Boden Clothing

Providing targeted content for a global customer base

When UK clothing retail giant Boden were looking at ways to create a step-change in their micro-clienteling capabilities, they needed a system that could handle complex product and customer profiling data, and support the production of a complex range of catalogues targeted at specific customer groups. Step in multi-channel, multi-lingual marketing solution, MatrixCMS.

Boden initially launched as a small UK menswear retailer. Since then, they've grown in a competitive market to offer womenswear and childrenswear. These are marketed through print catalogues supported by Boden's eCommerce site, which features over 600 SKUs.

The challenge was to produce a high volume of targeted catalogues and brochures through a complex production lifecycle and to tight timescales. This had historically been a manual and labour-intensive process, from photography and copy to physical mailing, and Boden wanted to automate as much as possible.

Managing complex end-to-end catalogue production

Because of the complexities of the fashion market (different colours, styles and sizes), one product line can often end up having hundreds of SKUs attached to it.

Matrix's software solution can handle huge numbers of attributes, and allows multiple SKUs and data to be linked to photographs with multiple dimensions and complexities. MatrixCMS manages the whole end-to-end production process of product presentation, from sample management through to briefing photographers and copy creation.

Through MatrixCMS, Boden now have the ability to manage large numbers of SKUs in rapidly changing groups of products, so there's greater productivity when it comes to catalogue production, being able to produce significantly more catalogues for the same amount of resource.

Supporting micro-clienteling

At the core of the Boden approach is the ability to target products to specific customer groups through differing product presentation, targeting different photographs to different customer types. This is further extended by offering different discounting to customer groups. The flexibility of MatrixCMS ensures that it can be adapted to meet the evolving creative market approaches that Boden needs to expand its business.

Extending the business internationally

The challenge in evolving the Boden model to the international market was how to extend its market cost effectively. Again MatrixCMS provided the solution. The multi-lingual facility meant that the existing model could be easily replicated and managed through the existing marketing team and workflow – no need for any parallel operation. MatrixCMS has been crucial in Boden's continued expansion into Germany, France, the USA and Australia.

Working with...

Boden

In a nutshell...

The company
- B2C online clothing company
- Turnover: £100 million
- Employees: 800
- MartixCMS users: 20, across creative, marketing, eCommerce and data management.
- Managing 30,000 SKUs

The challenges
- Wide range of rapidly changing SKUs, with multiple and complex attributes.
- Print and eCommerce content required to tight deadlines.
- Complex production process requiring control of multiple internal and 3rd party resources.
- Complex production imagery – one image can contain multiple products with 150 SKUs.
- Micro-clienteling into multiple customer groups.
- Opening up international markets.

The benefits
- Management of a wide range of product and customer data attributes.
- Greater productivity, producing more catalogues for the same resource.
- Control and visibility of end-to-end production process.
- Flexibility to tailor messaging to maximise sales to different customer groups.
- Ability to market internationally with MatrixCMS's multi-lingual capabilities.
- Faster, more frequent collaboration between key business teams.

Want to know more about MatrixCMS? Get in touch with our team.   **Call:** 01565 655506   **Email:** info@matrixcms.com   **Visit:** matrixcms.com