

SUCCESS STORY

# DSW



## Visual content inspires DSW customer purchases

DSW, a retail chain known for its wide selection of brand-name and designer shoes and accessories, faced a challenge common in the retail space — how to give online shoppers the confidence to purchase.

“Our customers have been asking for more on-the-foot photography, more style guidance, more ‘how-to-wear’ kind of content,” says Alison Wagner, Digital Product Specialist at DSW.

The answer to this customer demand? Visual consumer-generated content (CGC).

### VISUAL CONTENT DRIVES SITE ENGAGEMENT AND CONVERSIONS

A website redesign presented a prime opportunity to improve the customer experience by placing CGC at the center of their digital strategy. DSW implemented Bazaarvoice Curations to collect and display consumer-generated images from a variety of social platforms on their homepage, product pages, and some brand-level pages. Curations powers an engaging visual experience that showcases products in the real world. DSW shoppers can now find their ‘how-to-wear’ inspiration by seeing a pair of shoes styled in a variety of real-life settings.

Within the first six months after launching Curations, a majority of DSW site visitors engaged with visual content. Shoppers who did so were more than twice as likely to purchase than those who did not, and spent substantially more money per order.

#### AT A GLANCE

##### Challenge

Provide online shoppers with the visual style guidance they experience in stores.

##### Solution

Use Bazaarvoice Curations to showcase how the products look in the real world.

##### Benefit

Visitors who engage with the visual content are more than twice as likely to convert and spend significantly more.

#### Featured Solutions



**Bazaarvoice  
Ratings & Reviews**



**Bazaarvoice Curations**



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**Alison Wagner**  
Digital Product Specialist  
DSW



## **AUGMENTING THE OMNICHANNEL EXPERIENCE**

DSW weaves Curations and social sharing into its omnichannel strategy. DSW uses the hashtag #MyDSW across multiple customer touchpoints, including store mirror clings and handouts inserted into shoe boxes to encourage customers to share their visual content.

“We want customers in every channel to be aware of our social media activity so we work closely with store partners to ensure that shoppers know they have the opportunity to join in the conversation,” explains Wagner.

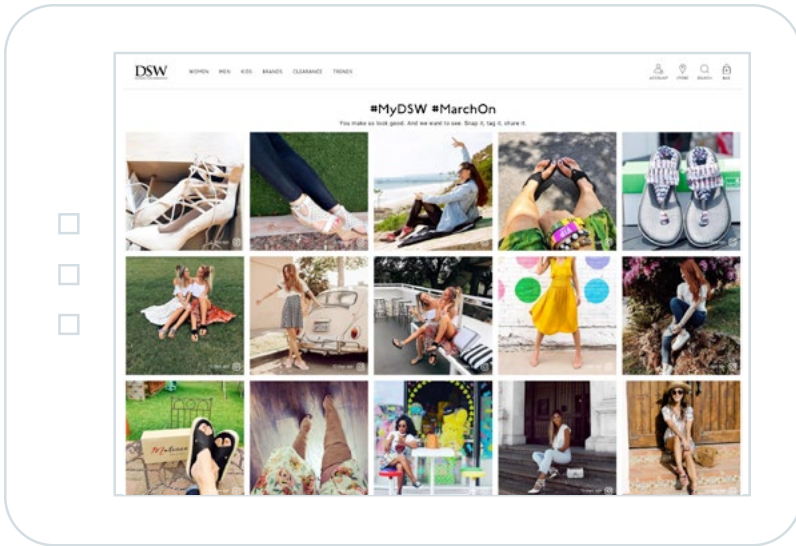
Customer-generated imagery creates a richer omnichannel experience and a pipeline of visual content to spur additional conversions.

## **A FORCE MULTIPLIER: VISUAL CGC WITH RATINGS AND REVIEWS**

Bazaarvoice Ratings & Reviews complements Curations on the DSW website.

“A challenge for any online retailer is the missing in-person ‘try on’ element. Letting customers read reviews on how a shoe fits or feels along with seeing customer photos for style, fills that gap,” says Wagner. The combination of text reviews on key elements like fit and comfort, coupled with the style inspiration from visual content, leads to increased consumer confidence.

“The two types of content overlap in their overall purpose. A shopper might be looking for a shoe for a nice occasion and see that a particular sandal has reviews saying it’s comfortable. That checks off one box in their buying decision. Then looking at the Curations content and seeing other customers wearing the sandals in certain styles, checks the other box,” explains Wagner.



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**Alison Wagner**  
 Digital Product Specialist  
 DSW

The combination of Ratings & Reviews with Curations acts as a force multiplier, increasing overall responsiveness to consumer-generated content.

Millions of visitors viewed the two types of content, and those who did were more than twice as likely to buy than those who did not, and resulted in a doubling of the revenue per visitor.

“One of the Digital Team’s main strategies is bringing DSW’s assortment to life. Having more lifestyle photography and ‘how-to-wear’ information from consumer-generated content increases customer confidence and drives conversions,” says Wagner.

**DSW**

**COMPANY PROFILE**

Designer shoes retailer

**CLIENT SINCE**

2007

**ABOUT THE COMPANY**

DSW is a retail chain destination for brand-name and designer shoes, handbags and other accessories across its more than 500 stores in the United States and internationally.

**bazaarvoice**

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