

Content management helps retailers personalize customer experiences, increase sales

In an ever-growing omnichannel e-commerce world, a customer expects to shop anywhere at any time for any product. And she expects her shopping experience to be truly unique—targeting her personal needs and preferences. But for most e-commerce retailers, that's not easy to do.

"As more and more shoppers expect to be recognized across all e-commerce devices and touchpoints, the line between creepy and cool can start to blur," says Ed Stevens, chief operating officer at Kibo, a cloud-based unified commerce platform provider. "Merchants must find a balance between not violating a shopper's need for privacy while still displaying personalized recommendations and relevant products for cross-sell and upsell."

And that's why a content management tool is such a critical element to online retail success, Stevens says. "It helps retailers gain increased focus from their customers," he adds. "If a retailer can easily link content to a product, it can increase buyer success in using its products, help shoppers discover its brand and ultimately increase sales."

Effective content management relies on state-of-the-art technology, such as Kibo's data-driven merchandising engine and inline analytics tool, Stevens says. "Using Kibo's technology, retailers can deliver personalized suggestions, promotions and content by shopper personas," he says. "Additionally, displaying content alternatives based on algorithmic data ensures that merchants connect shoppers with relevant information that instills confidence in the brand."

Women's fashion retailer Francesca's recently partnered with Kibo to do just that. "It's really about our customer. We want to make sure we're listening to her and getting as much data as we can so we can reflect her interests, her passions, her product priority categories," says Erik Lautier, senior vice president, direct to consumer



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and marketing at Francesca's. "I expect that our understanding of who our customer is and everything she loves and making sure we can put that in front of her will evolve over the course of this year and beyond. I'm excited about the plans we put in place, and Kibo is key to our success."

Stevens says implementing a content management tool that provides important information, yet is nimble and easy to use is critical. "The right tool should allow merchants to view native inline analytics about products, then make complex merchandising and content decisions without IT involvement," he explains. "It should be the combination of broad intelligence and business-user agility."

As content management begins to evolve from segmentation-based personalization to a new form of hyper personalization in which customers expect more high-quality product images, visual merchandising is increasingly important. And retailers need to a nimble, agile content management system in place to handle the shift.

"Kibo's cloud-based technology allows merchants to be nimble," Stevens says. "The only way to survive the rapidly evolving retail space is to utilize agile technology that empowers business users to easily make adjustments."

Stevens emphasizes that content management is a necessary e-commerce strategy that can help retailers increase sales. "And good content management is easily achievable with the right technology partner," he adds. ■



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AGILE

CONTENT MANAGEMENT

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that helps you easily deliver
personalized, one-on-one
shopping experiences that result in
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Content Management

Kibo

2016 Rank in Category: **6**



Primary URL: KiboCommerce.com

Year Launched: 2016

TOP 1000 RETAILERS

2016: 14*

2015: 14

Growth: 0

TOP 500 RETAILERS

2016: 6

2015: 6

Growth: 0

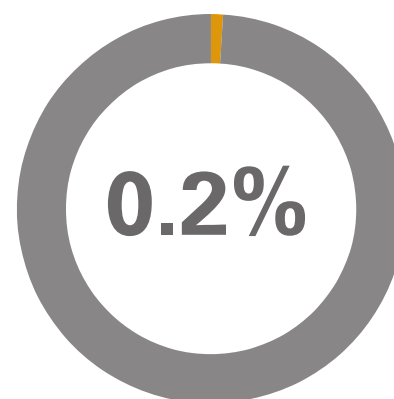
SECOND 500 RETAILERS

2016: 8

2015: 8

Growth: 0

MARKET SHARE



See page 37 for Methodology on market share and other metrics

TOP 1000 CLIENTS

Web Only: 2

Chain Retailer: 5

Manufacturer: 2

Catalog/Call center: 5

KEY CLIENTS

- Beachbody
- Party City
- Sundance Catalog
- Ulla Popken
- Original Honey Baked Ham
- BrickHouseSecurity.com

TOP 1000 CLIENTS BY SIZE

(No. of Top 1000 retailers)

\$10 million or less: 0

\$11-50 million: 9

\$51-100 million: 3

\$101-500 million: 2

\$501 million or more: 0

TOTAL TOP 1000 CLIENT WEB SALES

2016: \$690,231,342

2015: \$644,738,247

Growth: 7.10%

Median: \$20,408,655

PRODUCTS & SERVICES

E-commerce platform offering content delivery, SEO, responsive design, CRM, social, site search, visual, dynamic and SKU-based merchandising, A/B testing, analytics and multi-site functionality

Entry Level Pricing: Pricing and fees vary; company would not disclose specific pricing

CORPORATE

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Management

Kenneth Frank, CEO
Jennifer Sherman, SVP, Product &
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Ed Stevens, COO

*In 2015/2016 MarketLive, Shopatron and Fiverun merged to form Kibo. 2016 and 2015 figures include MarketLive clients.

Source: Internet Retailer 2017 Leading Vendors to the Top 1000. Category leaders are ranked on the total number of clients named by retailers in the 2016 editions of the Top 500 Guide and Second 500 Guide, which collectively make up the Top 1000.