



THE FORUM FOR RETAIL BRANDS

WHAT'S NEW? WHAT'S NOW? WHAT'S NEXT?



cohereOne

Kalio™

J.SCHMID

SHINE
STRATEGY



THE FORUM FOR RETAIL BRANDS

WHAT'S NEW? WHAT'S NOW? WHAT'S NEXT?



Moderated by:

CINDY MARSHALL

Founder & CEO
SHINE Strategy

cohereOne

Kalio™

J.SCHMID

SHINE
STRATEGY





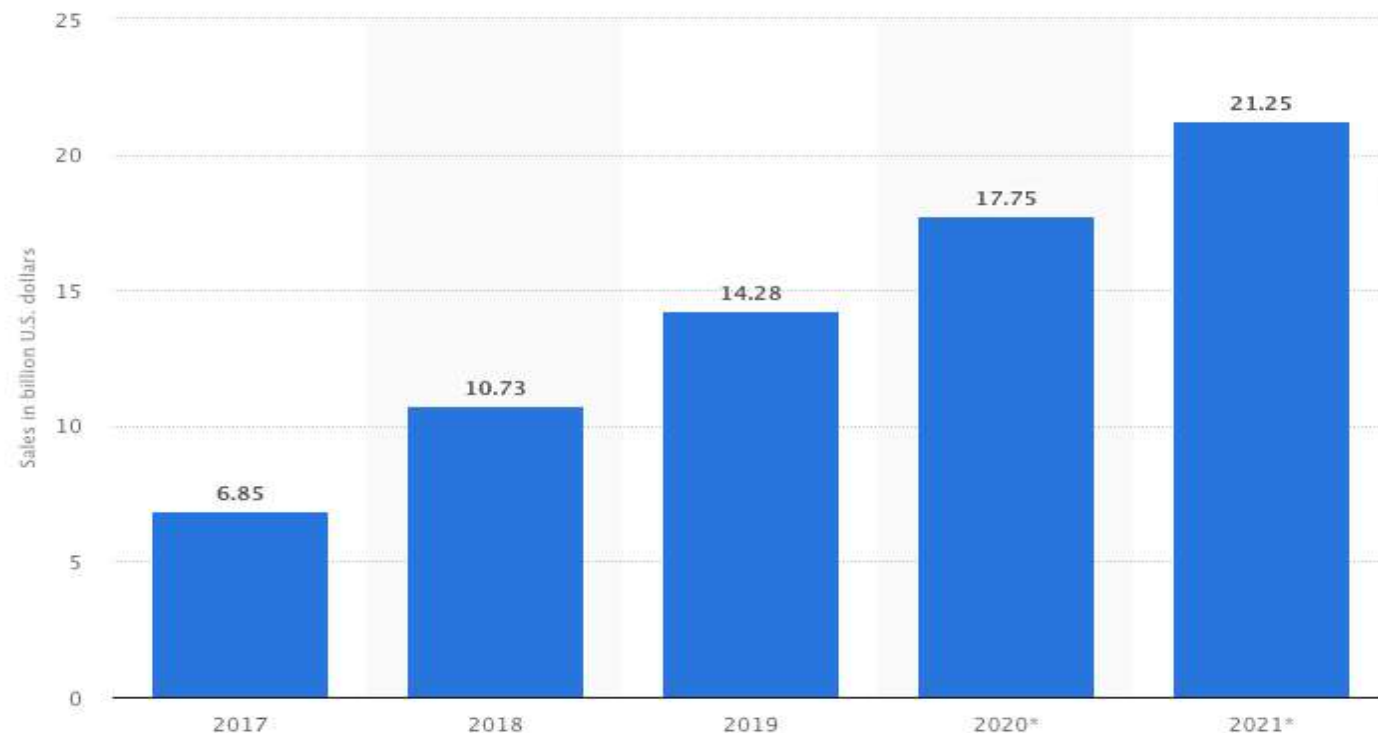
SHINE Trend #1

Unprecedented Times = Lack of Predictability



SHINE Trend #2

Global Pandemic = Massive Shift in Consumer Behavior with “The Digital Explosion”



© Statista 2021

Statista 2021:

D2C is rapidly on the rise, with **D2C ecommerce sales** in the US surging from \$6.85B in 2017 to a **projected \$21.25B in 2021 (3X increase)**

SHINE Trend #3

Consumer Shake Up = Frictionless Shopping

Contactless payment rises to the top!

- **BOPIS grew 259% year-over-year by August 2020** (vs. 35% historically)
- **79%** of shoppers say that contactless store pickup is very important to them
- **80%** of shoppers expect to increase their use of BOPIS & curbside pickup through March 2021



Sources: Adobe & Incisiv

SHINE Trend #4

Pace of Technology = Consumer Expectations Rise

Consumers are RAISING THE BAR and adapting quickly to new technology

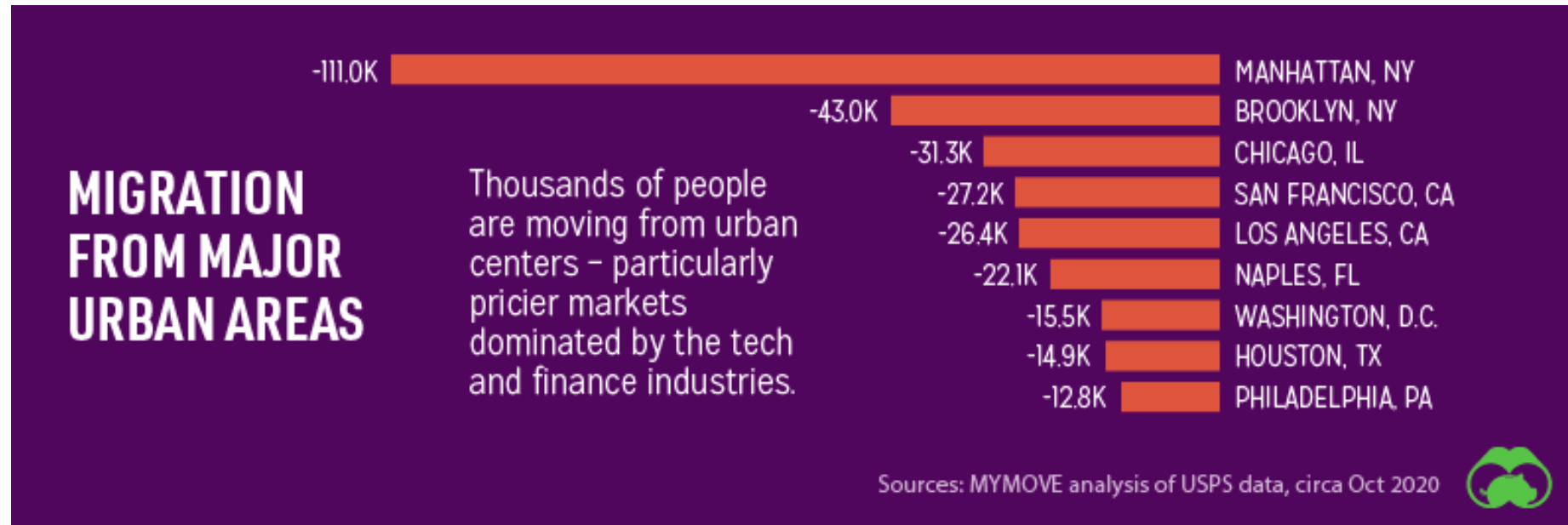
- They expect personalized and relevant experiences
- Artificial Intelligence is NOW with data driven decisions and automation



SHINE Trend #5

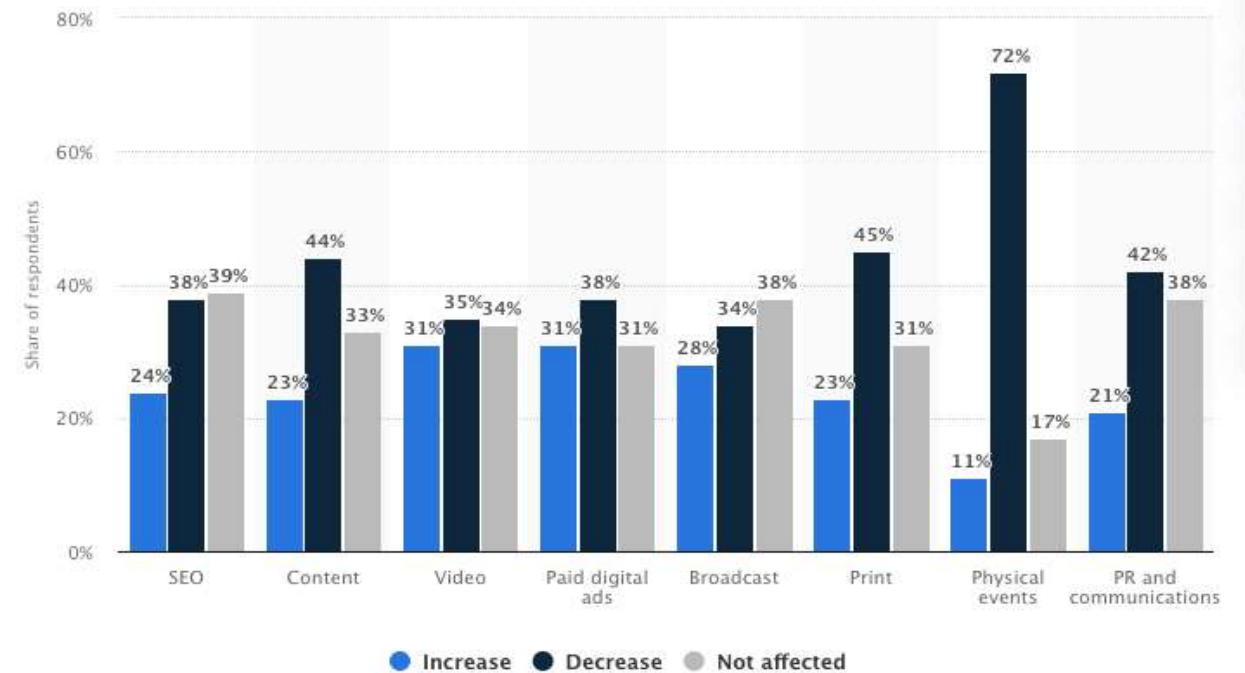
Flexible Workspace = New Office Economy

- Office life has radically shifted to working from home = the new normal
- The Economic impact is huge – global commercial property investment volume fell by [48%](#) in Q3
- Plus, people are on the move...



What does this mean for us?

- Increased data driven automation to elevate customer experiences
- Accuracy of identification by reaching individuals and not cookies
- Products shifting to casual workwear, home comfort and DIY
- New payment methods and expanded shopping options
- Shifts in marketing budgets...direct mail is down but far from out





THE FORUM FOR RETAIL BRANDS

BREAKTHROUGH CREATIVE FOR TODAY'S MODERN BRANDS



BRENT NIEMUTH

President & Partner
J.SCHMID

J.SCHMID

THE CONSUMER MINDSET HAS CHANGED.



BUT EXACTLY WHAT HAS CHANGED?

WE'RE ALL SEEKING MORE MEANINGFUL THINGS.

THINGS THAT BRING US PLEASURE OR JOY.

THINGS THAT ARE USEFUL.

THINGS THAT ADD VALUE TO OUR LIVES.

**IS YOUR CREATIVE MESSAGING ADAPTING
TO THESE CHANGES?**

YOUR CREATIVE HAS 3 OBLIGATIONS:

DISRUPT. DELIGHT. DRIVE.

YOUR CREATIVE HAS 3 OBLIGATIONS:

DISRUPT. DELIGHT. DRIVE.

STORYTELLING

THE POWER OF STORYTELLING:

- **MORE MEMORABLE** (retain 70% from stories vs. 10% from statistics)
- **HIGHER EMOTIONAL ENGAGEMENT**
- **WE USE FEELINGS INSTEAD OF FACTS WHEN EVALUATING**

HOW TO USE STORYTELLING TECHNIQUES

(JUST LIKE SHAKESPEARE AND SPIELBERG)

WHICH ARCHETYPE ARE YOU?



CLASSIC STORYTELLING ELEMENTS:

- 1) CHARACTERS**
- 2) SETTING**
- 3) CONFLICT**
- 4) SOLUTION**



CHARACTERS /

WHO IS THE HERO OF YOUR STORY?

YOUR FOUNDER? (Steve Jobs, Elon Musk, Richard Branson)

YOUR EMPLOYEES? (Starbucks, Southwest)

YOUR CUSTOMERS? (Lululemon, Harley-Davidson)



stio[®]

LOCALS WE LOVE

Building Purpose With Your Pup

Clifton, Montana

Chris Williams, 35, is a former competitive triathlete who now works at Run Your Pack, the training & running shop. Through his work, Chris helps other triathletes and runners build purpose and joy.

"I discovered the way to train was different when I started triathlon. Running was always my thing, but I discovered that I was actually a triathlete. I was always the best runner of the dog, but I discovered that I was actually a triathlete and trying to keep up with it is a different world."

What does running to you mean?

"This Is The Greatest Shirt Ever Made."

SKI Magazine

Eddy Shirt L5

Our soft-handled, lightweight tech shirt is made for wind, sun and sunburn. Constructed with Corluxe™, a hybrid/poly blend with a water-resistant finish, it offers mechanical stretch and a UPF 50+ sun protection rating.

Colors: | Black/Pink, Navy/Pink, Pink/Green, Pink/Lime, Blue/Pink | S-XL | 100% cotton | \$45

Run Your Pack



Pinion Down Sweater

Colors: | Charcoal, Navy, Burgundy

Black | 11.99 | 12.99 | 13.99 | 14.99



Chris Williams gives his dogs, Oskar and Lancel, some love after a long day of work on the training grounds at Run Your Pack in Clifton, Montana. // Shannon Carr

All-Terrain Apparel

where outdoor tech meets everyday activewear

"This performance polo proves that hiking apparel can transition from trailhead to coffee shop."

As featured in: "What To Wear On The Trail"

— MENS JOURNAL



Divide Polo
Intrigue Blue Stripe

Divide Hooded Pullover
Sunflower Heather

Divide Polo
Monument Heather

Divide Pocket Tee
Choke Cherry Red Stripe

Divide Tee LS
Ranger Green

Divide Polo | 24inches | Intrigue Blue Stripe, Choke Cherry Red Stripe, Monument Heather, Tap Shoe Heather, Maritime Blue, Alpine Lake Heather, Ranger Green, Marble Red Heather | S-XXL | 4 oz. | 2168 | \$69

Divide Hooded Pullover | 24inches | Sunflower Heather, Maritime Blue, Alpine Lake Heather, Ranger Green, Tap Shoe Heather | S-XXL | 4 oz. | 2278 | \$89

Divide Pocket Tee | 24inches | Choke Cherry Red Stripe, Intrigue Blue Stripe, Alpine Lake Heather, Monument Heather | S-XL | 4432 | \$59

Divide Tee LS | 24inches | Ranger Green, Sunflower Heather, Intrigue Blue Heather, Monument Heather, Tap Shoe Heather | S-XXL | 5 oz. | 2163 | \$89



David Rado, Ignacia Hernandez and Jenny Leigh share a laugh (and moment) back the weekend on a floating trip in New Mexico. Check out [Black & Veil](#)



Through The Breaks

Jason Capone was first shown the art of boat building at a young age. Through the years, he has honed his skill to a point where he now runs a business designing and building custom river dories. Jason says, "As a boat builder, you're really just sort of a caretaker of an idea that came before."

Visit [fwd.com](#) to learn more.

Photo: [unreadable]



FALL FLANNELS Crafted To Perfection

Junction® Flannel: Timeless and heavy. A double-breasted flannel with Western flap chest pockets, and incredible softness and warmth for fall chills and winter storms. Twenty Heather, Basalt Flaid, Midnight Flaid, Walnut Flaid. H & M | S-XXXL | 2024 | \$109



Mixer® Flannel: Classic, yet cool. A brushed cotton flannel with drop-in chest pockets that's stylish enough for weekdays and weekends.

