



How URBN Leverages Concierge's Clienteling to Drive Sales



Overview

URBN is a portfolio of global consumer brands, comprised of Urban Outfitters, BHLDN, Anthropologie, Free People, and more. The brand sells across retail categories that include apparel, beauty, home, and lifestyle.

The company values creating unique retail experiences and has a singular focus on pleasing its customer. URBN's focus is on breaking down the walls between eCommerce and in-store to provide a superior customer experience anywhere along the customer journey.

Background

URBN sought to bridge the gap between online selling and the in-store experience. Mad Mobile collaborated with Urban Inc. to allow sales associates to set virtual appointments, drive sales lift without spending large advertising dollars, and share buy links where customers can make purchases.

Increased email customer conversion rate to 65%

Increased units sold by 50%

Increased average order value by 33%

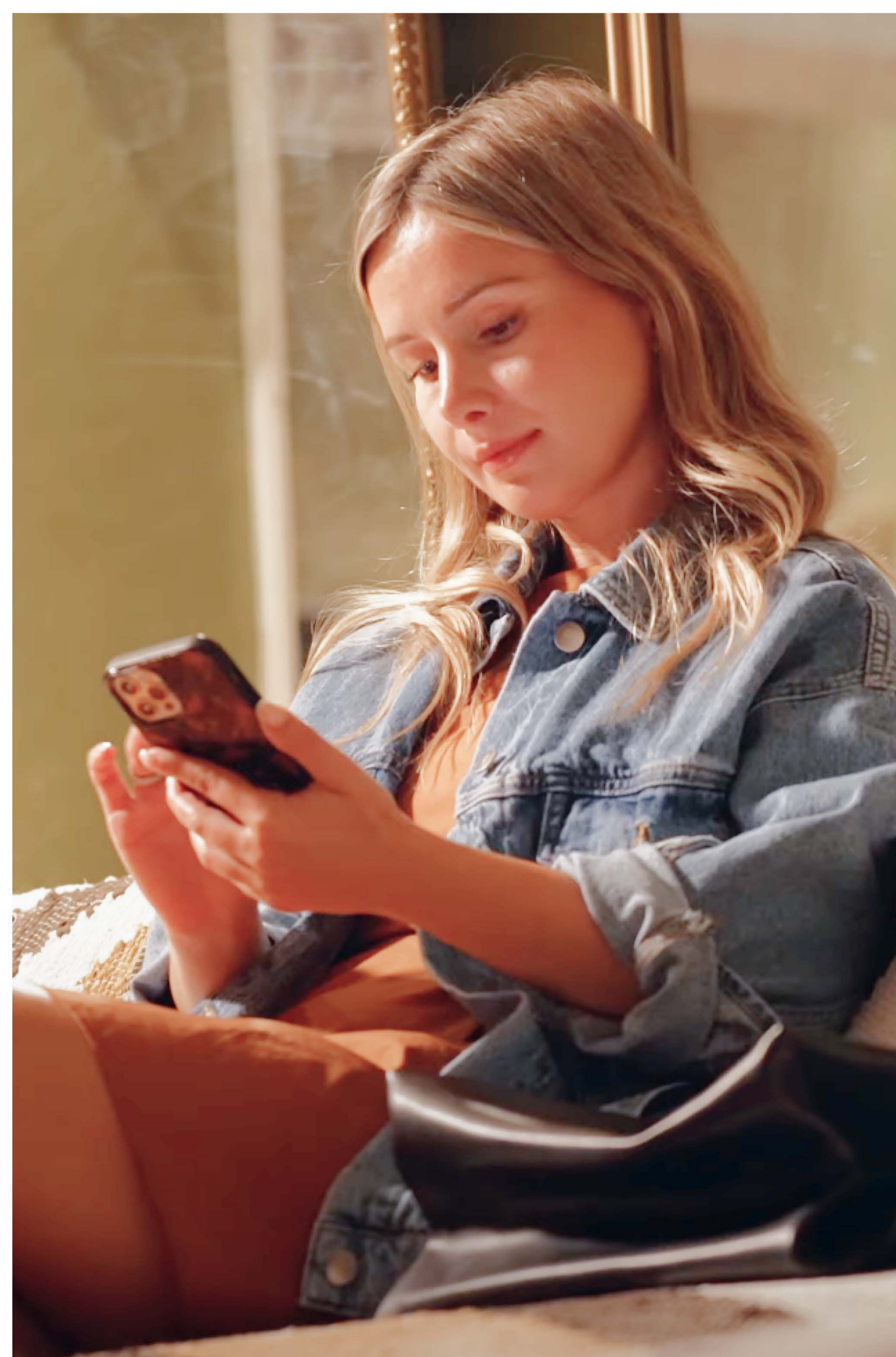
Results with Concierge's Clienteling Solution

Results 1

Enhanced customer connections and conversion rate

Concierge's Clienteling features quickly drove a sales lift on the number of items sold, increased customer conversion rates on emails, and increased overall average order value (AOV).

Organically, one of the URBN brands sent more than 11,000 product shares through buy links, communicated with more than 27,000 customers through email and text, and converted 65% of those customer touchpoints. This was with no outside advertising spend.



