



Capgemini case study

Creating an experience from the ground up

Capgemini's integrated approach to design and marketing
takes KUIU to new heights



Founded in 2011, KUIU is an innovative hunting-gear company and manufacturer of high-quality performance outdoor apparel. Tried and tested, KUIU's products are designed to thrive in the harshest conditions and provide uncompromised quality to consumers.

For years, avid expedition hunters had been forced to deal with significant gaps in the hunting equipment and apparel markets. Most outfitters were not developing the ultra-light tactical clothing and gear that could handle the demands of expedition hunting. While KUIU stepped in to fill that void, the brand also felt compelled to bring change to the traditional hunting-gear retail model. Instead of distributors and markups, KUIU wanted to make its high-tech gear as affordable and accessible as possible. This meant cutting out the middlemen, and connecting straight to consumers.

Capgemini services



Experience design



Digital marketing

Digital marketing services



Search and media



Marketing management



Insights and optimizations

Commerce platform



Salesforce Commerce Cloud

Challenge

The KUIU direct-to-consumer business model means that the brand's digital customer experience is paramount to its success. Not only does the site need to be visible to the right markets at the right times, but once visitors are on the site, they need to be able to quickly find what they're looking for and complete their purchase.

Personal exploration and connection with nature is at the heart of the KUIU brand, and its aspirational brand elements needed to be at the forefront. The company invested heavily in creating bold content that showed its products as they were meant to be used: in the wilderness. The company's legacy digital experience put severe limits on content publishing, template design, mobile responsiveness, and site organization, meaning that this rich content could not be placed in the spotlight.

KUIU's strong brand story and durable products enabled it to build a highly engaged user-base. But it had not been able to capitalize on this through its digital marketing channels. Opportunities around SEO, paid media, loyalty programs, and more existed, but KUIU's lack of internal resources restricted the company from launching and cultivating these initiatives.

As a rapidly growing company whose success relies on its digital experience, KUIU's specific needs constrained its search for the right marketing and design-solution partner. Not only did KUIU require extensive expertise but, more importantly, the company needed a partner that could understand its brand, drive change, and be a one-stop shop for everything digital.



Capgemini has done a great job optimizing our paid media programs and helping us target relevant audiences across channels. They've also been a great partner, helping us enhance our customer experience and ensure customers connect with the right products for their outdoor endeavors.

Chris Lynch
Chief Marketing Officer, KUIU

Solution

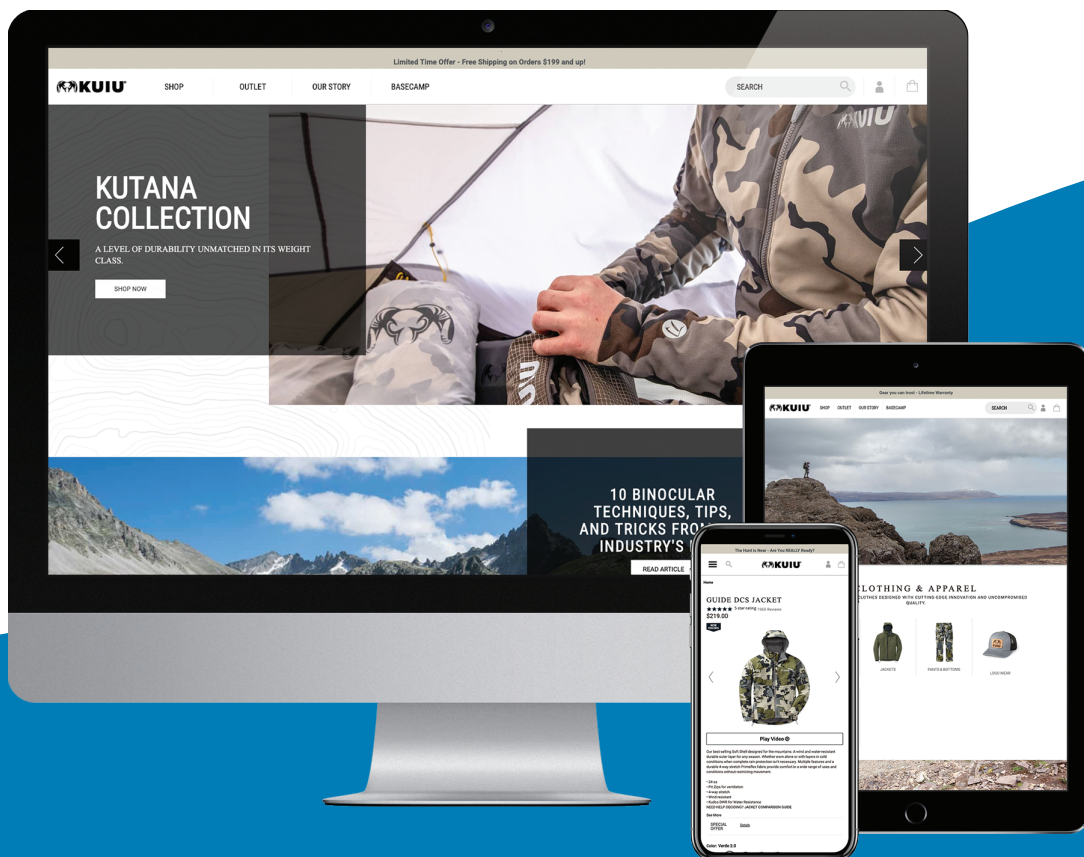
KUIU turned to Capgemini for its holistic engagement model and unparalleled Salesforce Commerce Cloud expertise. Even though a third-party partner was implementing Commerce Cloud for KUIU, Capgemini was responsible for designing the brand's new online experience and supporting its marketing organization.