Midnight Lagoon, Cokoper Blue Flaid, Honey Pine Flaid, Sweet Root Flaid, Castlenick | S-XXXL | H & M | 2027 | \$109

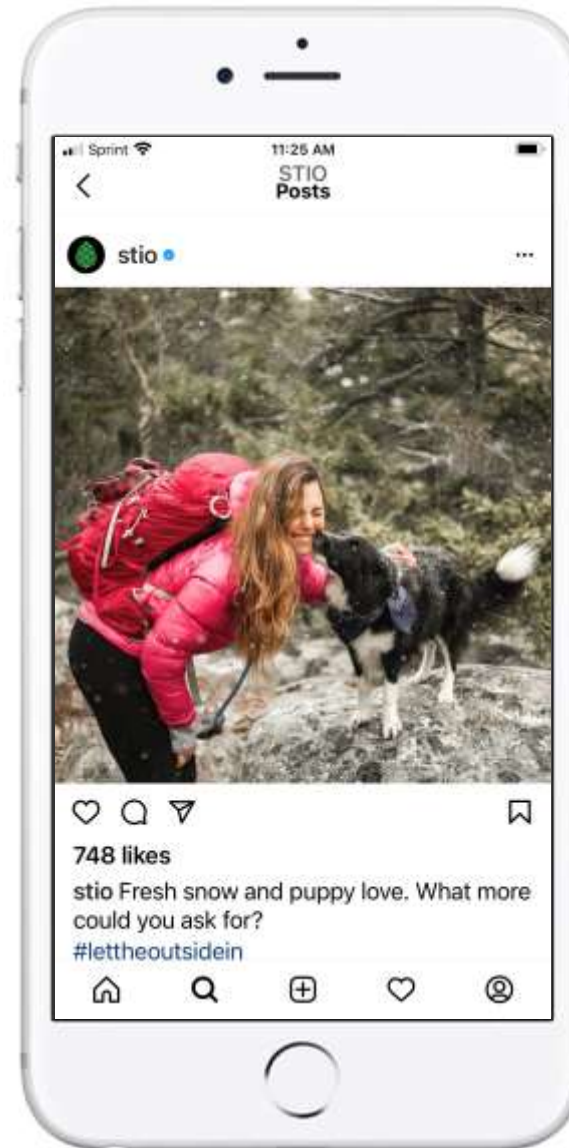
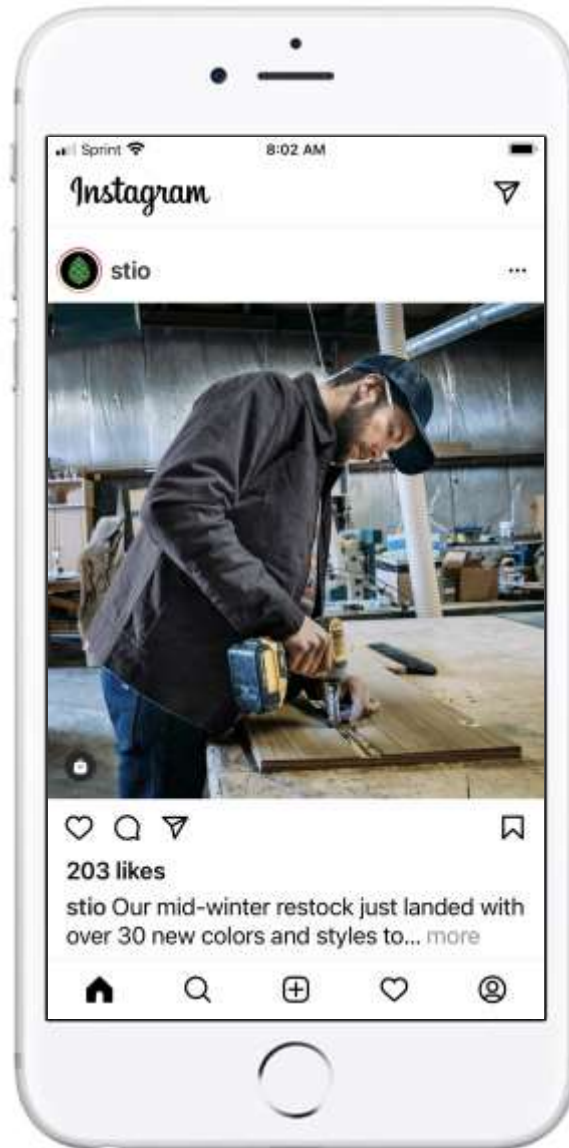


Hayden® Shirt: Pearl shape with performance. A mid-weight cotton-jersey blend that is equipped for fall mountain bike rides and backpack backcountry.

Moss Flaid, Basalt Flaid, Deep Current Flaid, Caribou Flaid | S-XXXL | H & M | 2025 | \$109



Junction Flannel: Twenty Heather, Basalt Flaid, Mixer Flannel: Midnight Lagoon, Hayden Shirt: Moss Flaid



ALLEN EDMONDS

PORT WASHINGTON

ARTISANS OF FREEDOM

In 1765, colonists in Boston staged the first act of defiance against the British government at the Liberty Tree. The famous elm tree became a rallying point and a symbol for the American Revolution.

Today, we leverage this symbol for the Artisans of Freedom, an inspired community of AMERICAN CRAFTSMEN curated by Allen Edmonds. The products they create are grounded in ingenious design with cultural depth, activated by imagination, and made emotionally affirming by the touch of craftwork.

Learn more at AllenEdmonds.com/collaborations

At Allen Edmonds, we fully understand the value that a true artisan brings to a product. To assure the future of American craftspeople, we've made it part of our mission to donate annually to the FASHION SCHOLARSHIP FUND, which is the premier educational bursary non-profit in the United States.

52 AllenEdmonds.com 1-800-235-2348

Distilling the art of American craftsmanship

Master Distiller Colin Spoelman is the co-founder of Kings County Distillery, the oldest and largest distillery in New York City. A purveyor of fine spirits, he is a kindred spirit to Allen Edmonds. Handcrafted, meticulous, inventive, refined. Accurate descriptors for the finest whiskey. And the finest shoes.

Learn the story of Master Distiller Colin Spoelman at kingscountydilillery.com



1985 The Strandmak
Cap-Toe Oxford
Cognac Tumbled \$245

48 AllenEdmonds.com 1-800-235-0348



THE STRANDMOK CAP-TOE OXFORD \$345

With a relaxed look and lightweight construction, it's our classic dress cap-toe reimagined for the modern man.

Colors, left to right:



9886 Black, 9890 Black Tumbled, 4097 Brown,
5601 Brown Tumbled, 5552 Cognac Tumbled shown

PAIR WITH

Radcliff Avenue Belt: \$88
17506 Brown, 17507 Dark Brown, 17508 Black

Learn the story of Master Distiller Colin Spoelman at kingscountystillery.com



10446 Deep Rectangle Frame Reader, Brown \$120
10446 Tartan and Camo Print Scarf \$125
10461 Freedom Checkered Blazer, Wool Blend, Grey/Brown \$695
104104 Walker Straight Leg Jean, Dark Rinse \$195
5552 Strandmok Cap-Toe Oxford, Cognac Tumbled \$345
Shop at AllenEdmonds.com

Kings County Distillery,
Brooklyn, New York

FWD

SETTING /

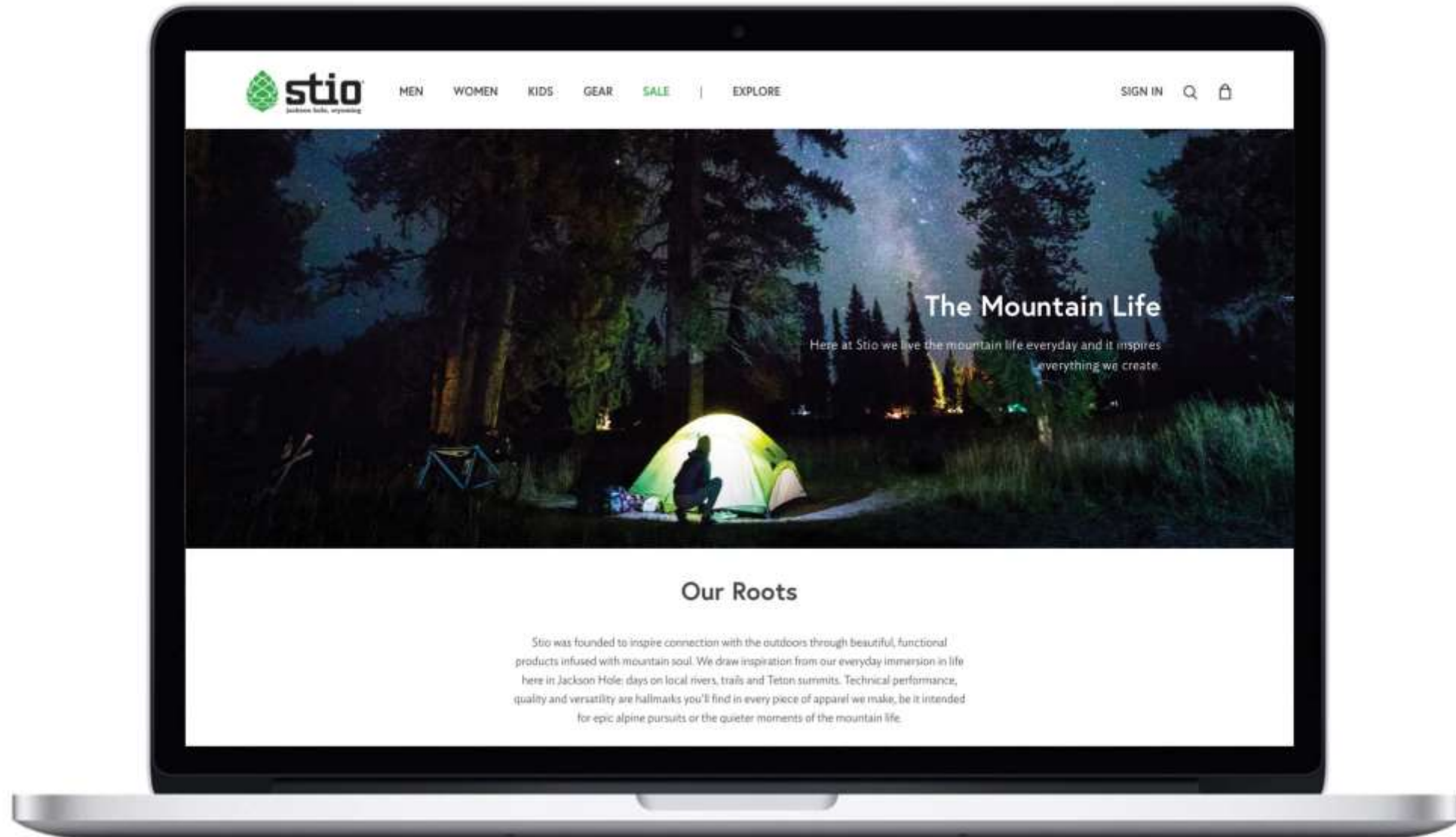
WHERE DOES YOUR STORY TAKE PLACE?

IN THE OUTDOORS?

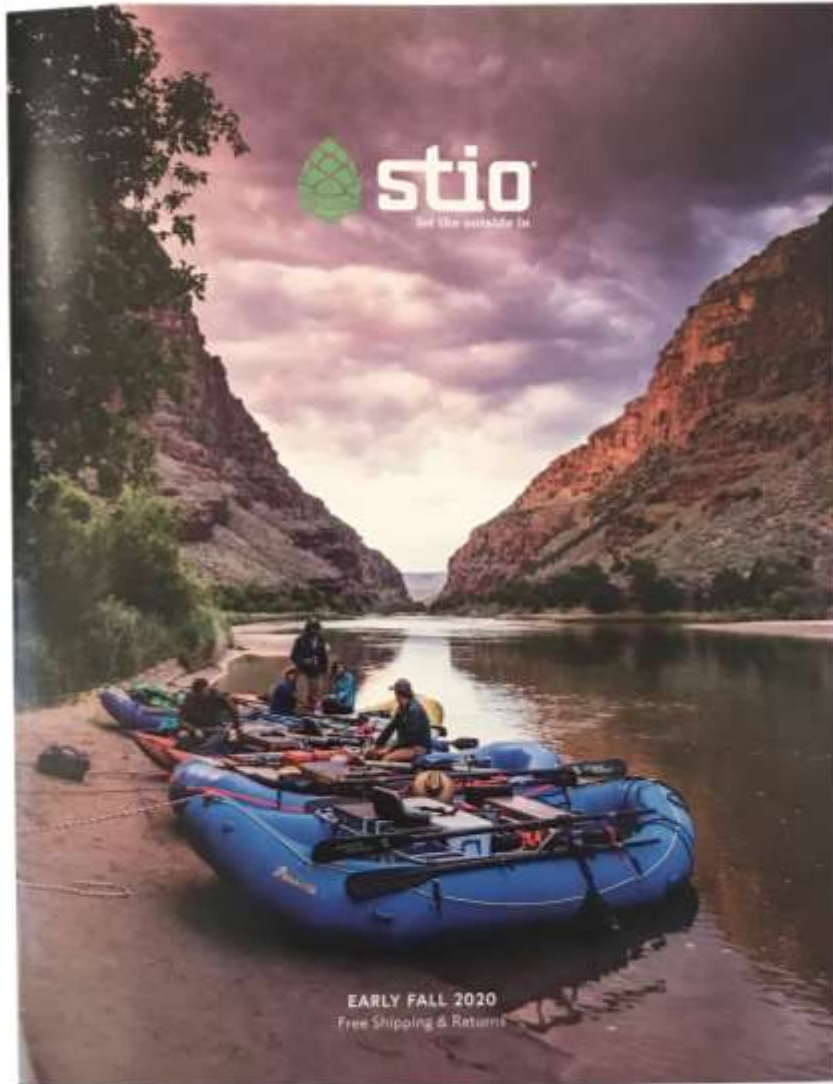
AT HOME?

IN THE KITCHEN?

IN A CERTAIN CITY?







THE ART OF THE LINE

WINTER 2020

For decades the Tetons have been a proving ground for skiers and riders. From the first descent of the Grand and the very first turn in the ski-country revolution, our range has been home to visionaries at the forefront. In Jackson, our local heroes sparked change in the sport by the style they forged and the lines they left behind. The rugged terrain and hard vertical that inspired them is what drew all of us — including our founder — to these legendary mountains. Famous for powerful storms, aesthetic lines and wild ski culture.

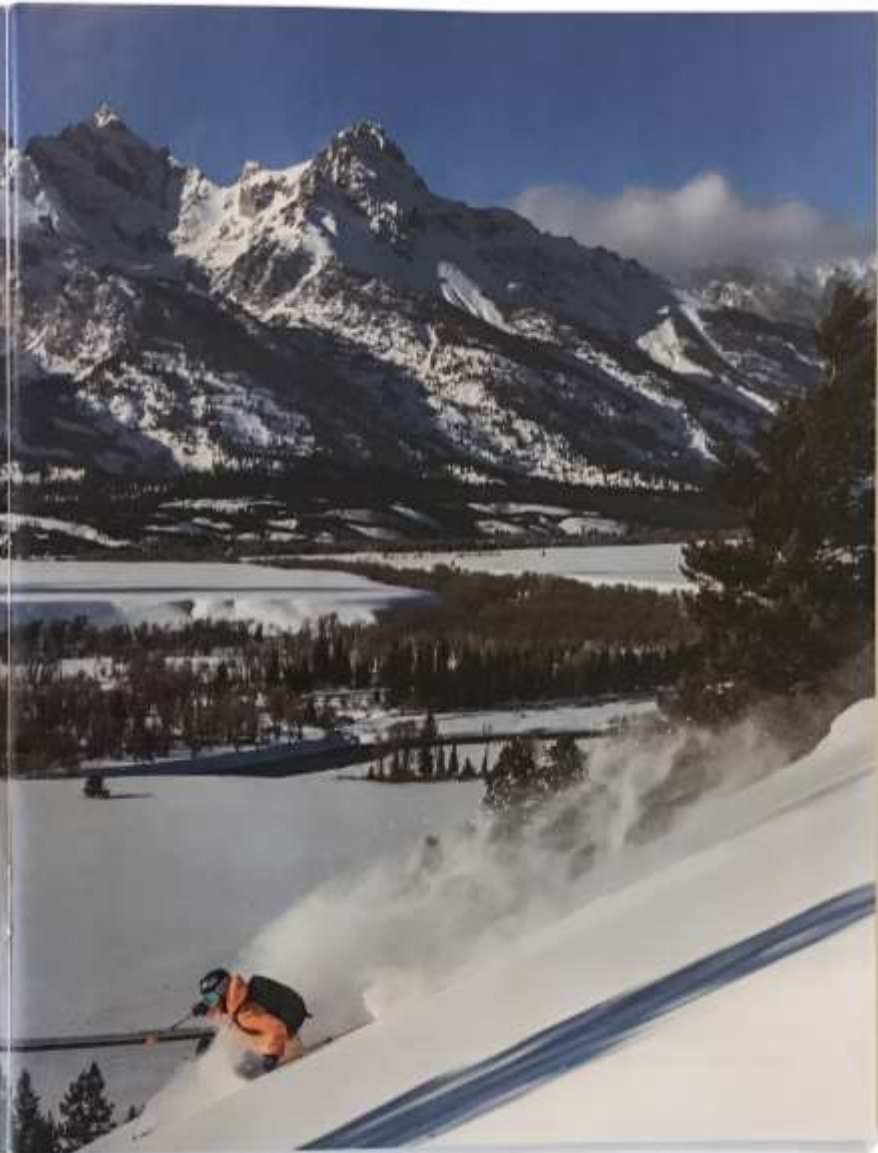
This hometown heritage is why, at STiO, we're skiers at heart. On deep days you will find us in the mountains, not only putting our own

gear to the test, but also witnessing evolution at every turn. So it was only natural for us to take up the challenge of building a powder big mountain collection by harnessing the latest in performance of the best GORE-TEX fabrics. What we have created is a tight line you only equipped to thrive in the extreme environment of the Tetons, but one that also honors our roots by executing a never-with style. The result is freeriding big mountain gear to inspire your own big days and dreamy turns.