Results 2

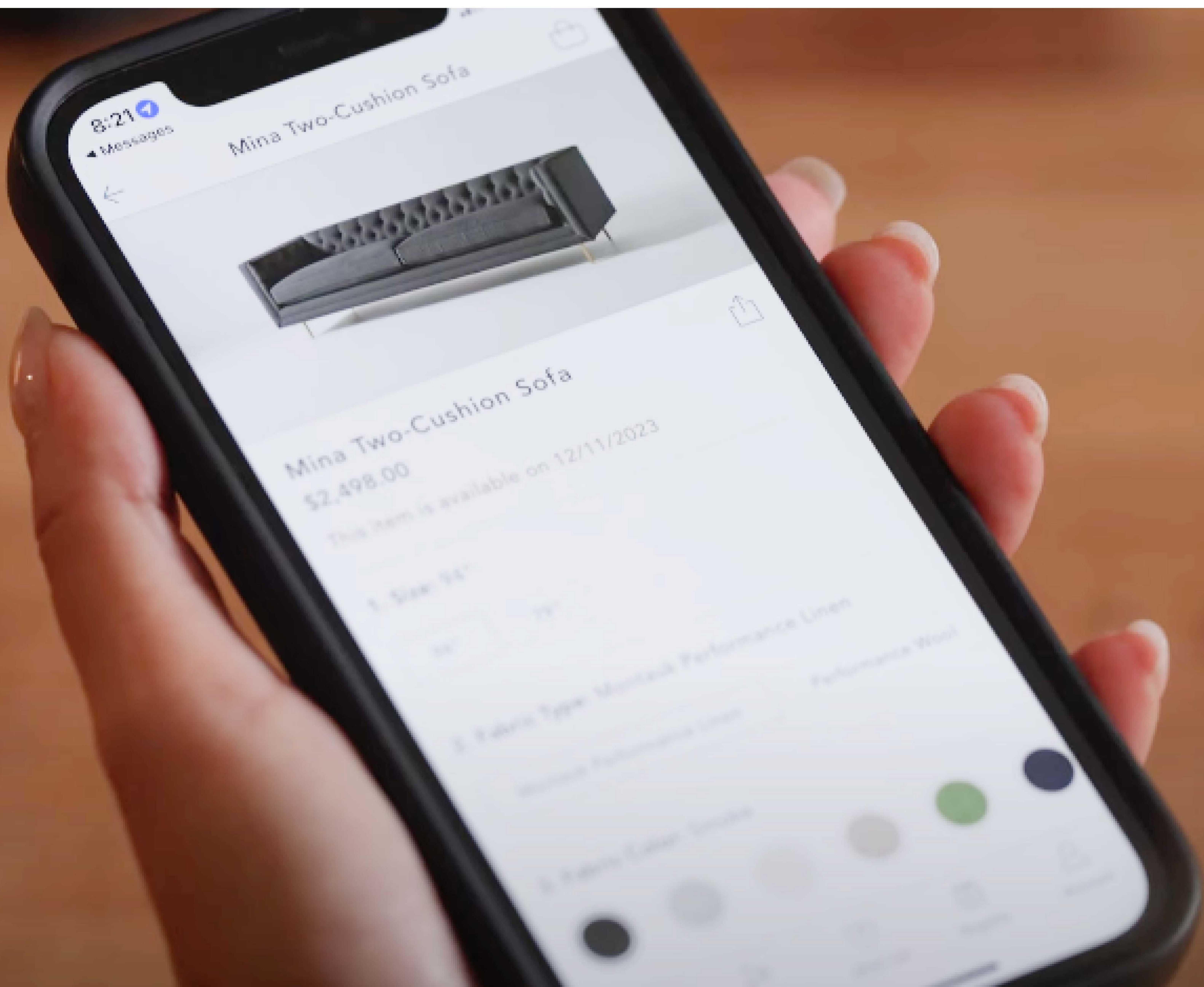
Increased AOV and units sold

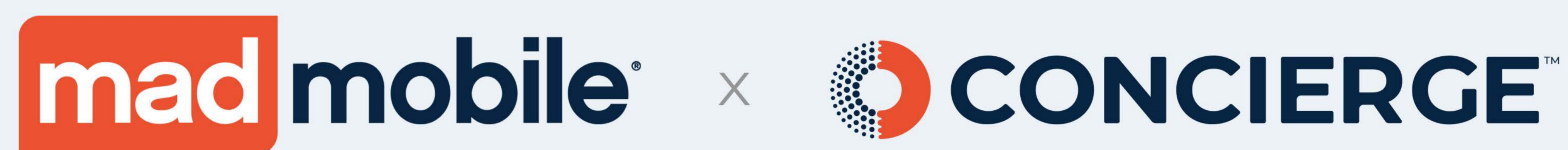
With the orders placed via appointments, buy links, or email, the brand had an average increase in order value of 33% and 50% boost in units sold as a result of clienteling.

Conclusion

This case study highlights the effectiveness of Concierge's Clienteling software, showcasing how it seamlessly enhances the customer journey and boosts sales for URBN. This tool helped URBN successfully bridge the gap between online and in-store shopping and support their business. The outcomes were instrumental, demonstrating growth in sales, conversion rates, and average order values.

Anthropologie's Senior Manager of Brand Styling, Maddie Bender, attested to the success, stating, "Concierge is a really great way to genuinely connect with customers and drive incremental sales."





Mad Mobile's retail solution, Concierge, revolutionizes the way associates engage with customers, empowering retailers to enhance the shopping experience and establish effortless connections.

[Learn more](#)

[Watch the Anthropologie and Concierge Case Study](#) →