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online merchandising workshop

Welcome to the Shop.org

Online Merchandising Workshop

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MERCHANDISING NEW MEDIA

How to use Video & Games to
Increase Conversion

Elizabeth Ragone

Director, Digital Merchandising at HSN.com

OVERVIEW



- HSN
- Our DNA
- Merchandising New Media
- Why Video & How
- Why Games & How
- What You Can Do

HSN

HSN EVERYWHERE

HSN.COM

- 350K unique users each day
- Nearly 5MM page views daily
- 2.7MM marketing emails per day
- Most video-pervasive retail website
- 65K unique products

HSN MOBILE

- Fastest growing sales channel
- Seamless integration of video and commerce
- iPad app with up to 15 customizable VOD channels

HSN ARCADE

- First retailer to combine casual gaming with e-commerce experience
- 25 popular games
- 40 million game plays within 6 months
- Share with friends via Facebook Connect



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OUR DNA



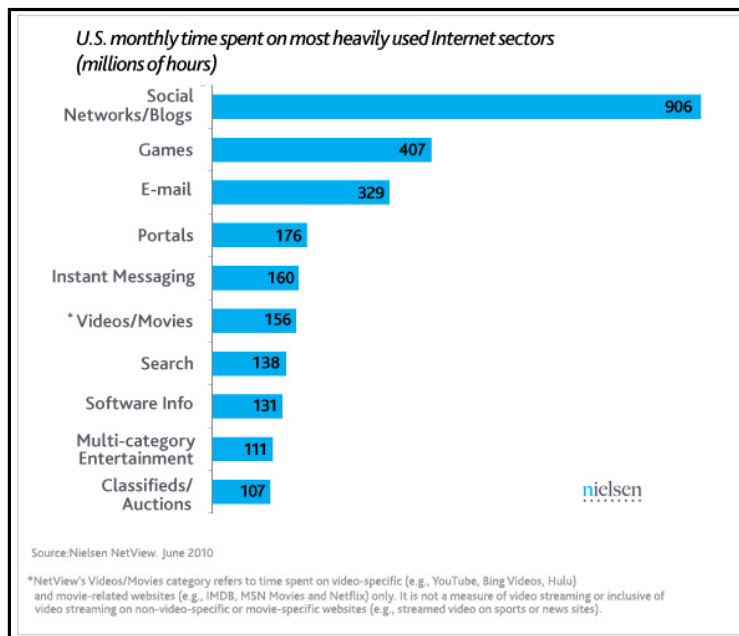
Content, Commerce & Community

- Entertainment: we're part of a network—it's got to be fun, educate, add value in some tangible way.
- Personality: each item sold by an authority, someone with credibility.
- Storytelling: why this item, the backstory that differentiates.
- Connection: talking to her needs, she's part of a larger group who she can share with.

WHAT SHE'S DOING ONLINE

40% of U.S. online time is spent on just three activities – social networking, playing games and emailing.

187 million people watched online video in April 2011, with 21.4 hours being spent per unique customer.



Top 10 Sectors by Share of U.S. Internet Time

RANK	Category	Share of Time June 2010	Share of Time June 2009	% Change in Share of Time
1	Social Networks	22.7%	15.8%	43%
2	Online Games	10.2%	9.3%	10%
3	E-mail	8.3%	11.5%	-28%
4	Portals	4.4%	5.5%	-19%
5	Instant Messaging	4.0%	4.7%	-15%
6	Videos/Movies**	3.9%	3.5%	12%
7	Search	3.5%	3.4%	1%
8	Software Manufacturers	3.3%	3.3%	0%
9	Multi-category Entertainment	2.8%	3.0%	-7%
10	Classifieds/Auctions	2.7%	2.7%	-2%
	Other*	34.3%	37.3%	-8%

Source: Nielsen NetView – June 2009-June 2010

*Other refers to 74 remaining online categories visited from PC/laptops

**NetView's Videos/Movies category refers to time spent on video-specific (e.g., YouTube, Bing Videos, Hulu) and movie-related websites (e.g., IMDB, MSN Movies and Netflix) only. It is not a measure of video streaming or inclusive of video streaming on non-video-specific or movie-specific websites (e.g., streamed video on sports or news sites).

BEWARE SOS

BEWARE SOS

Merchandise

- Who?
- What?
- Where?

BEWARE SOS

Merchandise

- Who?
- What?
- Where?

Measure

PROMOTIONAL VIDEO



TANTOWEL®
Sundown Suntan
While sunbathing and tanning beds can be dangerous to your skin, TanTowel self-tanner and bronzer is a safe, healthy way to get a streak-free summer glow every day of the year.