VISIT STIO.COM/WINTER2020 TO LEARN MORE ABOUT OUR NEW ON MOUNTAIN STYLES.

Mua Maize descends a pristine powder field in the Tetonians of Jackson, Wyoming. © Stephen Melody





A. Targus Planet 960 Zip | Top Stone Heather | 8 oz. | 200g | \$60 | B. Pison Down Vest | Mullberry | 9 oz. | 200g | \$180 | C. Maine Beanie | Dark Olive 42-44 | \$20 | D. Reynier Jacket | Moss Pine (even above) | 18 oz. | 240g | \$200 | E. Eddy Skirt LS | Larkspur Blue Plaid | 8 oz. | 200g | 200g | \$20 | F. Reynier Pant | Moss Pine | 18 oz. | 240g | \$240 | G. Ferret Insulated Knicker | Cherry Dunes | 11 oz. | 300g | 200g | 240g | \$100 | H. Branded Cox Glove with Cuff | Tan | 8-10 | 400g | \$20 | I. AR Mountain Ski Sock | Director Blue | S/M-L/XL | 440g | \$24 | J. Basin XT Duffel 55L | Mountain Shadow | 90L | 2000g | \$100

The Alpine Approach

Whether an extended ski trip or just a weekend in the backcountry, our Reynier Kn proved for its lightweight, packable protection and impressive breathability delivers for as much comfort as your legs and lungs can take when seeking, warming and stopping field backcountry lines.

Kube Beanie

Weight | 100g | 200g | \$10



FOUNDATIONS OF BACKCOUNTRY TOURING

In partnership with American Avalanche Institute, Sno is excited to present a new video series about necessary skills, knowledge and considerations to make when venturing into the backcountry. Join us starting in October for weekly episodes.

Visit Sno.com/blog to learn more.

Jeremy Lutz climbs through the rocks to the top of a high tree in the backcountry outside of Ketchikan, Maine. // Mark Tabor



Shane Van Heusen visits the banks for a place to fish on the Snake River outside of Driggs, Idaho. © Brady Haran

Winter Range

Winter in the Tetons means days that range from crisp and clear to bitter, bright, freezing cold. Single digits to subzero, we layer for the season with a relaxed attitude that prioritizes warmth, comfort and durability — even for our work, town and cabin days.

Rivet® Cord Pant

Waxed | 100% Cotton | Nylon Cord, Mulberry, Simpson, Nigger | 30-40, Short, Regular, Long
Inseam Available | 100% | 2020 | \$109

Handscrabble™ Jacket

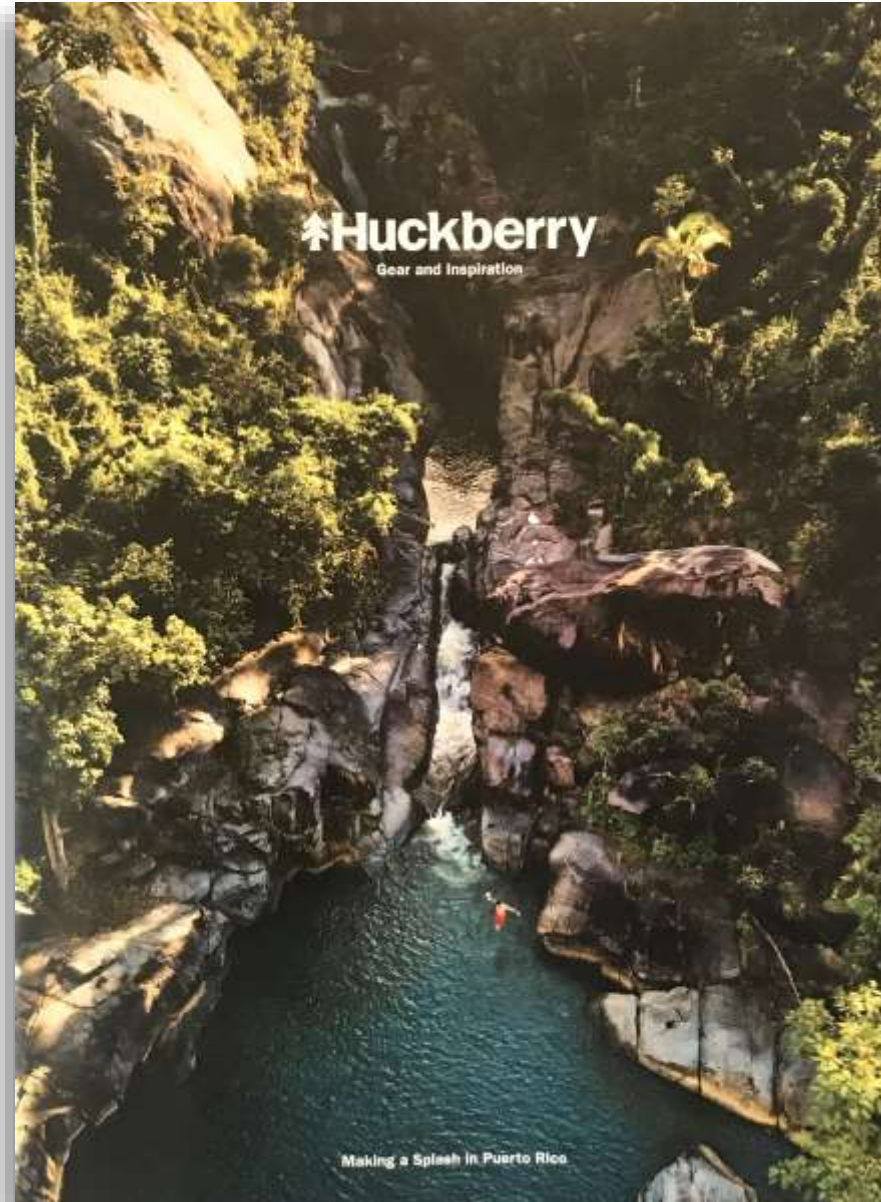
Mulberry, Beak, Moss Pine | 30-40, 16-20 | 2020 | \$109

Junction® Flannel Shirt

Woolly Flax, Tawny Heather, Marbled Flax, Beak Flax | 17-20, 30-40 | 2020 | \$109



Rivet Cord Taper Pant | Handscrabble Jacket - Mulberry | Junction Flannel (Shane Van Heusen Pant)



↑Huckberry
Gear and Inspiration

Making a Splash in Puerto Rico

Huckberry

Making a Splash in Puerto Rico

Beyond the palm trees and beaches, discover a few of the people and places shaping the future of the island

You've seen the headlines. Devastation descended on the island of Puerto Rico with the back-to-back hurricanes of Irma and Maria. Before that, news of mind-boggling government debt and an injured economy. Here in these pages, we have something else entirely. Some of my most treasured memories took place on this island. As a child, I ran like the wind through the lush, green mountain town where nearly every resident is a member of my family. What struck me as I followed the news in Puerto Rico from the comfort of the States was the absence of the island's vitality, vibrance, and humanity in the media's coverage. Nearly two years since Maria, many people stateside have expressed confusion on whether the island is ready for travelers. So as we brainstormed locations for this catalog, the jaw-dropping natural splendor and the generosity and strength of Puerto

Rico's residents echoed in my mind. We chose Puerto Rico as the proving ground for our summer gear—not just to show the world, yes, you can visit—but to highlight a few of the faces and places that make this island so resilient. There's a different flavor of paradise here for every traveler's interest—serene screensaver-like beaches, a food and beverage identity all its own, adrenaline-pumping outdoor recreation. Through our adventure around Puerto Rico and conversations with a local climber and disaster relief responder (pg. 50), the founder of a homegrown cocktail empire (pg. 50), and a surf-obsessed chef (pg. 51), we hope these pages offer a look beyond the dreary headlines and into what makes this island one of the richest places on earth, no matter what comes its way.

Luis Angel Cancel, Huckberry Managing Editor

FREE SHIPPING \$75+, FREE RETURNS, BEST PRICE GUARANTEED

Founded in 2011 by two old friends in their late 20s, Huckberry is a lifestyle brand that delivers the latest in outdoor gear, apparel, and accessories. We deliver the best prices on the lowest quality, sustainable, and a hell of a lot of fun outdoor gear. (It's pretty much the only place to order, that's for sure.)

Learn more about our shipping, returns, and Best Price Guarantee policies at huckberry.com

The Art of Sustainability

Free Shipping & Free Returns

Levi wearing:

Garrett Leight Co. Brooks 47 Sunglasses
in Classic Brown Tortoise/Semi Flat Pant Coffee
\$340

Huckberry Brand 55 Rev Print Coast Shirt
in Red Retro
\$140

Wellen Organic Jeans
in Stretchwash
\$68

SeaVees Magnum Legend Sneaker
in Red Floral - also available in Black Floral
\$88

Chico el Hippie
Río Manzanares

Josh Povey (@joshpovey) is a Hackberry Ambassador, photographer and podcast host based in Denver, CO. As the son of Puerto Rican and Cuban parents, he grew up visiting Puerto Rico but, thanks to the relentless hustle of freelance life, hadn't returned to the island for years. Eager to show Josh what he's been missing, we tapped him to tag along on our rain-soaked voyage. First stop: a locale only swimming hole inside the only tropical rain forest in the United States: National Forest System.

Josh wearing

Flint and Tinder Breaker Trunks

In Red - more colors available online

\$68

PanTropic Explorer Hat

In Dark Natural w/ Chestnut

\$120

Suit Yourself

Every pair in our round-up of the season's best swim trunks combines adventure-ready utility with a long overdue dose of style.

Shown (from above, top to bottom):

Flint and Tinder Vintage Boardshorts - Sun/Charcoal \$78

Free My Mexico Short - Heather Teal \$49

Flint and Tinder Brothers Saville Workshorts - Mid Blue \$88

Flint and Tinder Visitor Boardshort - Camel \$55

Flint and Tinder Beach Trunk - Polka Dot \$98

Flint and Tinder Sandal - Teal \$100

Shop all swim patterns and styles at

Hackberry.com/swim

Free Shipping & Free Returns



"¡Pare, Pare, Señor!"

We have searched our duck canvas and full grain leather catalogs, this time from WP Standard Canvas Travel Bag. We searched the perfect setting to shoot this bag, we found it in a place that is, well, this man drove by in a vintage Mustang. We chased him down and Jorge was happy to oblige. He was even kind enough to take a few of our clothing catalog for a test drive. Safe to say, an automatic car collector, he was an eye for timeless design.

Shown on this page:

WP Standard Canvas Travel Bag
 In Natural \$285

Wallan Hamp Polo
 In Whitecap Grey \$285

Panoramic Panama Player Hat
 In Dark Natural \$144

CONFLICT / SOLUTION

↑Huckberry

Only 8 Days
'Til Christmas

Last chance to get your order in time

HOLIDAY DELIVERY ENDS SOON

OUR 5
Bestselling Gifts
Of All Time

Our Top 5

(WELL, TECHNICALLY YOUR TOP 5)

1

Flannel-Lined Waxed Trucker

"This jacket is amazing. It's the perfect balance between durability, comfort, and style."

Andrew M.



1000+ 5-Star Reviews



9 PIECES 3 LOOKS

Our stylist, Laura, shares her tips on how to get more mileage out of your closet.



02
CEE
"Sometimes, more is more. Don't be afraid to throw on a jacket over a cozy vest."



"Post-gym, throw on a pair of slouchy joggers over your tights."



03
FG
"Experiment with textures and prints!"



- A Reebok Hero Racer Shredded Punk Bra 2.0 \$35
S93803 XS-XL
- B Cardio Mesh Tee \$35
AY0879 XS-XL
- C Quik Cotton Vest \$75
S93727 XS-XL
- D Classic Leather Perfect Split \$75
AR2615 Sizes 5-11
- E The Noble Flight Bomber Jacket \$180
AP6893 XS-XL
- F Studio Urban Instinct Tight \$65
S93795 XS-L
- G Studio Ribbed Crew \$60
AY0938 XS-XL
- H Studio Favorites Muscle Tee \$38
AX6728 XS-XL
- I Dance Knit Moto Pant \$65
S92784 XS-XL



A WORKDAY WONDER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec blandit eros mauri placerat elit.

BUSBY WALKER | HEAVIER WEIGHT | PAGE 08

FRIDAY FEELING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec blandit eros mauri placerat elit.

BUSINESS CASUAL BUTTON-DOWN | MID-WEIGHT | PAGE 08



ACTIVE AND ON THE GO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec blandit eros mauri placerat elit.

COTTON STRETCH OXFORD | MID-WEIGHT | PAGE 08

WHITES, REDEFINED

Where is it right to wear which white? That's a tongue twister to be sure, but deciding which between white shirts shouldn't twist you up in knots. So we've helped define the WHY of our eight white shirts.

KICK BACK, STAY COOL

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

POPLIN | LIGHTWEIGHT | PAGE 08



FORMAL AND FUNCTIONAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

HERRINGBONE | HEAVIER WEIGHT | PAGE 08



BRING ON THE WEEKEND

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

REGAL MONARCH | MID-WEIGHT | PAGE 08



SUIT AND TIE OPTIONAL

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec blandit eros mauri placerat elit.

BUSINESS CASUAL MODERN TEXTURE | MID-WEIGHT | PAGE 08

STORYTELLING + SELLING

SECRET TIP:

INVITE YOUR CUSTOMERS TO BE A PART OF THE STORY

FINAL THOUGHT:

PEOPLE ARE CRAVING MEANING IN THEIR LIFE.

MAKE YOUR BRAND STORY **MEANINGFUL.**

*“Marketing is no longer about the stuff you sell,
but about the stories you tell.”*

- SETH GODIN



THE FORUM FOR RETAIL BRANDS



Thank you!

BRENT NIEMUTH

President & Partner
J.SCHMID

EMAIL: brentn@jschmid.com

J.SCHMID



THE FORUM FOR RETAIL BRANDS



THE ULTIMATE RESPONSE DRIVER

TIM CURTIS

President & CEO
CohereOne

cohereOne

Kalio™

J.SCHMID

Why Direct Mail?

