



# A Perfect Fit: Bloomingdale's By Mail and DS Retail Technologies Expand Catalogs to Web



DS Retail Technologies, Inc.

*Internet sales more than doubled*

When Bloomingdale's By Mail decided to put its best foot forward on the Internet to offer its customers an easy-to-use interface for browsing and ordering online, it called on the experience of DS Retail Technologies, Inc.

## Background

Bloomingdale's By Mail is a division of Bloomingdale's Department Stores, one of the country's most respected merchandisers and considered "Like No Other Department Store in the World". Like its parent company, Bloomingdale's by Mail has a strong reputation for offering high-quality and unique merchandise to its customers. After the success of its mail-order catalog, Bloomingdale's by Mail looked for ways to expand its reach to customers through the Web.

After detailed research, Bloomingdale's By Mail determined that in order to enhance the merchandising of its site, it would be more cost-effective to utilize the catalogs customers had already become familiar with. Enter DS Retail Technologies, a leading expert in expanding retailers' catalogs to the Web. DS Retail understood how to help Bloomingdale's By Mail extend its brand online by creating a site that spoke the language its customers understood: service, selection, and fashion.

*"We were amazed at the results we achieved working with DS Retail Technologies."*

– Charles Silver,  
VP of Marketing, Bloomingdale's By Mail

## Challenge

Bloomingdale's by Mail wanted to provide a convenient, web-based shopping experience similar in many respects to viewing a physical Bloomingdale's Catalog. In order to properly represent the company's reputation for distinctive and exclusive merchandise, as well as knowledgeable and

helpful shopping support, Bloomingdale's By Mail turned to DS Retail to provide a true shopping experience to current catalog customers. Bloomingdale's by Mail also made it clear that it wanted to extend its reach to online customers; the site had to be accessible, consistent, and easy-to-use.





## Solution

DS Retail Technologies addressed this challenge by creating a site that converted Bloomingdale's By Mail's print catalogs into a dynamic, streamlined shopping experience. DS Retail utilized its NetCatalog product to create several customer-centric offerings:

- Easy page-by-page browsing
- Ability to shop/browse by category
- Other search options: brand, item number, key word
- Pop-ups with enhanced images and text describing product and price
- Sign-up options for catalogs and mailing lists
- Single or two-page viewing options
- Full shopping cart integration



## Results

**Bloomingdale's By Mail saw catalog sales from the Internet more than double after it began working with DS Retail Technologies.** "We were amazed at the results we achieved working with DS Retail Technologies," said Charles

Silver, Bloomingdale's By Mail's Vice President of Marketing. "It was clear that our Internet shoppers welcomed a familiar, easy-to-use format for ordering from our company."

Additional results of the Bloomingdale's By Mail partnership with DS Retail Technologies were immediately apparent, and even exceeded Bloomingdale's By Mail's initial expectations:

- Catalog sales from the Internet more than doubled from the previous year, all attributed to DS Retail
- Average Internet order value increased by \$19
- Average Internet order size jumped by 7%
- 50% of sales generated by DS Retail deemed to be incremental
- DS Retail supports approximately 95% of traffic generated by Bloomingdale's By Mail e-mail marketing, resulting in over \$300K (and growing) incremental monthly demand

DS Retail Technologies specializes in placing print catalogs and print circulars on Web sites, increasing online sales, and cutting direct mailing costs. NetCircular and NetCatalog allow page-by-page browsing, like a printed catalog or circular, but with advanced searching and e-commerce capabilities.

DS Retail Technologies serves over 30 clients, including Federated Department Stores, Best Buy Electronics, Bloomingdale's By Mail, RadioShack, Albertsons, Nordstrom, Sur La Table, Chelsea and Scott, Fred Meyer, Bombay, and many other leading retailers, direct marketers, and multi-channel retail companies.