



deb

company profile

Deb Shops is challenging the boundaries of affordable fast fashion. Deb Shops sells clothing, footwear and accessories for the trendy junior and plus sized female customer. Deb Shops operates over 300 stores across the US.

product

BloomReach SNAP Mobile

business challenge

Deb Shops delivers value to their customers by offering a wide range of products specifically designed for young women that value the most trendy fashion and also good prices. Deb Shops' target audience is young women age 13-24 looking for regular and plus-sized fashionable clothing.

In Q2 of 2012, Deb Shops launched their first mobile website. "Recognizing that a significant and increasing percentage of our traffic was coming from mobile, we knew that we had to build a mobile site," commented David Cost, VP eCommerce & Digital Marketing at Deb Shops. "We looked at building a responsive design site but ultimately decided on the need for a dedicated optimized mobile site."

Deb Shops sees 50% or more of their traffic on some days come from mobile so in early 2013 they did another redesign of the site to focus on search technology. "We need her to find exactly what she wants in the time that she is engaging on our site, so we looked again at mobile and how we could continue to enhance that discovery experience," explained Cost.

solution

As Deb Shops was looking for ways to capture more market share and deliver a more search friendly mobile experience, it became clear that BloomReach was the best option. "Mobile experience is huge for Deb Shops. We have teens who are on their phones browsing our site constantly. Couple this with their need for immediacy and we knew that experience on mobile was almost as critical as merchandising and design. We believed that BloomReach was a partner who could fulfill on the mobile user experience promise," said Cost.

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- David Cost
VP eCommerce & Digital Marketing,
Deb Shops

65%

search users exploring products using Auto Suggest



20% uplift

**in revenue-per-visitor
for search users**

BloomReach SNAP Enhances Search and Discovery

The ultimate goal for Deb Shops was to improve mobile experience to help shoppers find what they want as quickly as possible and they view search as the primary vehicle for users to discover what they want as quickly as possible using multiple discovery pathways. Deb Shops leans heavily on engagement metrics to understand how their campaigns are moving the needle.

“In that 5-10 minutes that we have her – the more product that we can show her that she is interested in, the better the experience and the better the outcome,” commented Cost. For those users who know what they want, BloomReach SNAP’s **Auto Suggest** feature and **Predictive Results** help users find what they want faster. The **More Like This** feature and **What’s Hot** allow “her to find the things that appeal to her most and see the products that are most relevant.”

results

Since launching, the use of BloomReach’s core technologies on Deb Shops has increased as has corresponding revenue. Deb Shops has seen a **20% lift in revenue-per-visitor** (RPV) among users engaging with **Search** and **65%** of Deb Shops search users are exploring products using **Auto Suggest**.

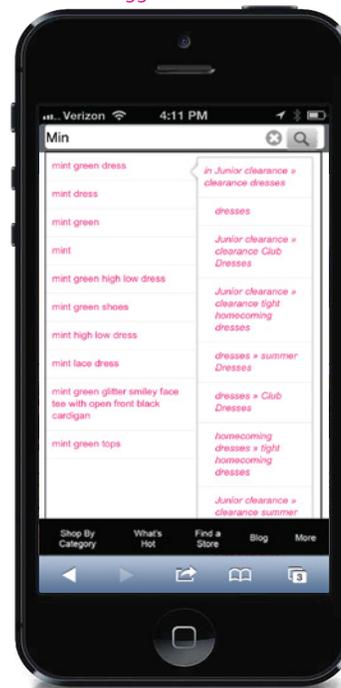
In addition, Deb Shops users seem to be buying and engaging more. RPV from **What’s Hot** is **170% greater** than non-trending users and **More Like This** users are spending **40% more time on the site**.

“BloomReach SNAP will revolutionize mobile experiences,” said Cost. “To think that our users can type 3 characters and find what they want or tap **More Like This** to focus their search on only those things that appeal to them is amazing. We need technologies that will help us reach our sales numbers and we believe that BloomReach SNAP will help us do just that.”

A Future With BloomReach

DebShops is now partnering with BloomReach on two of their big data applications, Organic Search and Mobile. “We have been happy with BloomReach and are looking forward to what is coming in the near future. They have tapped in to a real, perhaps unknown, need among marketers – creating relevance to drive revenue.”

Auto Suggest



What's Hot



BloomReach’s big data marketing applications drive revenue by consuming web wide and site data to interpret consumer demand and deliver relevant user experiences on any marketing channel.

bloomreach.com