Haptics – The Reemergence of Print

Sensory Experience

More than half the brain is devoted to processing sensory experience

Endowment Effect

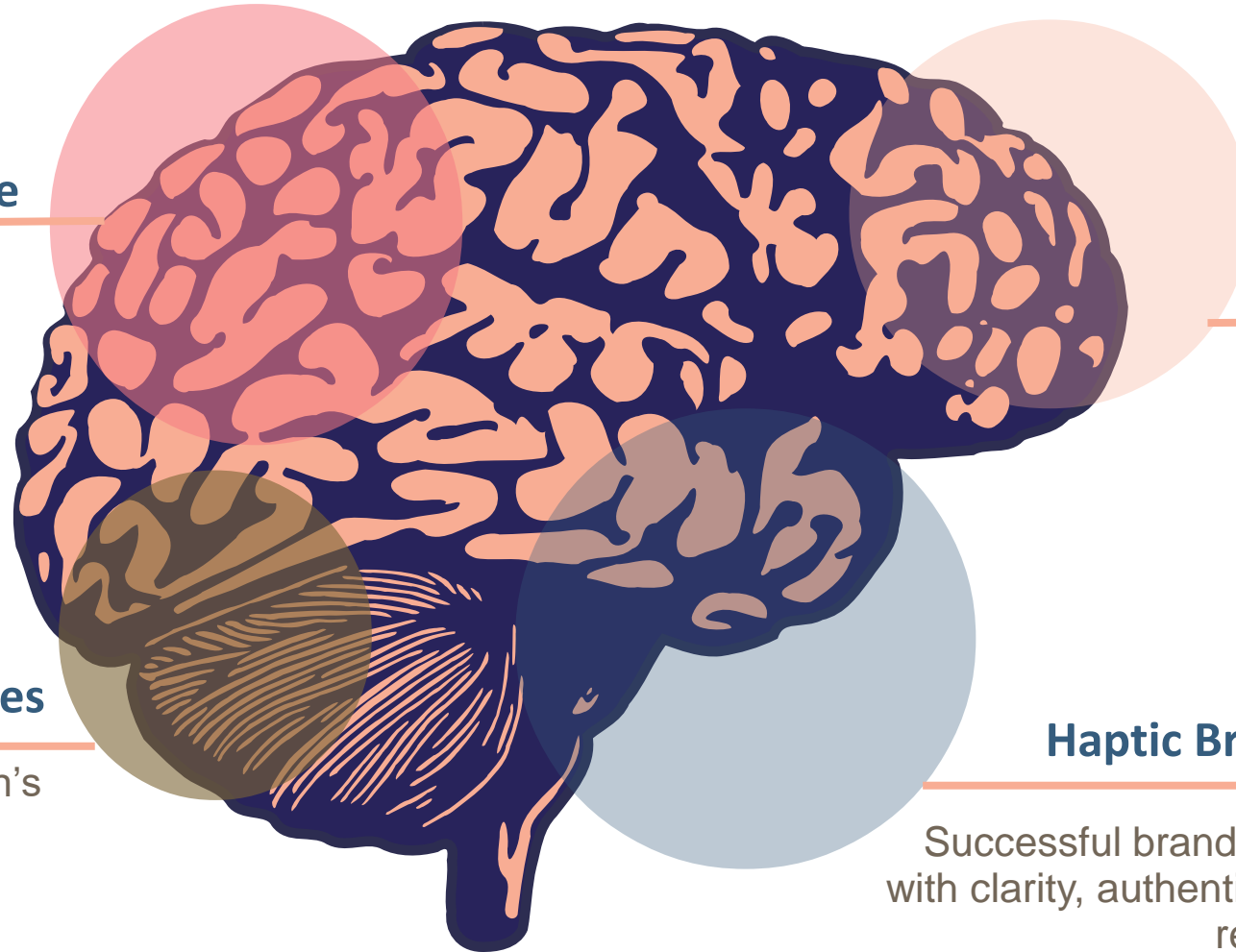
Tips the psyche toward ownership imagery, triggering strong surrogate impulses

Reemerging Senses

Changes in the brain's cognitive scanning abilities is impacting digital efficacy

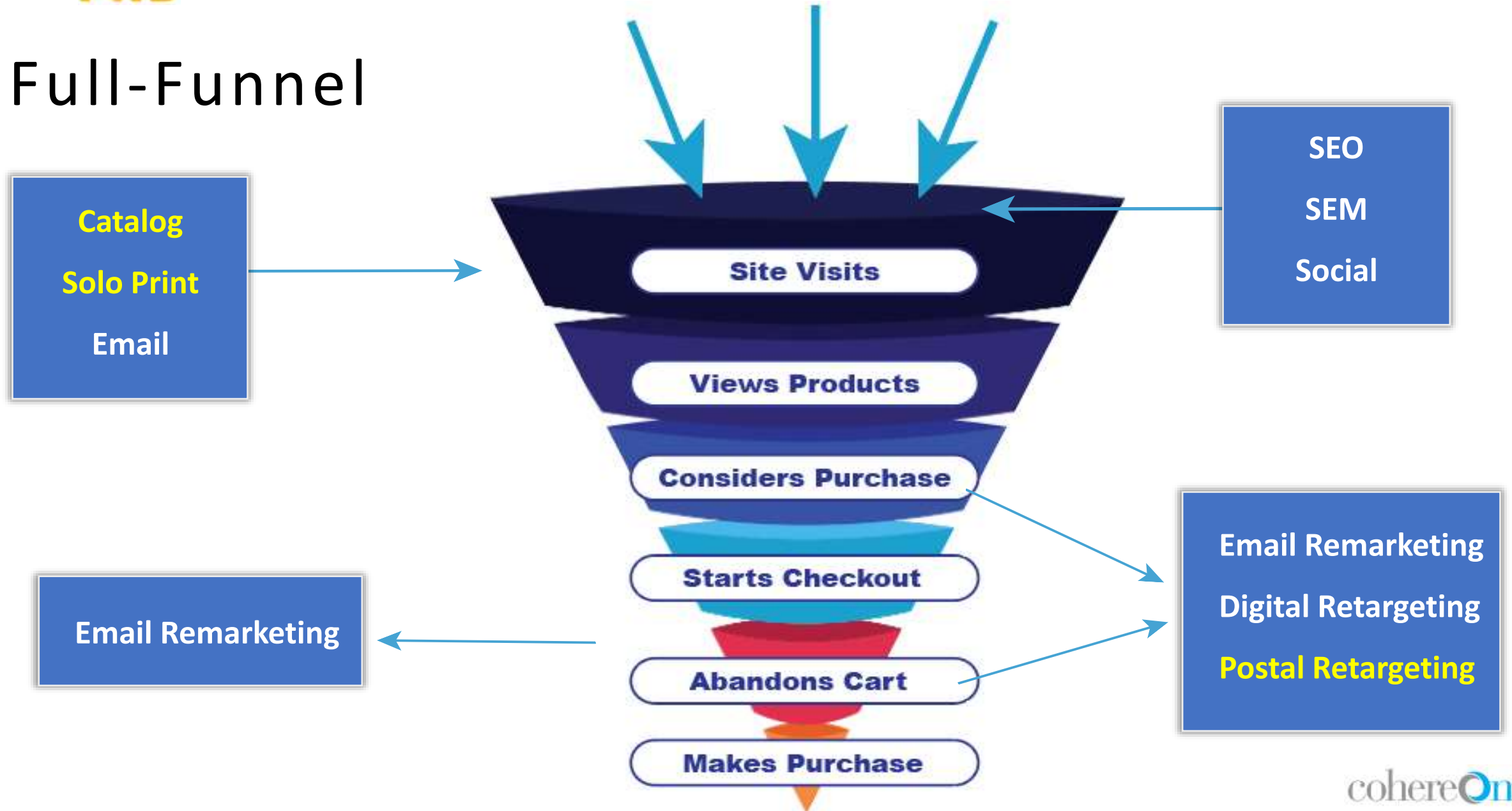
Haptic Brains

Successful brands appeal with clarity, authenticity, and relevance



“Print **engages** the brain’s dormant response centers. **It’s science.**”

Full-Funnel



A **New** Approach for A **New** Age



Single-Source Models

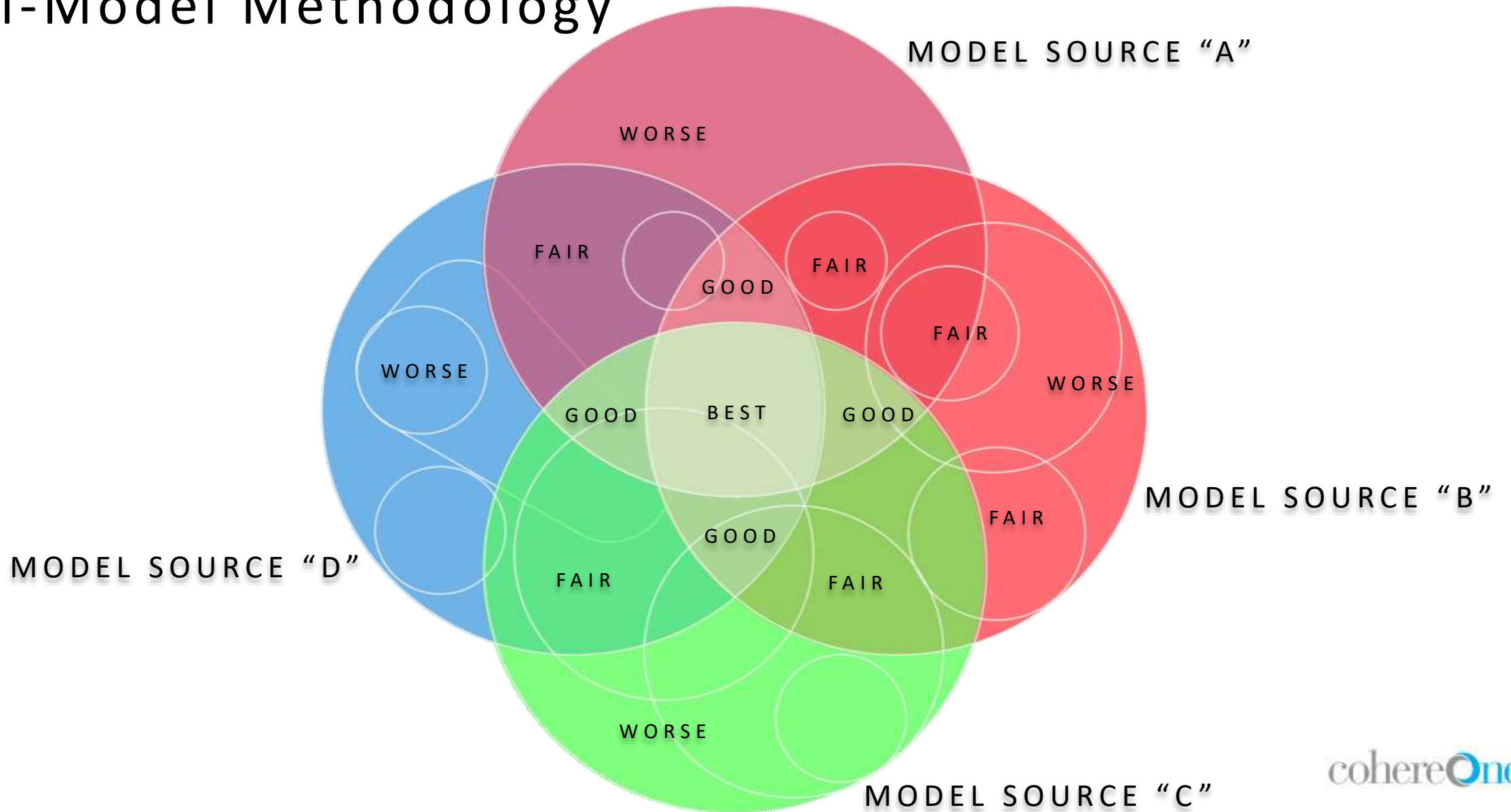
BEST?

GOOD?

FAIR?

WORSE?

Multi-Model Methodology



**3X MULTIS**

Super-engaged
with best ROI

**2X MULTIS**

Moderately-engaged
with good ROI

**UNIQUES**

Engaged with lower ROI

Wild. Wild. West.

In 2020, Google **dropped a bombshell** on the advertising industry saying it would “phase out support” for third-party cookies on Google Chrome by 2022 (effectively **killing them**).



“Tech giants continue to use their dominance to push changes that self-advantage...” – Paul Bannister, AdExchanger/CafeMedia

In other words, digital advertising will become less exact and more inferred...and that's a potential multi-billion-dollar problem for brands.



So, what adjustments need to be made?

“Profit is a function of the
incremental.”

