



## Neiman Marcus brings what matters to mobile



Neiman Marcus

### COMPANY PROFILE

[neimanmarcus.com](http://neimanmarcus.com)

For over a century, The Neiman Marcus Group has served unique needs of the luxury market with apparel, accessories, beauty products and decorative wares for the home.

### APPLICATION

BloomReach Commerce Search

### IMPACT

125% lift in revenue-per-visitor for users using Trending. Initial users of the More Like This service generated 150% more revenue per visit.

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Jessica Boland

Director of Search & Site Optimization,  
Neiman Marcus

## Business Challenge

Neiman Marcus delivers value to its customers by offering access to fashion from the world's best designers and more importantly, by carefully curating these designers' offerings to create a distinctive product assortment. The company's overall strategy is to deliver a superior user experience that is driven by data on all of their channels – including online, in-store, and on a mobile device. Neiman Marcus has always used their internal data to create the most relevant and personal user experiences. Combined with analytics, Neiman Marcus strives to make informed decisions that optimize the customer experience each and every time they visit, enabling them to find what they are looking for faster and easier.

Beginning in 2012, Neiman Marcus' mobile traffic started rapidly increasing but, similar to most retailers, conversions were an issue. “With more and more customers having multiple devices, mobile was something that Neiman Marcus just could not ignore. We started to think about ways that we could improve our user experience onto mobile,” Jessica Boland, Director of Search & Site Optimization.

## Solution

### Choosing The Best Partner

“BloomReach's organic search product has been successful in helping us increase our search share of voice and acquire new customers; so when looking at how we might expand our mobile offering, BloomReach was a logical fit,” explained Boland. Neiman Marcus was the first pilot customer for BloomReach Mobile and the two companies worked closely to implement and launch the solution before the 2012 holiday season.

“Neiman Marcus is very particular about user experience and this was even more apparent when expanding into mobile; we know that mobile users are unique and can be expecting a different experience than our desktop users. So, we wanted to be sure that our mobile site spoke to those unique differences,” explained Boland.

## BloomReach Uses Big Data For Relevance

To build a relevant online user experience, Neiman Marcus was already leveraging the use of their own internal data. However, with their partnership with BloomReach, they were able to augment and add to their current data set, thereby further improving user experience. "With the use of data outside of Neiman Marcus, BloomReach understands our customers' intent in a way that we are just not easily able to do technologically. The data helps us align customers with the products that they want and helps us stay relevant to both current and brand new customers," said Boland.

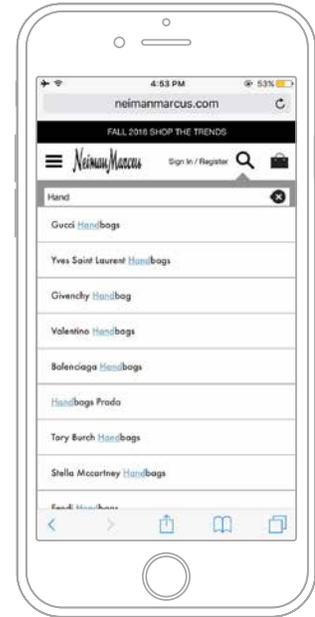
## Results

BloomReach helps Neiman Marcus customers discover what they want faster and easier while presenting an experience personalized from initial search suggestions through product selection through dynamic categories using both Neiman Marcus' and BloomReach's data. With BloomReach Commerce Search, Neiman Marcus' customers are able to easily search for and navigate to what they want and also explore products using Trending and More Like This (MLT). In addition, "BloomReach Commerce Search adds a personal touch by optimizing user experience by showing each user what they want based on their own unique behaviour. If I know that my mobile customer loves shoes, then I want to show her the best, most popular shoes. Commerce Search helps me do just that," commented Boland.

"BloomReach Commerce Search has helped us to create a more relevant experience for our mobile users," said Boland. For example, the initial users of the More Like This service generated 150% more revenue per visit than visitors who haven't yet discovered and used MLT. Based on that trend, Neiman plans to promote more visitor experimentation with MLT. Commerce Search's Trending service, which uses social media cues to show only the most popular products, has not only helped keep Neiman Marcus' mobile site content fresh, it has driven a 125% lift in revenue per visitor versus non Trending-users.

## Future Plans With BloomReach

"After two successful deployments with BloomReach and sustained success not just in the product but also in the service and the partnership as a whole, we have plans to continue to grow with BloomReach and utilize their products in an ongoing effort to deliver the most relevant experience to our customers as possible," said Boland.



Autosuggest for "hand"

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## ABOUT BLOOMREACH

The BloomReach Personalized Discovery Platform understands and matches your content to what people are seeking, across marketing channels and devices. BloomReach makes your content and products more discoverable with applications for organic search and digital marketing, site search and content marketing and merchandising.

Learn more:  
[bloomreach.com](http://bloomreach.com)