TanTowel®
LOOK GOOD NAKED.

2 towels + 2 hours = Tan
Application tips ▶





How long do the self tanning products take to dry?
Self-tanner FAQs ▶

LEARN MORE

Drives revenue, external traffic conversion

- Strong selling with product features and call to action.
- Used for ads, considered purchases on product page, conversion driver for external search landing pages.

Sort By: HSN Picks

 <p>TanTowel® X-Foliator Kit HSN Price: \$19.95 ★★★★★</p> <p>Add To Bag</p>	 <p>TanTowel® 13-piece Half Body Classic Kit HSN Price: \$24.90 ★★★★★ Customer Pick</p> <p>Add To Bag</p>	 <p>TanTowel® 13-piece Half Body PLUS Kit HSN Price: \$27.90 ★★★★★</p> <p>Add To Bag</p>	 <p>TanTowel® Half Body PLUS Towelettes - 12-pack HSN Price: \$26.50 ★★★★★ Customer Pick</p> <p>Add To Bag</p>
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PROMOTIONAL VIDEO

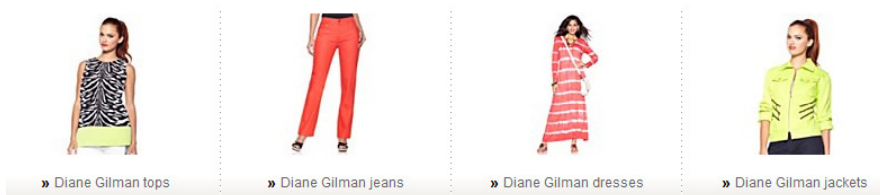
how to
go good
naked...

EDITORIAL VIDEO



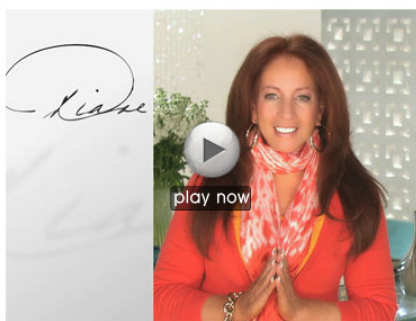
DIANE GILMAN FASHION
Find your fit and stand out
Make a statement. Turn heads. We dare you to find a Diane design that doesn't flatter.
shop new arrivals ▶
shop by outfit ▶

diane gilman by department



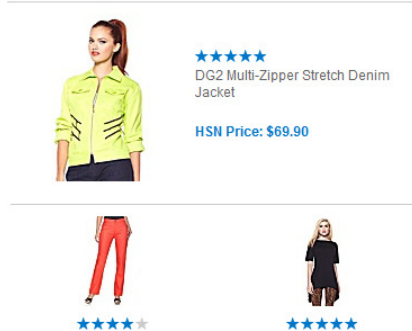
» Diane Gilman tops » Diane Gilman jeans » Diane Gilman dresses » Diane Gilman jackets

diane gilman
Flatter your figure and enhance any outfit



play now

diane gilman customer picks
Top-rated favorites, reviewed by you



★★★★★
DG2 Multi-Zipper Stretch Denim Jacket
HSN Price: \$69.90

★★★★★ ★★★★★

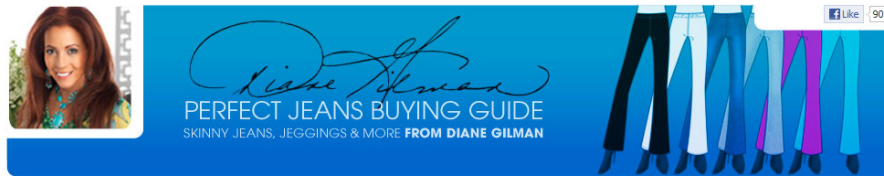
Drives conversion, revenue, engagement, & brand awareness.

- Softer selling, building confidence in her purchase, fit tips, how-to's, story telling, introducing a personality or brand.