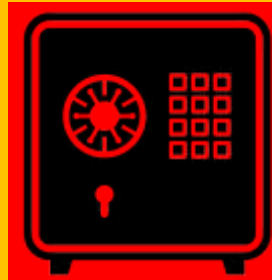


Growth Is
Naturally
Incremental

The Holy Trilogy of Marketing



Acquisition



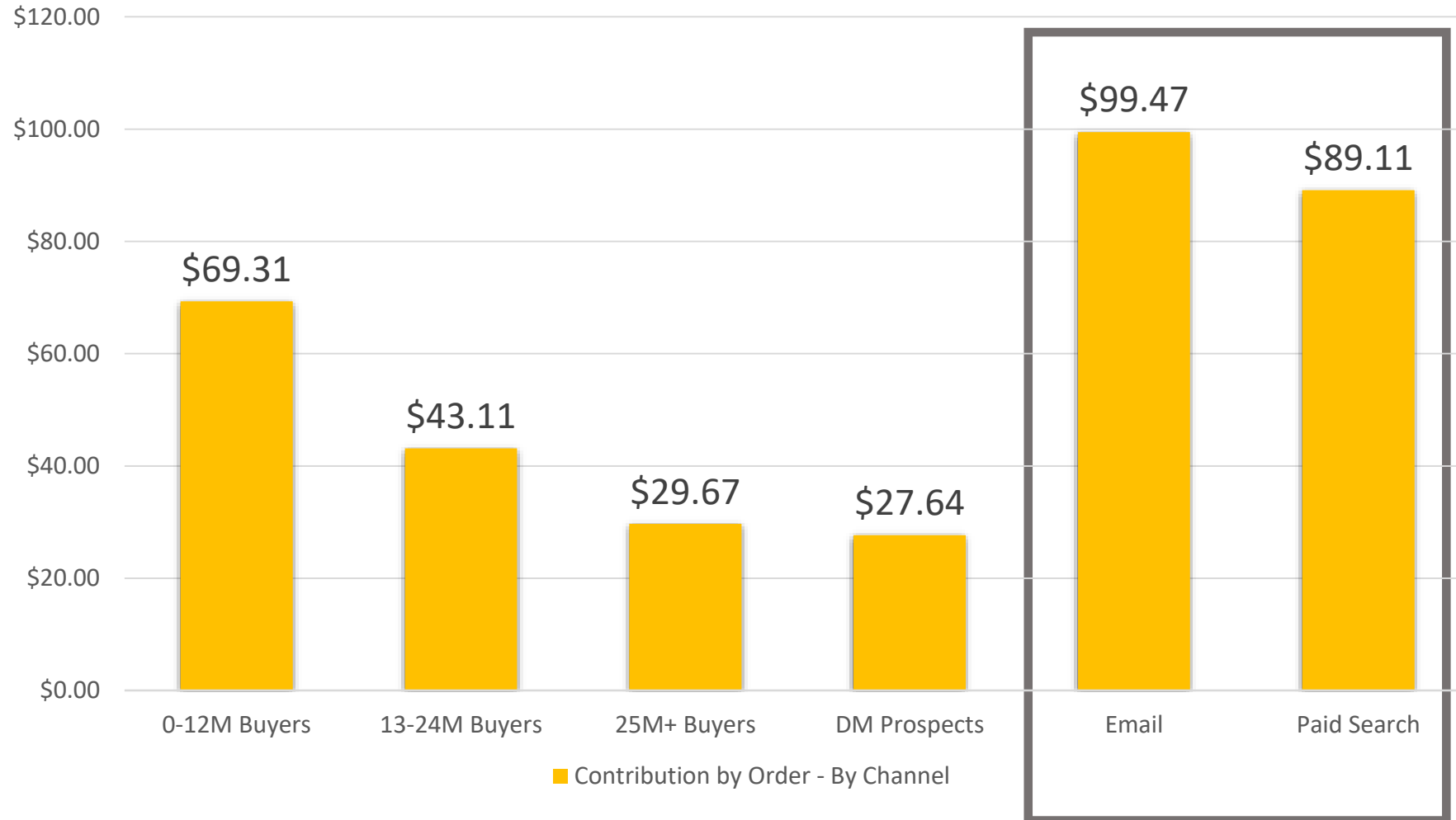
Retention



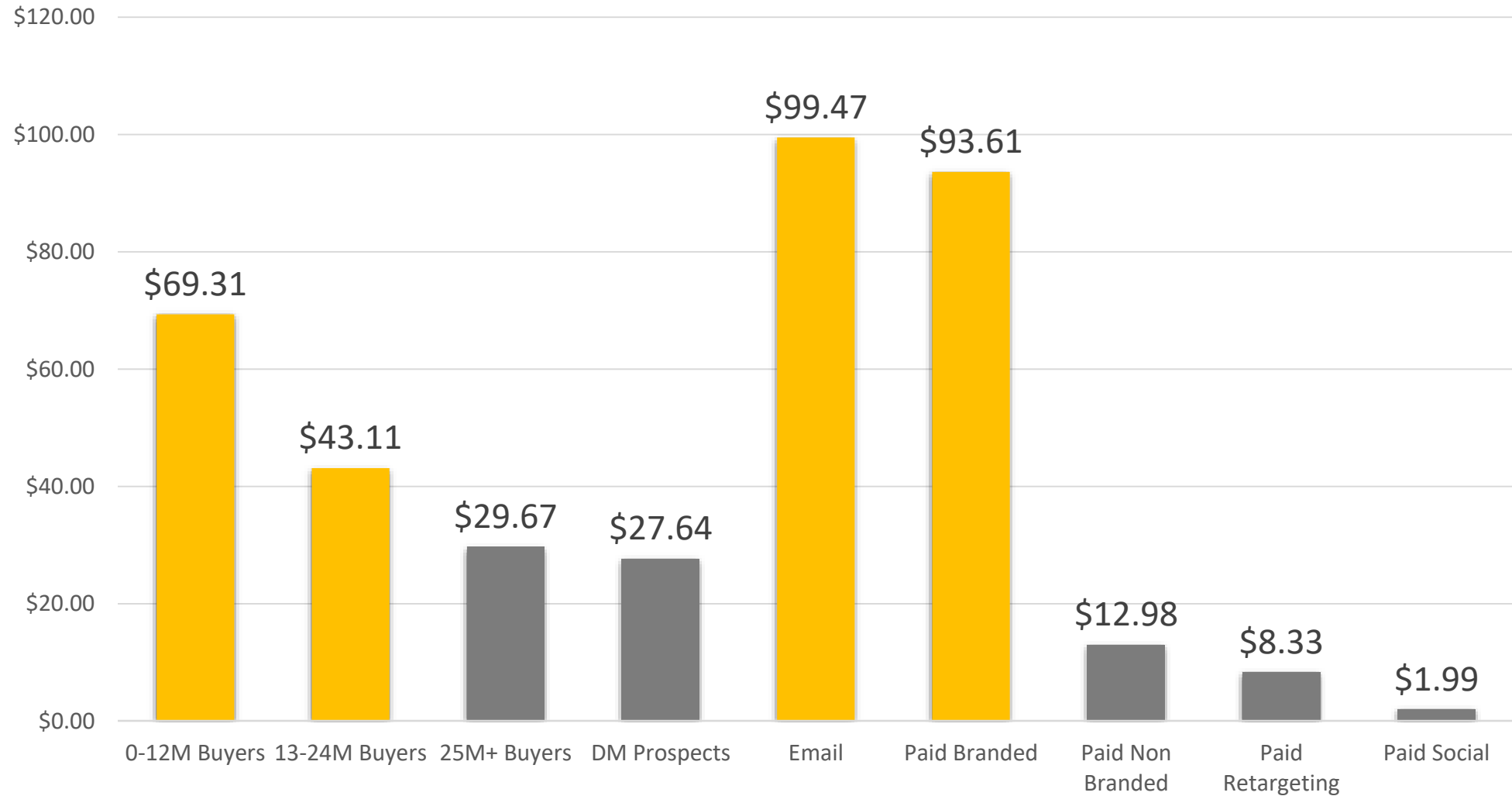
Reactivation



Contribution by Order - By Channel

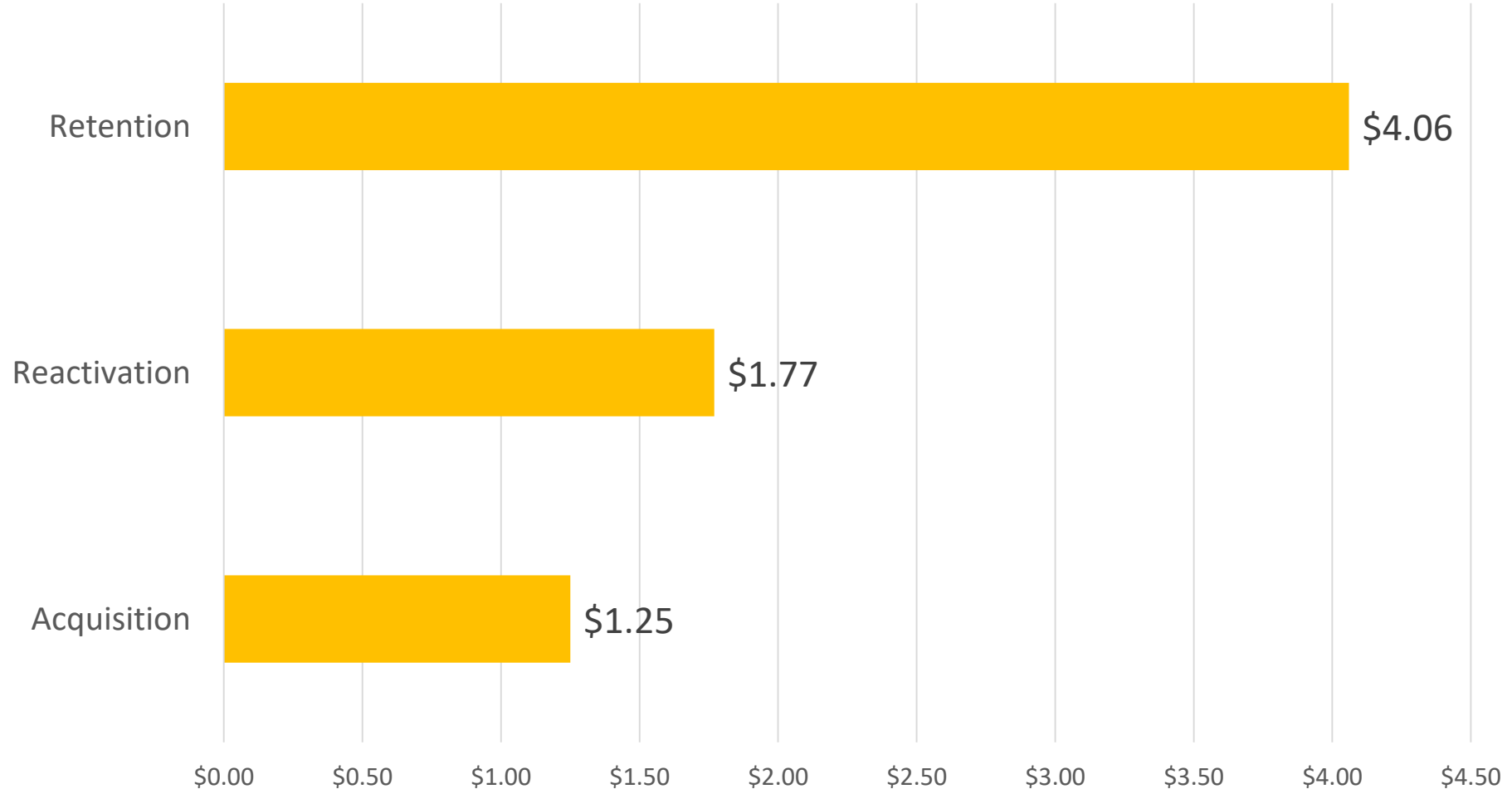


Contribution by Order - By Channel



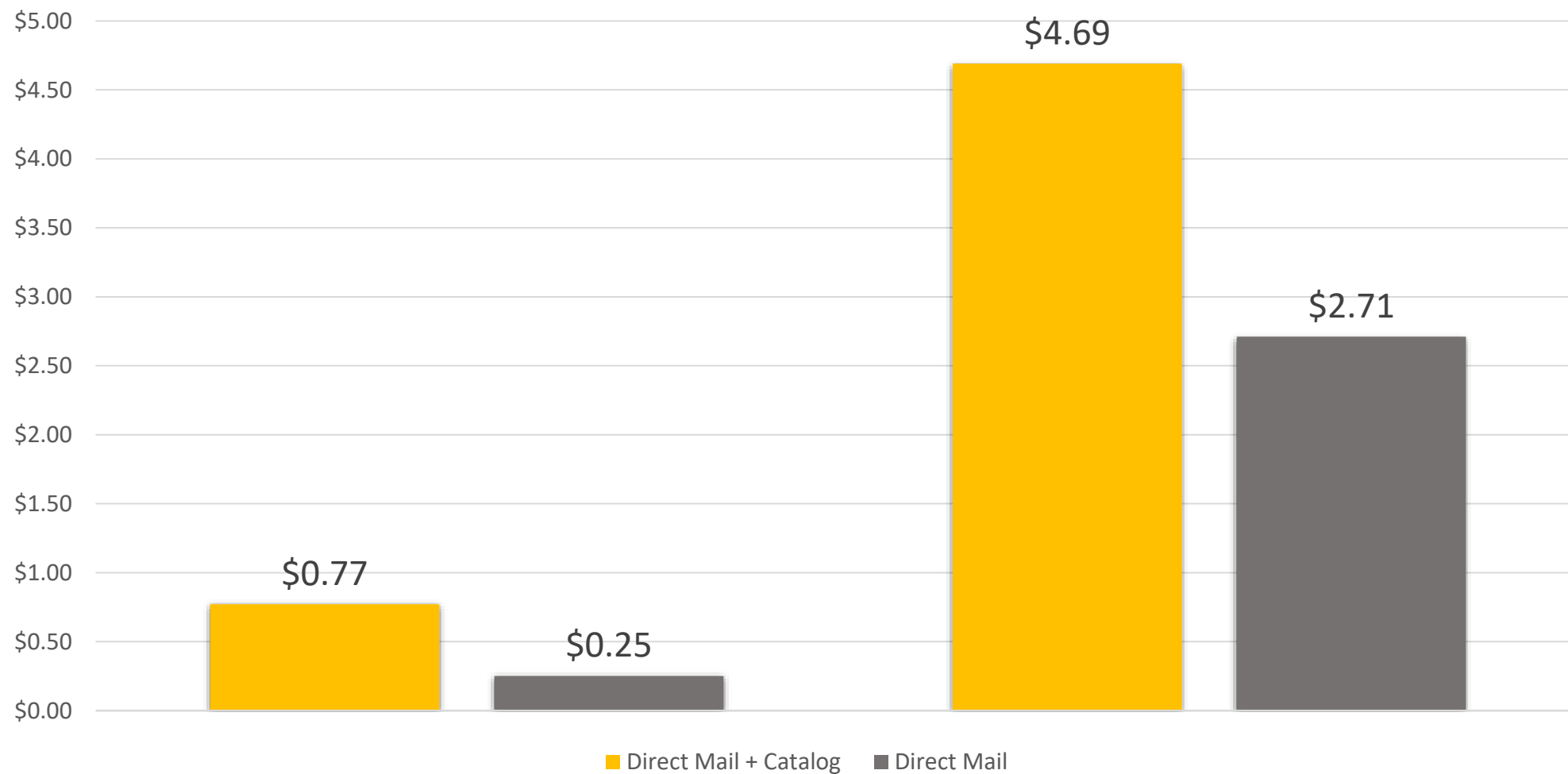


Incremental Dollars Per Piece Mailed





Incremental Contribution - By Mail Piece



DIRECT MAIL INTEGRATION CASE STUDY



Bringing it all together

The secret's out — print is a digital champion! When direct mail is successfully and artfully integrated with other digital indicators and channels, we typically see increased performance.

There's just one way to find out what kind of lift our direct mail integration strategy can produce for your brand. Test. Retest. Rollout!

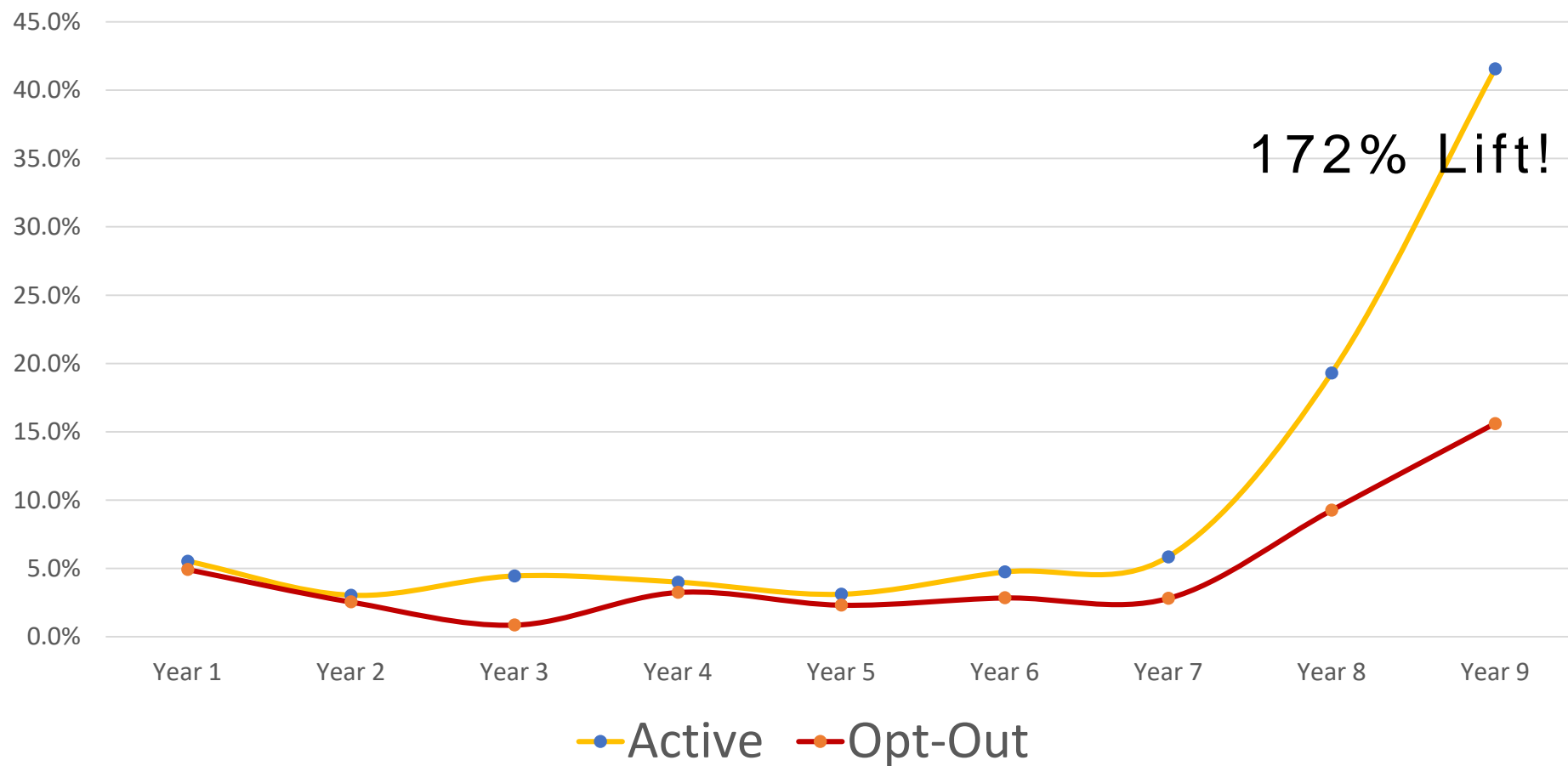


Digital Buyers – Score 10+





Response Rate



“The **paradox**: offline & online
integration is **empowering** the next
iteration of **sophistication** and data
actionability.”



THE FORUM FOR RETAIL BRANDS

Thank you!



