and customization needs. With its best-in-class API and extensible platform, Mozu delivers a fulfilling consumer omnichannel experience for online shoppers from desktop to mobile device.

39% LIFT IN MOBILE CONVERSION

14% INCREASE IN MOBILE REVENUE

"Mozu helps us empower our customers and drive loyalty with a seamless Bluefly experience and access to the best designer brands and fashion trends. We believe Mozu is the commerce platform of the future."

Carly Rosenberg, President of Bluefly



Bluefly.

INDUSTRY: Fashion & Apparel

Bluefly is the largest online fashion destination offering access to over 2,500 brands. Founded in 1998, Bluefly was the first to break the barriers to high style – and today still lead the way with fashion that doesn't feel exclusive in price point or attitude, from trendsetters like Prada, Gucci and Vince to vintage Chanel. Find what you seek at Bluefly.

ON-TREND ECOMMERCE

CHALLENGES

- Unreliable and slow publishing system
- Tedious deployment process and less than ideal code base
- Inability to upgrade their antiquated ATG platform
- Duplicate investments required for mobile

SOLUTIONS

- Cost-efficient SaaS platform
- Consistent experience across mobile
- Empower eBusiness team to quickly update products, promotions and content

RESULTS

- 39% lift in mobile conversion
- 14% increase in mobile revenue
- Rebranded the site in just 6 days

Mozu is the only commerce platform that empowers **marketers and developers** to create memorable digital experiences that engage shoppers on their terms, on any device, and drive more sales today. Whether you're a retailer looking to free yourself from the hassles of managing a homegrown system or evolve beyond the limitations of a legacy platform, it's time for you to meet Mozu.

Experience Mozu today. Schedule a Custom Demo.

MOZU ENTERPRISE COMMERCE. SIMPLIFIED.