EDITORIAL VIDEO



SERVICE VIDEO

A screenshot of a video player interface. The main content is a whiteboard-style guide for "BOOTCUT JEGGING". It includes a technical drawing of a pair of jeans with labels: "M 968-689", "MID-RISE SKINNY WAISTLINE", "LOOKS OF DENIM", and "QUALITY STRETCH". A play button icon is overlaid on the drawing. To the right, a blue box titled "ABOUT BOOT-CUT JEGGINGS" contains two small images of models wearing the jeans and a list of features:

- Look of jeans, comfort of leggings
- Quality stretch denim
- Fully elasticized waist
- Contrast topstitching
- Mid-rise for smooth fit
- Classic boot-cut silhouette

Below this box are two links: "shop boot-cut jeggings ▶" and "shop all Diane Gilman ▶". At the bottom, a "CHOOSE STYLE" section displays five thumbnail images of different jeans styles: "BOOT-CUT JEGGINGS", "JEGGINGS", "BOOT-CUT JEANS", "TROUSER JEANS", and "SKINNY JEANS".

Drives conversion, returns reduction.

- Great opportunity on a tight budget. Utilize still photography and local models by focusing on the product.

SERVICE VIDEO



GAMES

Provide a break within shopping or beyond shopping that encourages her to spend time, deepens engagement, and gives her elements to share through social media.

Games on HSN

- Acquire
- Retain
- Engage

ARCADE: WATCH, SHOP & PLAY

The screenshot shows the HSN Arcade website interface. At the top, there's a navigation bar with categories like JEWELRY, APPAREL, SHOES & BAGS, BEAUTY, KITCHEN, ELECTRONICS, HOME DECOR, HOME SOLUTIONS, HEALTH, FITNESS, FOOTBALL, CRAFTS, CLEARANCE, and MORE. A search bar and shopping bag icon are also present. Below the navigation, a promotional banner offers '\$20 IN SPENDABLE KASH CREDIT' when spending \$100 or more in fashion, jewelry, or beauty. The main content area is titled 'HSN ARCADE' and includes a 'MY ARCADE PROFILE' section for users who are not registered, with a 'SIGN IN NOW' button. A 'HSN STREAMING LIVE' section features a video player showing a live stream of a puzzle-solving event. Below this, there's a 'TODAY'S SPECIAL' section for a 'Queen Collection Zip-Front Poncho with Hood' priced at \$69.90. The bottom section is divided into three columns: 'ELECTRONICS TOP PICKS' featuring products from Sony, Microsoft, and Lexmark; 'PegLand' with a 'PLAY NOW' button; and 'FITNESS BEST SELLERS' featuring ProForm products. A 'LAST 15 ITEMS AIRED' carousel is also visible at the bottom right.

Over 141M people play casual games

...that's 66% of the US online population.

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GAMES IN SHOPPING

The image displays a screenshot of the HSN (Home Shopping Network) website's 'Dress Shop' section. The main content area is titled 'THE DRESS SHOP IS OPEN' and features a large image of a woman in a black and white patterned dress. Below this, there is a 'STYLE QUIZ' section with the text 'Discover dresses and more that fit your personality best with this short online quiz.' and a 'Start Quiz Now' button. To the right of the main content, there are three stacked 'STYLE PERSONALITY QUIZ' pop-ups. The first quiz asks 'Which of these shoes would be the perfect match for your favorite dress?' and shows four shoe options. The second quiz asks 'Which HSN designer brand do you find most appealing?' and shows four brand photos. The third quiz asks 'Which selection best completes: "I would never walk out the door without applying ___"' and shows various beauty products. At the bottom of the main content area, there is a 'New Looks - Fresh for Spring' section with four product cards, each showing a woman in a different dress and a caption: 'Fashion' Short Dress with B.J. Graziano Necklace, 'Autumn' 'Alexander' Dress with Sam Coleman Wedge, 'Crisp' Cocktail Dress with Steven by Steve Madden Pump, and 'Tailorfit' Dress with Steven by Steve Madden Wedge. The left sidebar contains navigation menus for 'Shop by Apparel Size', 'Shop by Color', 'Shop by Body Shape', 'Shop by Silhouette', 'Shop by When to Wear', 'Shop by Price', 'Special Features', 'Sale and Clearance', 'Shop by outfit', 'Blogs', and 'Women's Apparel Tips and Guides'. The top navigation bar includes categories like 'JEWELRY', 'APPAREL', 'SHOES & BAGS', 'BEAUTY', 'KITCHEN', 'ELECTRONICS', 'HOME DECOR', 'HOME SOLUTIONS', 'HEALTH', 'FITNESS', 'FOOTBALL', 'CRAFTS', 'CLEARANCE', and 'MORE'. The HSN logo is in the top left corner, and the 'DRESS SHOP' logo is on the right side of the pop-ups.

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WHAT YOU CAN DO



- Try
- Be authentic
- Offer *value* to her
- Be bold...in baby steps
- Enable sharing
- Test, rinse, repeat

QUESTIONS?

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