TIM CURTIS

President & CEO
CohereOne

EMAIL: tcurtis@cohereone.com

cohereOne

Kalio™

J.SCHMID



THE FORUM FOR RETAIL BRANDS

7 HABITS OF HIGHLY SUCCESSFUL MID-MARKET ECOMMERCE SITES



KIM PLANET

Chief Solutions Architect
Kalio Commerce

cohereOne

Kalio™

J.SCHMID

Habit #1

Speed, Speed, Speed

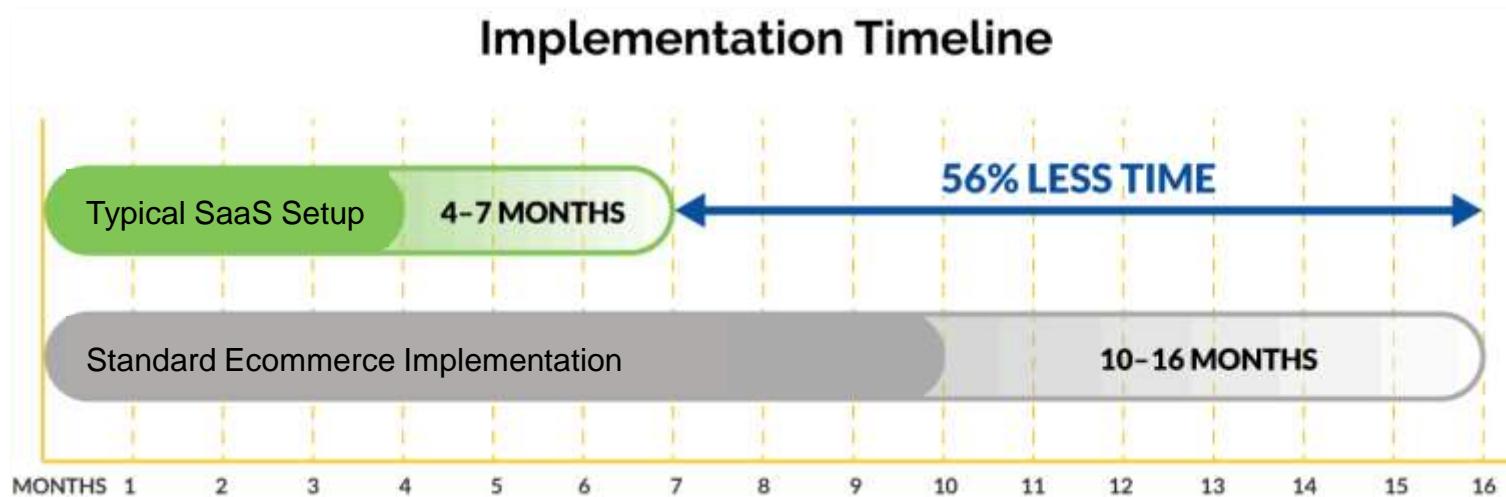


(Especially in Ecommerce!)

3 Key Focus Areas:

- Implementation
- Page Load Time
- Ongoing Site Changes

Speed of Implementation



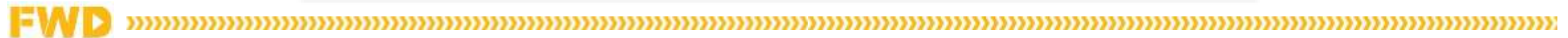
Faster Turnarounds = Less risk, lower cost

- Modern SaaS-based platforms designed for quick set-up
- Principals need to be engaged in the process
- Single partner is more efficient than multiple partners
- Pre-defined integration points expedite the process

The Impact of Page Load Speed

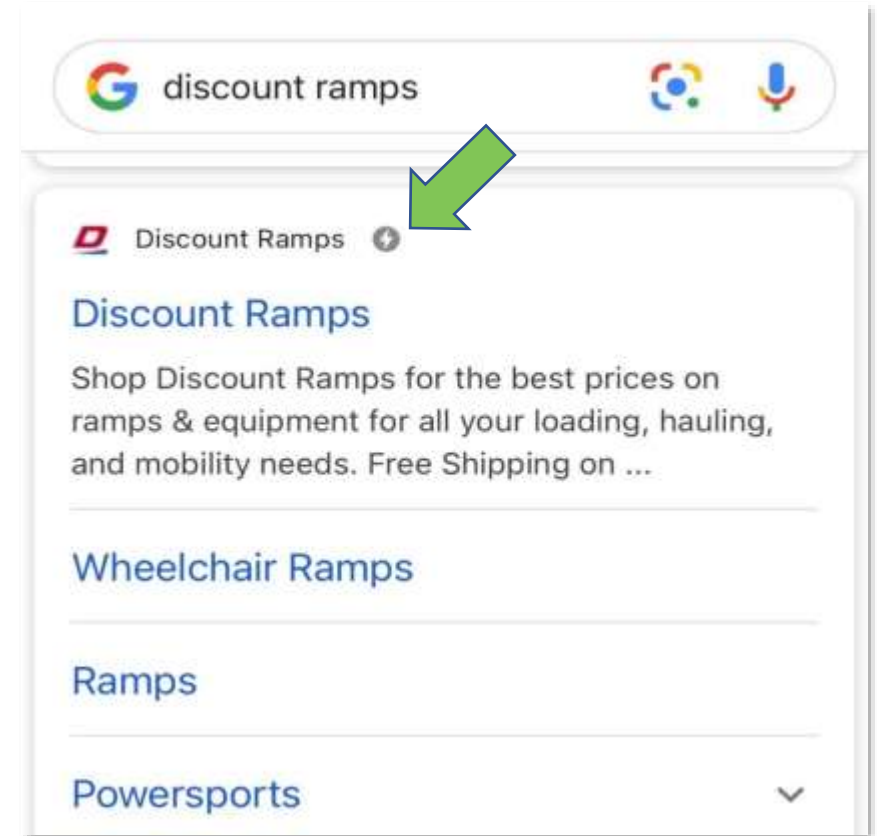


Source: HubSpot



Page Load Performance Recommendations

- Site Hosting That Performs
- Caching
 - CDN and Data Caching
 - Full Page Caching
- Javascript
 - Eliminate, or defer the loading of 3rd-party tags
- Images
 - Focus on compression
 - Lazy-load images
- Implement AMP Pages for mobile



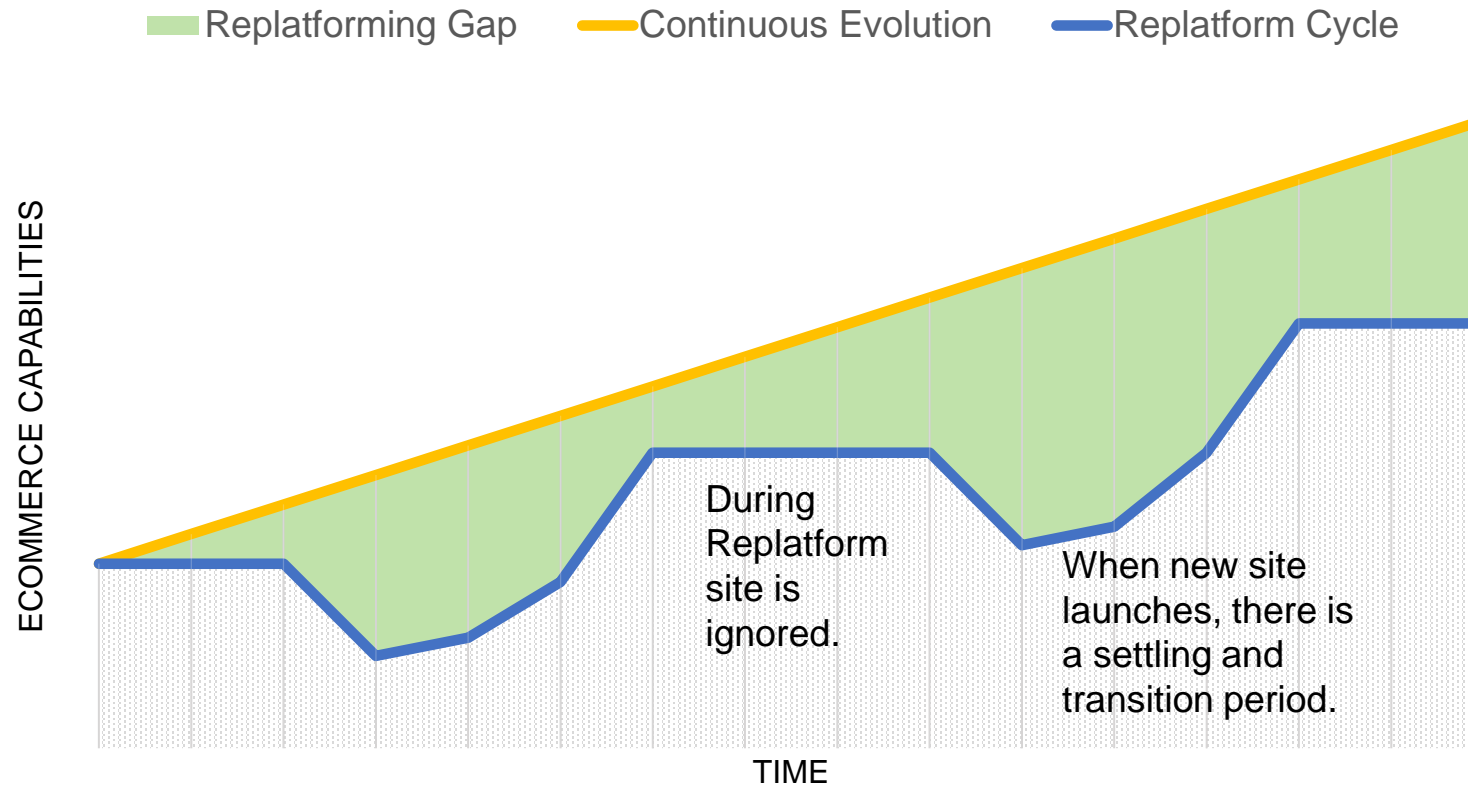
On-Going Site Changes

Being flexible and nimble is the key to future success:

| Minutes | Hours | Days | Weeks |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none">➤ Price updates➤ Image updates➤ Copy changes➤ Inventory➤ Promotion setup➤ 3rd-party tags➤ Banner changes | <ul style="list-style-type: none">➤ Landing pages➤ New categories➤ Platform upgrades➤ Page layout changes➤ A/B testing and modifications | <ul style="list-style-type: none">➤ Extended functionality | <ul style="list-style-type: none">➤ Sub-brand site spinoffs➤ Replatforming |

Habit #2 They Break the Replatforming Cycle

The Replatforming Cycle



Typical replatform cycle:

- Every 3-5 years
- Huge Stress on Team
- Costly
- Very Risky for the Business

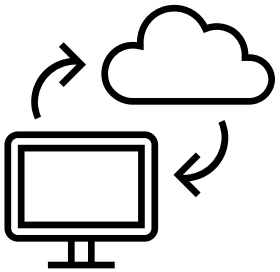
Habit #2 They Break the Replatforming Cycle

- Never Stop Working your website
- Adopt a Process of Continuous Change
 - Strategy – What to AB test?
 - Prepare the Test
 - Deploy the Test
 - Evaluate the Results
 - Make Winning Changes Permanent

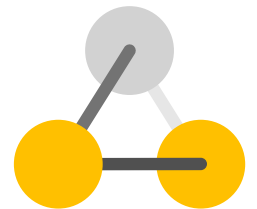


Habit #2 They Break the Replatforming Cycle

How to Break the Cycle



- ***Limitless Commerce*** -- Capitalize on the “Architectural Flexibility” of your platform
- ***Headless Commerce*** -- Complete control over the UX separate from the platform
- ***Platform Roadmap*** -- Continuous platform enhancements via regular updates
- ***Philosophy of Continuous Improvement*** – Always work your site



FWD

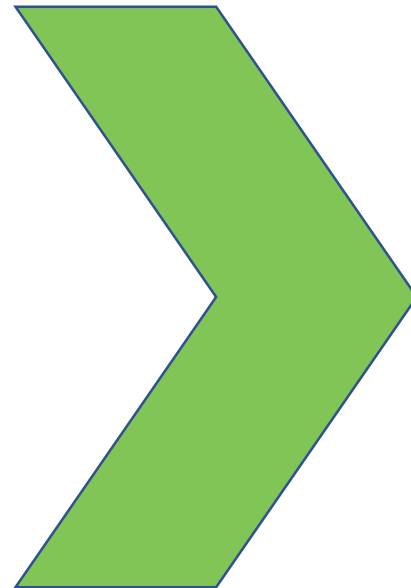


Habit #3 They Tailor The Solution to Fit Their Business

Mid-Market Companies Require Unique and Sophisticated Solutions

Key Customization Areas:

- Pricing
- Promotions
- Shipping
- Merchandising
- Gifting Solutions
- Branding
- UX/Design Elements



Crucial to differentiating
your business and
driving revenue growth!

Habit #3 They Tailor The Solution to Fit Their Business

Without Spending An Unlimited Budget

Custom Solution Drawbacks:

- Can be expensive
 - 3-5% of ecommerce revenues
- Internal staff turnover can leave you exposed
- Why reinvent the wheel?
 - Ecommerce team must double as software business analysts
- You don't have time to do it yourself

Habit #3 They Tailor The Solution to Fit Their Business

Need to Find the Right Balance Between Systems

- **Integrations can make or break an implementation**
 - **System of Record – Who owns what data?**
 - Leverage *real-time* integrations for Inventory, Customers, Orders, Gift Card Balances, Tax Exempt Status Lookup, Account Balances, etc.
 - **Don't be afraid of integration for the right reasons**
 - Loosely coupled integration between ecommerce platform and OMS/ERP that utilizes best capabilities of each system
 - 1 + 1 = 4!!
- **Integrate directly with 3rd parties for real-time tax, payment authorization, and address verification**



FWD



Habit #4

OmniChannel is Possible

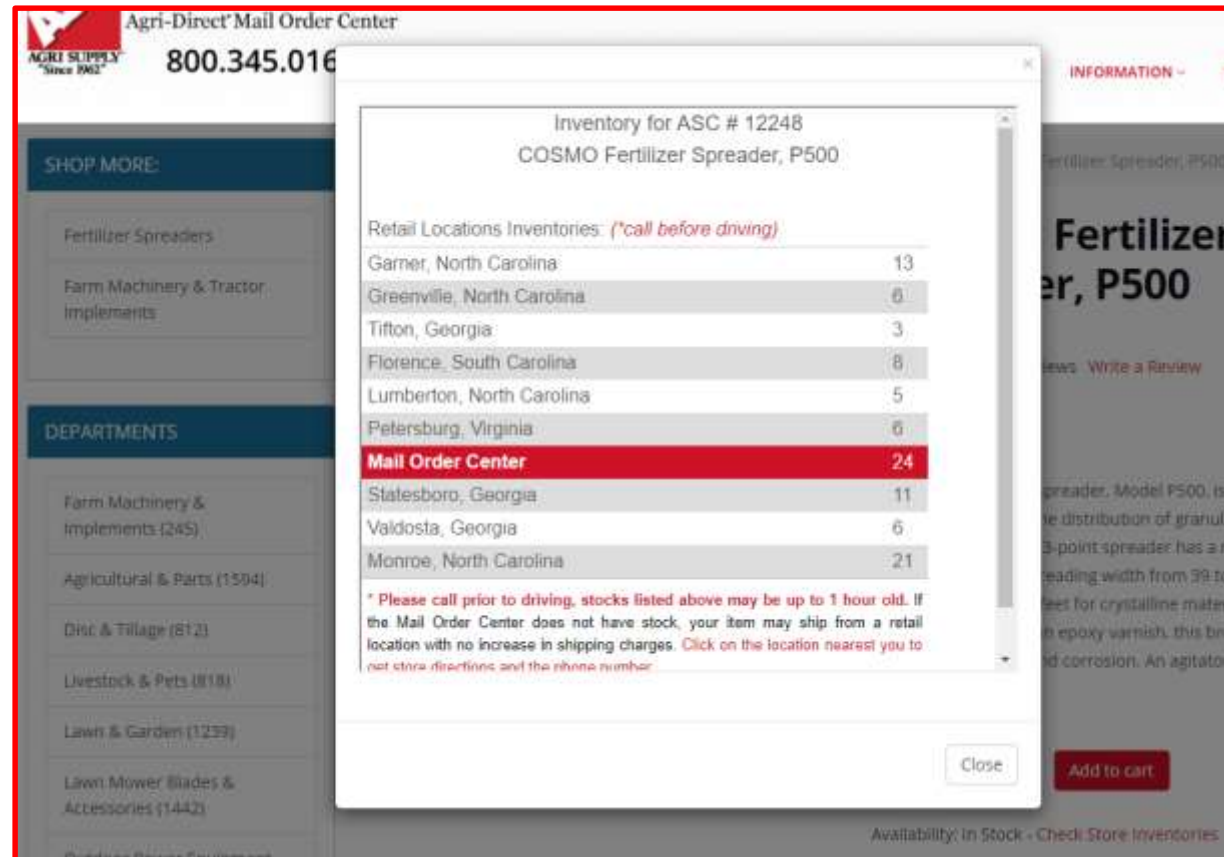
Start with the basics. Ensure accurate inventory across all channels.



