



# **Merchandising For Conversion**

## **Intermediate Level**

**Moderator: Wendy Dawson, Retail & e-Commerce Consultant, FedEx**

**Panel:** Sarah Veit, Director of Marketing, Bare Escentuals  
Kevin Ertell, VP of E-Business, Borders  
Ed Foy, CEO, eFashionSolutions.com  
Susan Gelingher, Divisional Internet Manager, JCPenney

**Mandalay Bay Resort & Casino | Las Vegas, NV**



## Agenda

- Introductions
- Texas A&M Best Practices & Research
- Online Shopping Experience Dimensions:
  - Browsing (*Merchandising*)
  - Purchase (*Checkout*)
  - After-Purchase (*Order Fulfillment>Returns*)
- Key Takeaways
- Q&A

# Texas A&M Research

- **Mystery Shopping**

- Online buying experience with 40 retailers in categories of apparel, books/music, electronics, and mass merchants
- Offer multiple choices for customers
- Multi-channel integration key

- **Primary Research**

- Most important factors to online shoppers surveyed centered around price, security, shipping incentives, ease of checkout, and ease of returns
- Loyalty programs encouraged repeat purchases

# Merchandising



- **Product Display**
  - **Bare Escentuals**
    - Flexible information for various types of customers
    - Focus on cross-promotions
  - **JCPenney**
    - Spring test utilizing enhanced copy and Knowledge Assistants
    - Tools utilized and results selecting fall programs

# Merchandising

- **Promotions**

- **eFashionSolutions.com**

- Balance between promotions and gross margin
    - Promotion types: key items, web exclusives, and trend presentations
    - Promotion channels: affiliate, keyword paid or natural, and email
    - Promotion measurement important

- **Borders**

- Online promotions to drive traffic in-store



# Checkout



- **eFashionSolutions.com**
  - Checkout is not just for members
  - Cross selling opportunities
  - Full visibility of pricing and promotions in cart
  - Help every step of the way
  - Resulted in dramatically reduced cart abandonment and increased conversion rates



# Post-Purchase

- **Order Fulfillment**
  - **JCPenney**
    - Ship to store success
  - **eFashionSolutions.com**
    - Marketing packaging inserts
    - Invest in process
    - Good experiences generates viral marketing and increases customer retention



# Post-Purchase

- **Returns**
  - **JCPenney**
    - Test of ease of returns to store
  - **eFashionSolutions.com**
    - Just as important as an outbound order and an opportunity to impress a customer
  - **Borders**
    - Customer satisfaction score improvements at TowerRecords.com related to quickly accepting and crediting returns







# Key Takeaways



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# Audience Q&A