

In Focus: Market Insights

TECHNOLOGY

PacSun Taps PredictSpring For Mobile Solution

- The specialty retailer's app includes shoppable Instagram.

BY ARTHUR ZACZKIEWICZ

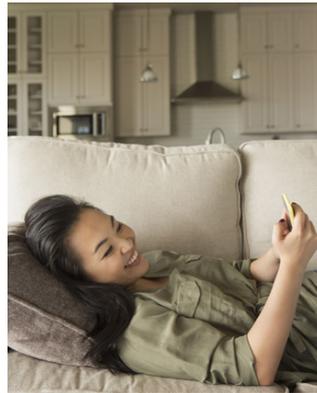
Pacific Sunwear of California LLC said today that its mobile commerce app was done in partnership with PredictSpring, and has resulted in a year-over-year app-generated sales gain of nearly 46 percent for July. The retailer's adoption of the app was aimed at improving the overall shopping experience for their consumers via features that include "Shoppable Instagram" and loyalty program integration.

Terms of the partnership were not disclosed. The app is available at the Apple App Store as well as Google Play Store. PredictSpring said the "integration of PredictSpring with Salesforce Commerce

Cloud allowed for the rapid go-to-market of the PacSun mobile app – a factor that proved critical to the app's immediate success."

The Anaheim, Calif.-based specialty apparel retailer said the "Instagram Shop-the-Look" feature allows consumers to "easily browse and purchase directly from the PacSun Instagram feed." Regarding the loyalty integration, PacSun said its members can "easily view and manage their MyGSOM Rewards points and activity. The app also offers users access to wish lists and a store locator, and incorporates push and geo-fenced notifications to keep customers engaged and drive purchases via the app and in-store."

The retailer's MyGSOM Rewards program offers shoppers a \$5 reward for signing up, 10 points for every \$1 spent and \$5



for 1,250 points earned. Eugene Lai, director of digital at PacSun, said "mobile plays an important role in consumers' everyday lives, and we know that translates to when and where they are shopping."

"Since partnering with PredictSpring, PacSun has increased year-over-year app revenue by 45.8 percent, and we have enhanced our app experience to engage with our customers in a meaningful way," Lai added.

Nitin Mangtani, founder and chief executive officer of PredictSpring, said his firm provided PacSun with "an exceptionally fast and visually rich app experience that their Millennial and mobile-savvy consumer has come to demand. We have also simplified online merchandising and creative processes, empowering business users to make quick and effortless updates to products and content without lengthy development cycles."

PacSun operates 583 stores in 50 states as well as in Puerto Rico and on pacsun.com. Aside from PacSun, PredictSpring clients include Calvin Klein, Tommy Hilfger, Cole Haan, Claire's, Vineyard Vines, New York & Co., Skechers and Charlotte Russe.

MARKETING

Adobe E-survey Marks Marketing Opportunities

- The annual study discovered emerging consumer behaviors within the channel.

BY ELIZABETH DOUPNIK

From achieving inbox zero to what motivates individuals to open an e-mail, Adobe's annual "U.S. Consumer E-mail Survey Report," captured emerging consumer behaviors when interacting with the platform.

The online survey ran from July 10 to 17 this year, polling more than 1,000 smartphone owners to deliver updated insights for brands and retailers.

The current wellness craze is reaching consumer inboxes. "The overall number of hours consumers spend on e-mail each day decreased 27 percent from last year – with declines across both personal and work

accounts," the report said. The amount of time consumers spent checking work e-mails decreased 20 percent – consumers spent 36 percent less time checking personal e-mail annually, the research found.

Despite new communication options such as Slack and Snapchat, individuals between 18-34 still prefer e-mail. In fact, the study found Millennials aim for "inbox zero" status, in which all messages have been read, filed or deleted.

"Sixty-six percent of them report reaching inbox zero – that golden moment when you've responded to, and quickly deleted or filed, all of your e-mail messages," the report said. "Inbox zero makes sense for this cohort – [younger consumers] are ultra-responsive when it comes to communication, and so at ease with technology that they happily dispatch and archive messages, knowing they can simply search and find whatever they need later."

This is good news for brands. E-mail remains as the favored method to connect with brands – 61 percent of consumers indicated they prefer to receive offers via the platform, up 24 percent from 2016.

In order to maximize e-mail strategies, the report concluded that deploying personalization attributes. According

How Brands Frustrate Consumers With Lack of Personalization

Adobe 2017 Consumer E-mail Survey



the report, 34 percent of consumers get frustrated when brands promote items that don't align with their preferences. What's more, individuals posted high turn-off when brands aggressively pushed promotions. Forty percent of participants said they wished that e-mail content contained more information and less of hard sells.

To reach the elusive Millennial set, mobile

optimization will go far. Twenty-one percent of individuals who check e-mail on their phones were frustrated by the amount of scrolling and lengthy load times. With that, be sure to consider the consumer as a full person – not simply a potential purchaser. Keep messaging succinct and thoughtful, overloading on the amount will e-mail flooding an inbox will likely have an adverse effect.

TEXTILES

Textile Company Partners With Archroma

- Trusty Trading specializes in "eco" pocketing products and customized curtain waistbands.

BY TRACEY GREENSTEIN

As the trend toward personalization continues to pique consumers' interest, brands and retailers are homing in on finer

details to further differentiate products. Companies such as Trusty Trading, a vertical manufacturer that develops and distributes technical textiles and apparel fabrics, specializes in pocketing products and curtain waistbands that allow brands to get creative.

The firm recently partnered with Archroma, a Swiss color and specialty chemical company, to launch its "Eco Pocketing" sustainable pocketing fabric line that conserves and reduces water usage in the textile industry. Its fabrics can also be incorporated into other end uses such as solid colors or prints for shirts and linings. Archroma's Optisul C dyes are sulfide-free and approved by bluesign and GOTS [global organic textiles standard]. And its dyes are

Oeko-Tex, ZDHC MRSL and EU Ecolabel compliant.

Trusty Trading's campaign touted that "Pocketing can help change the future of sustainability" via Archroma's special "waterless" dye technology that uses minimal to no water at all in its formulation. As a result, the increased production enables faster speed to market and a higher reproducibility rate for problematic pale shades. And the dyes can be used for a wide spectrum of colors.

"Trusty selected Archroma's technology for the substantial amounts of water that can be saved during the dyeing process with Optisul C dyes. The 'Eco Pocketing' range allows apparel suppliers, brand and retailers to combine beautiful inspiration, performance and the very soul of

sustainability," the company said.

"In addition, the sustainability of the Eco Pocketing [collection] can be measured and substantiated with Archroma's One Way sustainability calculator tool." Its calculator uses a three-step process that clarifies and calculates savings for water, energy and carbon dioxide.

Computed by its calculator tool, Archroma's dyeing technology used 94 percent less water consumption, 54 percent less energy consumption and 61 percent less carbon dioxide compared to a standard reactive dyeing process for deep to medium shades. For pale to medium shades, the dye used 89 percent less water consumption, 45 percent less energy and 51 percent less carbon dioxide.