FWD



Show Store Level Inventory on Product Pages



Agri-Direct Mail Order Center
800.345.016

Inventory for ASC # 12248
COSMO Fertilizer Spreader, P500

Retail Locations Inventories: *(*call before driving)*

| | |
|----------------------------|-----------|
| Garner, North Carolina | 13 |
| Greenville, North Carolina | 8 |
| Tifton, Georgia | 3 |
| Florence, South Carolina | 8 |
| Lumberton, North Carolina | 5 |
| Petersburg, Virginia | 6 |
| Mail Order Center | 24 |
| Statesboro, Georgia | 11 |
| Valdosta, Georgia | 6 |
| Monroe, North Carolina | 21 |

* Please call prior to driving, stocks listed above may be up to 1 hour old. If the Mail Order Center does not have stock, your item may ship from a retail location with no increase in shipping charges. Click on the location nearest you to get store directions and the phone number.

Close

Availability: In Stock - Check Store Inventories



Habit #4

OmniChannel is Possible

BOPIS & BOPAC

Shipping Information

☐ Enter my shipping address

☐ Use my billing address

☒ Ship to Dover Saddlery Retail Store (Clear selection)

North Carolina

☐ Charlotte
5125 Nations Ford Road
Charlotte, NC 28217
704-523-5995

☐ Raleigh
7920 Skyland Ridge Parkway
Raleigh, NC 27617
919-596-4920

New Hampshire

☐ Plaistow
16 Atkinson Depot Road
Plaistow, NH 03865
603-382-4000

- You can do this!
- Requires platform with flexible UX capabilities
- Key challenges are back-end data integrations
- Near real-time is good enough

SEPHORA Search

New Brands Makeup Skincare Hair

Get

Skincare > Sun Care > Face Sunscreen

Supergoop! Unseen Sunscreen SPF 40 PA+++
ITEM 2315638
SIZE: 1.7 oz/ 50 mL
\$34.00

City & State or ZIP: 95014 Use my location

☐ 1. Sephora Westgate
In Stock - Reservation not offered
1546 Saratoga Ave
Suite P303
San Jose, CA 95129
Open until undefined • 5 miles away

☒ 2. Sephora: Santana Row (Curbside Pickup Available)
Limited Stock
377 Santana Row
Suite #1010
San Jose, CA 95128
Open until 7:00 PM • 7 miles away

☐ 3. Sephora Valley Fair Westfield Shopping Town (Curbside Pickup Available)
In Stock

Choose This Store

FWD

Habit #5

Their Websites are Easy to Find

The Advantages of SEO

- It's free
- It's always on
- Compounds over time
- Aligns with buyer intent
- Very back-end focused so not easily replicable by competition

Insanely high-ROI!



Source: Charles Floate

Start with a Strong Emphasis on SEO Technicals

Technical Elements:

- Control over:
 - Meta Descriptions, H1s
 - SEO Friendly URLs
 - Image alt tags
- 301 Redirects
- Automated 301 Redirects

SEO Basic Information

Page Title

Description

Image "alt" Text

Friendly URL

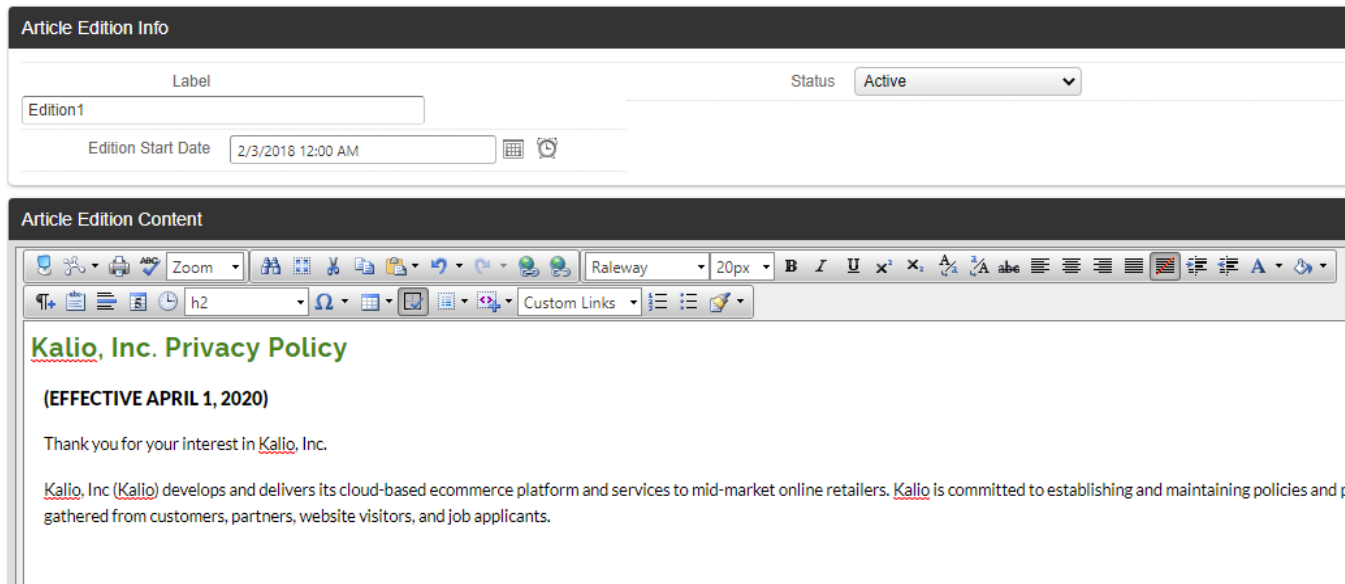
Head Line

Sub Head Line

Habit #5

Their Websites are Easy to Find

Next, Focus on Content



The screenshot displays the Kalio CMS interface for editing an article. The top section, 'Article Edition Info', includes a 'Label' field with 'Edition1', a 'Status' dropdown set to 'Active', and an 'Edition Start Date' of '2/3/2018 12:00 AM'. The bottom section, 'Article Edition Content', features a rich text editor with a toolbar containing various icons for text formatting, alignment, and linking. The editor content shows the title 'Kalio, Inc. Privacy Policy' in green, followed by the text '(EFFECTIVE APRIL 1, 2020)' and 'Thank you for your interest in Kalio, Inc.'. Below this, a paragraph states: 'Kalio, Inc (Kalio) develops and delivers its cloud-based ecommerce platform and services to mid-market online retailers. Kalio is committed to establishing and maintaining policies and procedures gathered from customers, partners, website visitors, and job applicants.'

- Easily add SEO rich content to the site
- Content blocks
- Short and long descriptions
- WYSIWYG interface

Habit #5

Their Websites are Easy to Find

Consider Smart Facets

1st Refinement

2nd Refinement

3rd Refinement

Generate, unique, indexable category pages on the fly

FWD

Habit #6

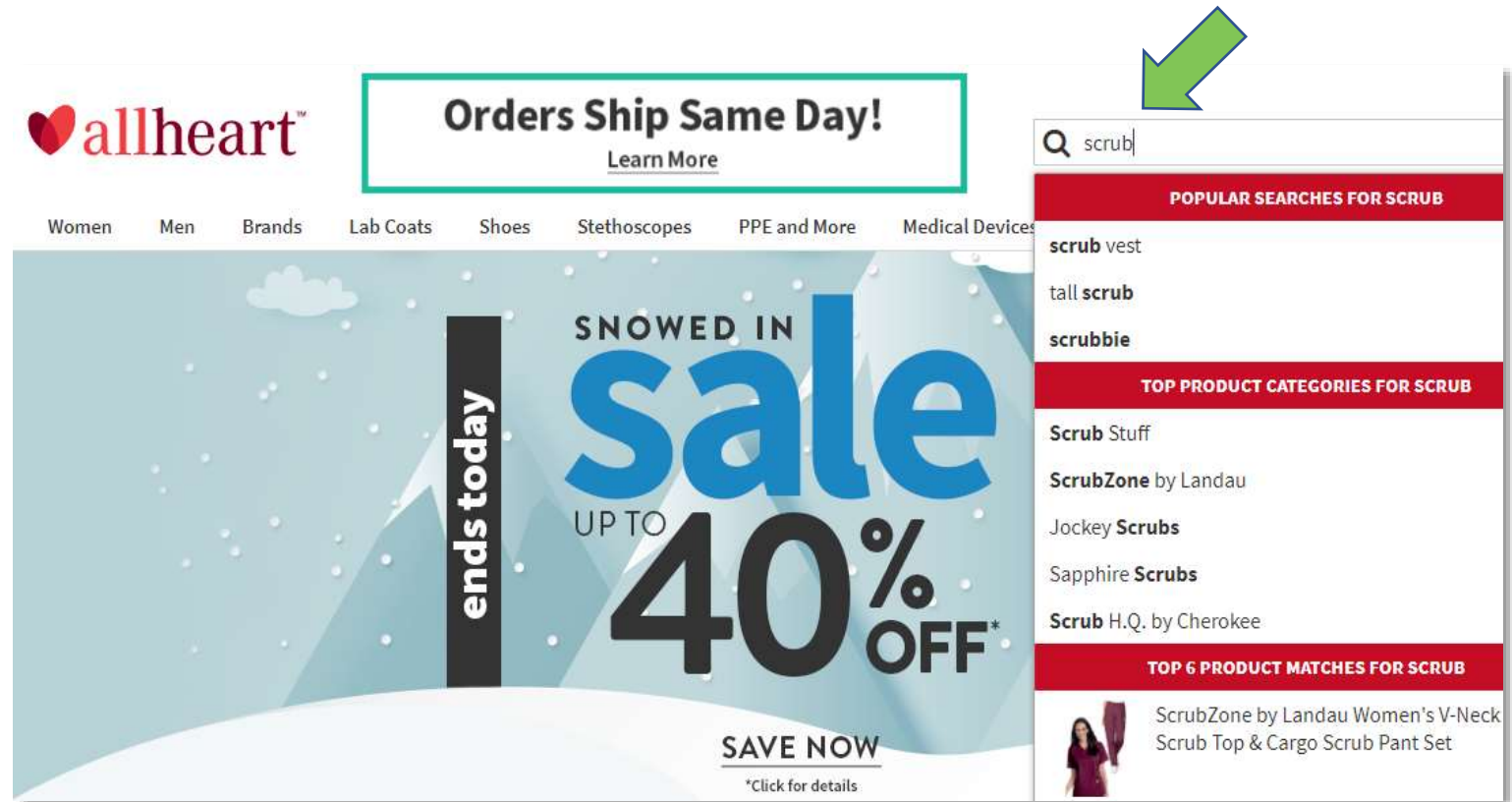
Their Products are Easy to Find

Key Site Search Features

➤ Features

- Auto complete
- Spell check
- Search suggestions
- Recommended products
- Did you mean?
- Prioritize by margin, demand or deprioritize by inventory availability

➤ Focus on Result over Features



FWD

Habit #6

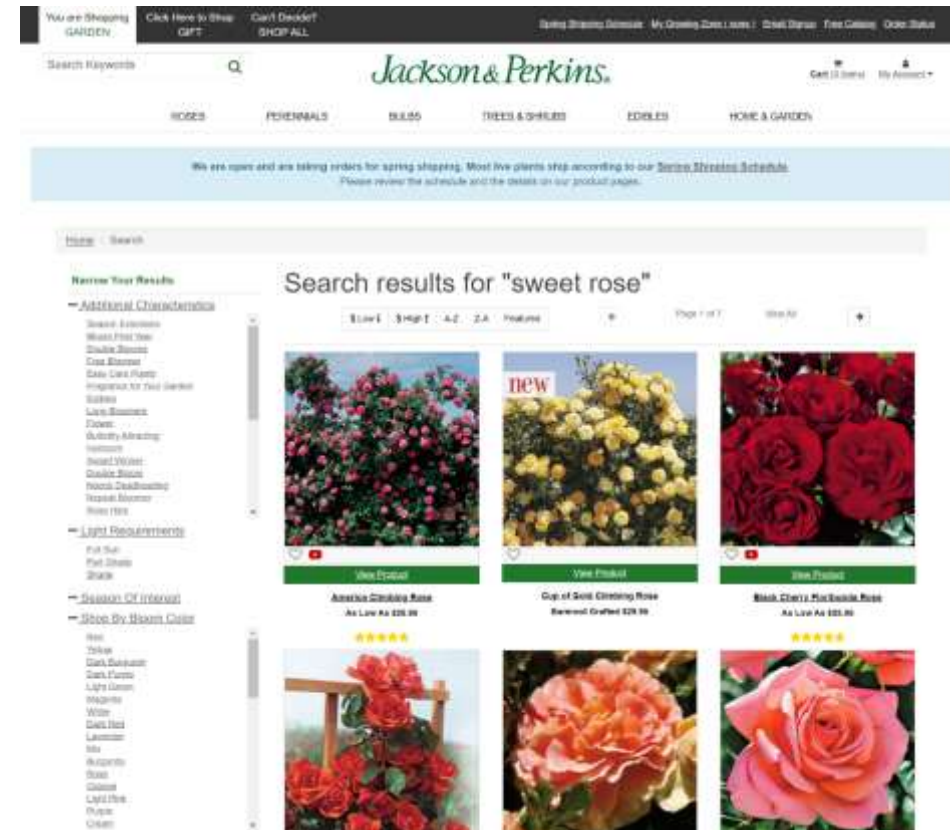
Their Products are Easy to Find

Simplify with Integrated Site Search

Site search is used for product discovery, categorization, faceted navigation and recommendations.