The Capgemini Experience Design team worked with KUIU to prioritize requirements, optimize site taxonomy, and design new templates. Every page was responsively designed, ensuring KUIU would have a robust and engaging shopping experience no matter the device the customer preferred.

To complement the launch of its new site, KUIU partnered with Capgemini to build and execute an integrated digital marketing strategy aiming to drive additional revenue and acquire new customers. Search experts ensured the site was SEO-optimized at launch and continued to tweak product and category content to score for relevant searches. The paid media team kept this momentum going with intricate strategies across search, social media, and other paid platforms to complement the brand's marketing activities.

Capgemini bolstered KUIU's internal resources, enabling the brand to launch contextual, relevant marketing strategies across SEO, PPC, paid social, and email. The team worked to establish KPI benchmarks and implemented an analytics tracking infrastructure to monitor results and deliver insights and optimization opportunities.

As a trusted partner, Capgemini worked with KUIU to develop a comprehensive digital strategy. As the brand continued to rapidly grow, it needed creative ways to stay in front of its market. Capgemini drove regular road-mapping exercises to help KUIU optimize its budget and make the most of its forecasted demand. This also included identifying vendor partnership opportunities and driving these requirement-gathering and selection exercises.



Outcome

The holistic approach employed by Capgemini and KUIU enabled the brand to not only launch a stunning new digital experience on a tight timeline, but also drive engagement and revenue through integrated, on-brand marketing campaigns, and a truly seamless customer experience.

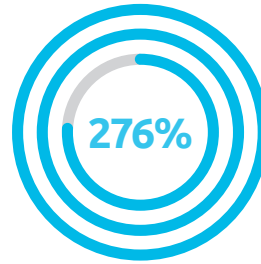
The new site dazzled visitors with its inspirational, in-the-field content and the improved site navigation, search, and storytelling elements helped users find relevant products and complete their purchase. After launching the newly designed site, KUIU saw a 121% increase in online revenue over the holidays.

As the brand's trusted marketing partner, Capgemini's meticulous planning and data-driven strategies have changed how KUIU connects with shoppers. From its longtime customers to those new to the brand, these marketing and digital optimization efforts have boosted KUIU's digital revenue by 276%.

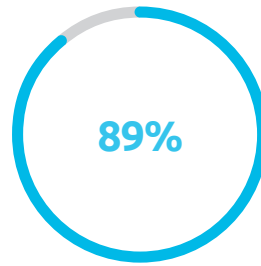
Today, Capgemini continues to work hand-in-hand with KUIU as it continues to forge a new path for its digital business and industry as a whole.

Results

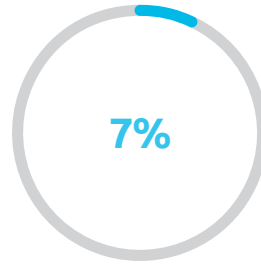
Growth since engagement with Capgemini



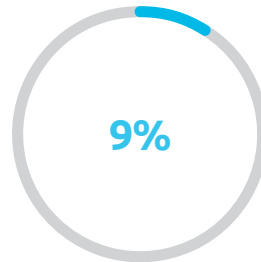
Digital revenue growth



Organic site traffic



Conversion rate



Average order value

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Its Digital Customer Experience (DCX) practice specializes in creating differentiating experiences that foster relationships through Commerce, Marketing, Sales and Service solutions. By combining proven methodologies, deep technical expertise, design and strategy, its talented teams build digital customer experiences that engage and convert, enabling brands to realize their CX vision. Capgemini is a strategic partner of Adobe, Pega, Salesforce and SAP C/4HANA. Capgemini's DCX Practice helps B2B and B2C clients craft successful digital customer experience strategies, put them into practice, and continually optimize them for long-term success.

Learn more about us at

capgemini.com/dcx-na

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