Integrated vs. 3rd-party search solution:

- Improved site performance
- Fewer 3rd party integrations
- Cost savings
- Better user experience
- Fewer data feeds to manage

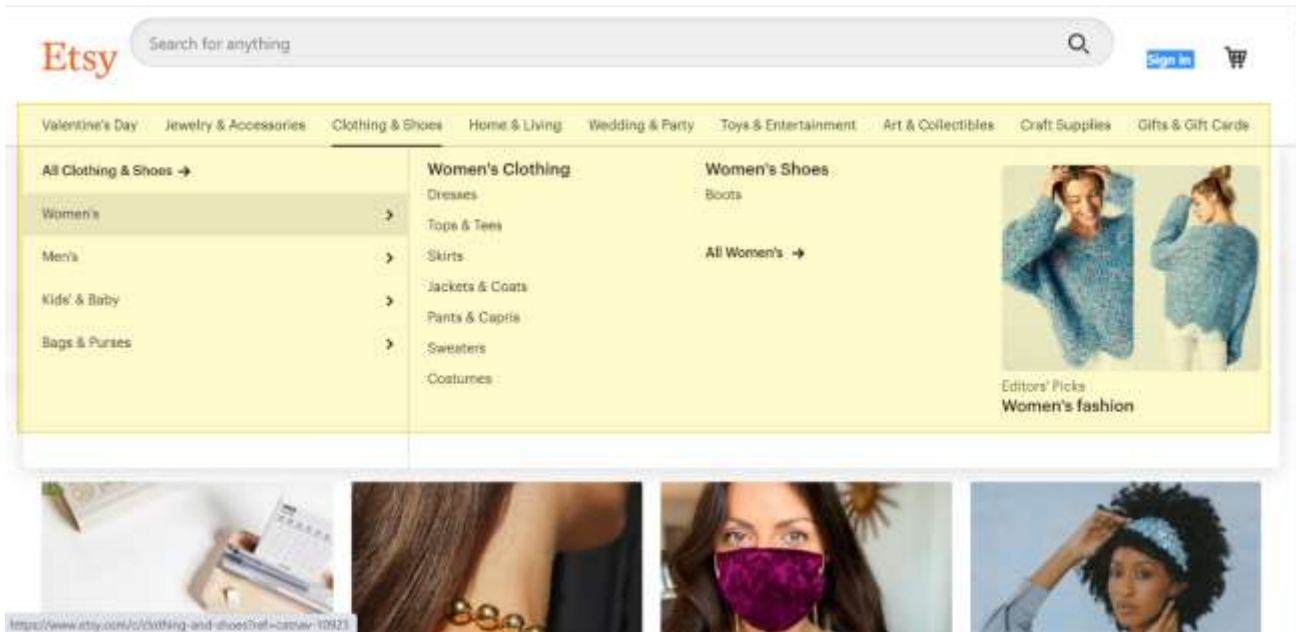


FWD

Habit #6

Their Products are Easy to Find

Taxonomy



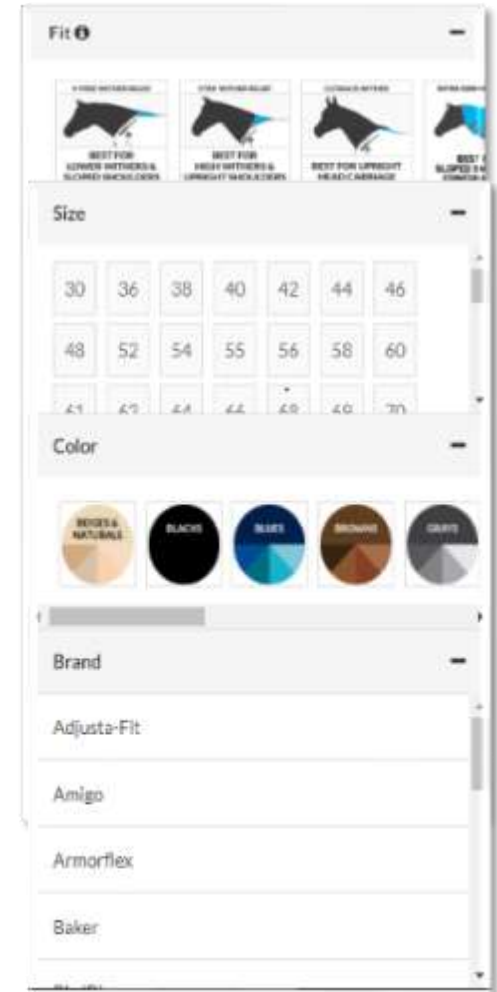
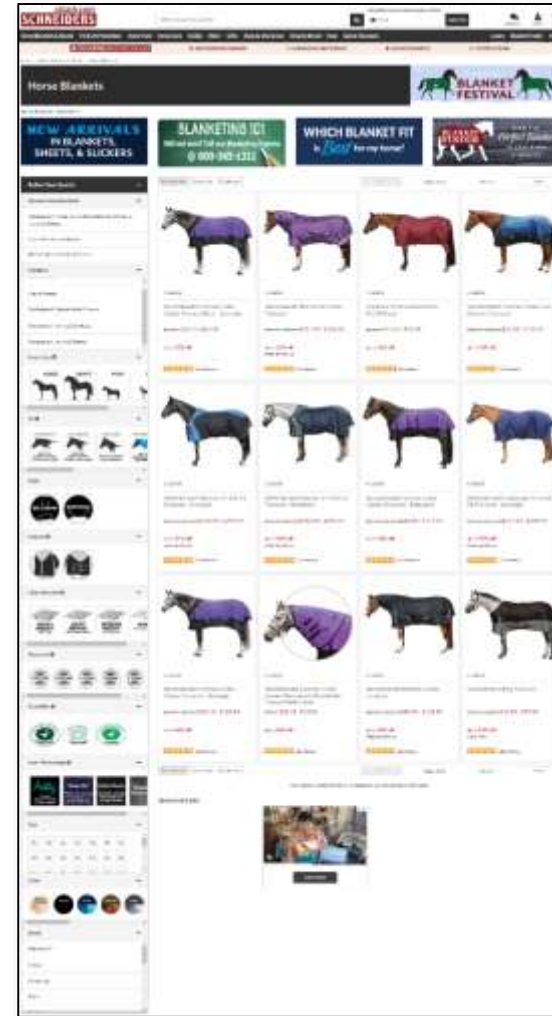
- Clean, well-organized, data-driven navigation
- Preferably multi-level
- Include Product and Thematic categories
- No more than 10-12 top-level options
- Liberal use of lower-level categories to avoid multiple pages
 - Desktop – limit 40-60 SKU's per page
 - Mobile – consider infinite scroll

Habit #6

Their Products are Easy to Find

Attribute Data & Product Filtering

- Make it Visual
 - Use visuals to sort and filter
- Customize attributes to specific product categories
- Limit filter variables height to ~5 elements, then use “Show More” or scroll to expand options



FWD

Habit #6

Their Products are Easy to Find

For Complicated Products, Use Product Finders

Start

Criteria Selection

The screenshot shows the Schnieders website's 'Blanket Fit Finder' form. The form is titled 'Blanket Fit Finder' and 'Find your perfect blanket in just 60 seconds.' It includes input fields for 'Your Horse's Name', 'Zip Code', and 'Email'. A red 'NEXT >' button is at the bottom right. The website header includes the Schnieders logo, a search bar, and various navigation links like 'Horse Blankets & Sheets', 'Fly & UV Protection', 'Horse Tack', 'Horse Care', 'Stable', 'Rider', 'Gifts', 'Shop by Discipline', 'Shop by Breed', 'New', 'Sale & Closeouts', and 'Learn Blanket Finder'. There are also promotional banners for 'FREE SHIPPING ON ORDERS OVER \$100', '100% SATISFACTION GUARANTEE', '\$45 REWARDS ON EVERY PURCHASE', 'LOW PRICE GUARANTEE', and 'TRUSTED SINCE 1984'.

The screenshot shows the 'Blanket Fit Finder' criteria selection screen. It is titled 'Blanket Fit Finder' and 'Let's talk about what size blanket Roxie will need.' The first question is 'Which type of horse is Roxie?' with four options: 'Mini', 'Pony', 'Horse', and 'Draft', each with a corresponding horse silhouette. The second question is 'How tall is Roxie?' with a dropdown menu labeled '-- Select Height --'. The third question is 'What breed is Roxie?' with a dropdown menu labeled '-- Select Breed Type --'. The fourth question is 'Which best describes Roxie's chest width?' with three options: 'Wide', 'Medium', and 'Narrow', each with a corresponding horse silhouette. At the bottom, there are '« Back' and 'NEXT »' buttons.



Progress

Results

Blanket Fit Finder

So Roxie is a mini 4 years old horse with upright shoulders, a long mane, low wither, high head carriage and a standard chest.

Roxie's best-fitting blanket will be a Cutback fit with a Surcingle style.

Next, let's find out how tough Roxie's blanket needs to be.

<< Back

NEXT >>

Blanket Fit Finder

Roxie's Perfect Wardrobe

Turnout Blanket for Winter



ARMORFlex® Challenger Cutback Fit Miniature Medium Weight Turnout Blanket - Surcingle

\$99.99
\$48.99 - \$69.99

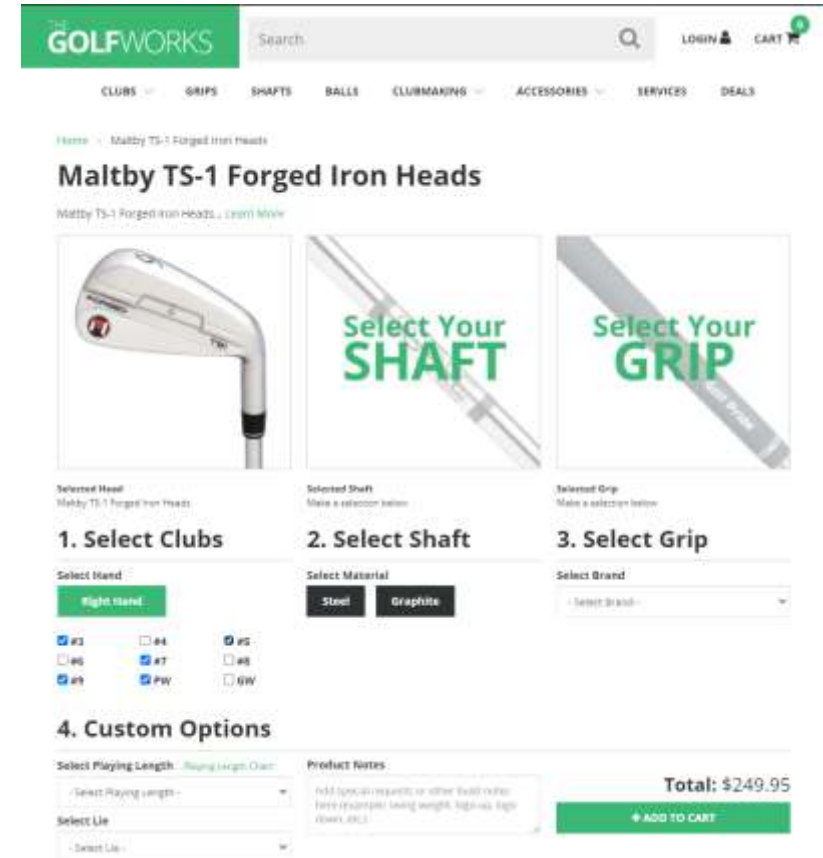
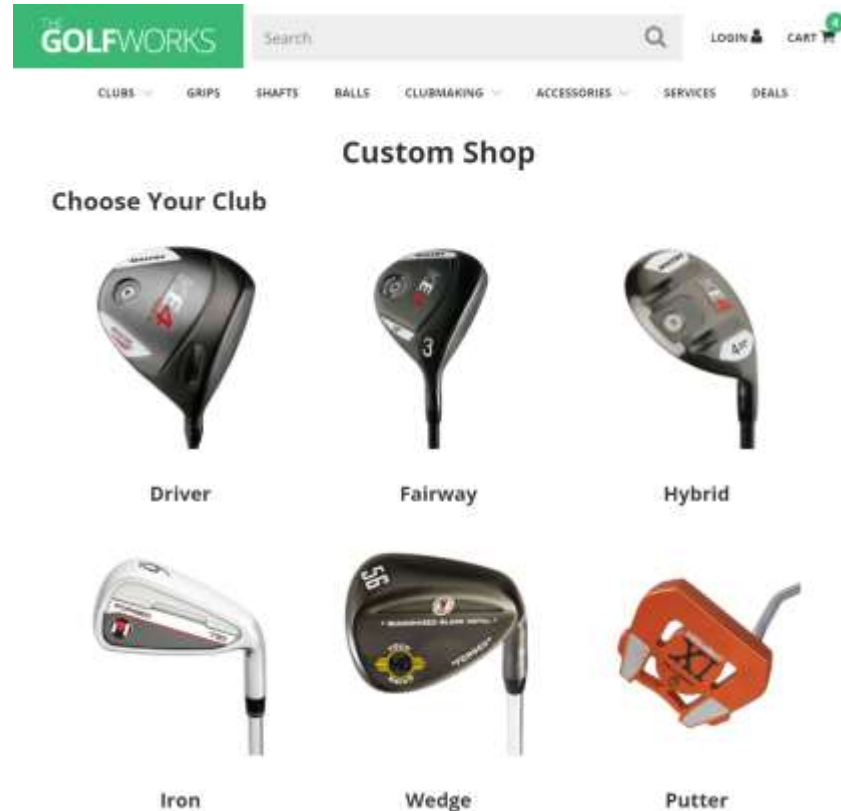
#32971

MORE DETAILS

Habit #6

Their Products are Easy to Find

Custom Kit Configuration



Habit #6

Their Products are Easy to Find

Custom Kit Configuration




GOLFWORKS Search LOGIN CART

CLUBS GRIPS SHAFTS BALLS CLUBMAKING ACCESSORIES SERVICES DEALS

Home > Maltby TS-1 Forged Iron Heads

Maltby TS-1 Forged Iron Heads

Maltby TS-1 Forged Iron Heads. Learn More



1. Select Clubs

Select Head: **Right Hand**

☒ #5 ☐ #6 ☐ #7 ☐ #8 ☐ #9

2. Select Shaft

Select Material: **Stainless**

Select Brand: **None**

Select Model: **None**

Select Flex: **A Flex**

☐ Right Hand PURDing (+\$19.50)

☐ Reset Selections

3. Select Grip

Select Brand: **None**

4. Custom Options

Select Playing Length: **Playing Length Custom**

Select Lie: **Standard**

Total: \$424.95

+ ADD TO CART




GOLFWORKS Search LOGIN CART

CLUBS GRIPS SHAFTS BALLS CLUBMAKING ACCESSORIES SERVICES DEALS

Home > Maltby TS-1 Forged Iron Heads

Maltby TS-1 Forged Iron Heads

Maltby TS-1 Forged Iron Heads. Learn More



1. Select Clubs

Select Head: **Right Hand**

☒ #5 ☐ #6 ☐ #7 ☐ #8 ☐ #9

2. Select Shaft

Select Material: **Stainless**

Select Brand: **None**

Select Model: **None**

Select Flex: **A Flex**

☐ Right Hand PURDing (+\$19.50)

☐ Reset Selections

3. Select Grip

Select Brand: **None**

Select Grip Size: **Standard**

Select Color: **Black**

☐ Reset Selections

4. Custom Options

Select Playing Length: **Playing Length Custom**

Select Lie: **Standard**

Total: \$468.40

+ ADD TO CART

FWD

Web Order Entry

- No additional license cost for each CSR
- Web interface greatly reduces training requirements vs. legacy order entry systems
- Easily used by remote/offshore call centers
- Utilizes rich product information and all promotion and business rules from website
- Comes with security and user-based roles/permissions and logging of customer service activity
- Override capabilities are available for pricing & shipping



Habit #7

They Ditch “Green Screens”

Web Order Entry Process

Customer Lookup

The screenshot shows the Hale Groves website's customer lookup interface. At the top left is the Hale Groves logo. To its right are navigation buttons: RESET UPSHIPS, SHOP, and SIGN OUT. Below the logo, the heading "Search Existing Customer's Billing Addresses" is followed by the instruction "Enter value(s) below followed by enter or click Search". There are input fields for Customer #, Last Name, Zip, First Name, Phone, and Email Address. A "CREATE NEW CUSTOMER" button is located to the right of the input fields. Below the input fields are "SEARCH" and "RESET" buttons. At the bottom, it says "Showing 1 to 10 of 2,743,274 entries" and provides a table with columns for Customer #, First Name, Last Name, Address, City, State, Zip, Country, Phone, and E-Mail. The first row shows a customer with ID 1, Name John Doe, Address 123 Main St, City Cincinnati, State OH, Zip 45223, Country US, Phone 5135551212, and E-Mail jdoe@halegroves.com.

Billing Info

The screenshot shows the Hale Groves website's billing information form. At the top left is the Hale Groves logo. To its right are navigation buttons: RESET UPSHIPS, PRODUCT SELECTION, TRACK PACKAGE, GIFT LISTS, ORDER CATALOG, SHOP, and FIND CUSTOMER. Below the logo, the heading "Billing Address" is followed by input fields for First Name (John), Last Name (Doe), Street Address (123 Main St), C/P.O. Box, Address2, Company, United States, City (Cincinnati), Ohio, ZIP (45223), and PHONE (5135551212). There is also a field for "New Email Address (optional)". At the bottom is a large red button labeled "SAVE BILLING ADDRESS AND SELECT PRODUCTS".

FWD

They Ditch “Green Screens”

Order Entry

Checkout

FWD



THE FORUM FOR RETAIL BRANDS



Thank You!

KIM PLANET

Chief Solutions Architect
Kalio Commerce

EMAIL: kplanet@kaliocommerce.com

www.kaliocommerce.com





THE FORUM FOR RETAIL BRANDS

LET'S CHAT



cohereOne

Kalio™

J.SCHMID

SHINE
STRATEGY



THE FORUM FOR RETAIL BRANDS

QUESTIONS?



cohereOne

Kalio™

J.SCHMID

SHINE
STRATEGY