

How Rue La La Cross-designs their Mobile Experiences

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OUR VISION



The most engaging online, off-price style destination, connecting world-class brands to the next-generation shopper.

FASHION-FOCUSED, NEXT GENERATION SHOPPER

RUE LA LA HAS OVER

16

MILLION

highly desirable, engaged, and loyal Members

WHO OUR MEMBERS ARE

$160 K

Average Household Income

HOW OUR MEMBERS SHOP

200,000+ Members visit the site daily

60% make repeat purchases

60% shop on their mobile devices

90,000 buyers make 10+ orders a year

Our average active Member comes to the site 3 – 4x per week

35 – 40 Average Age

85% Female 15% Male

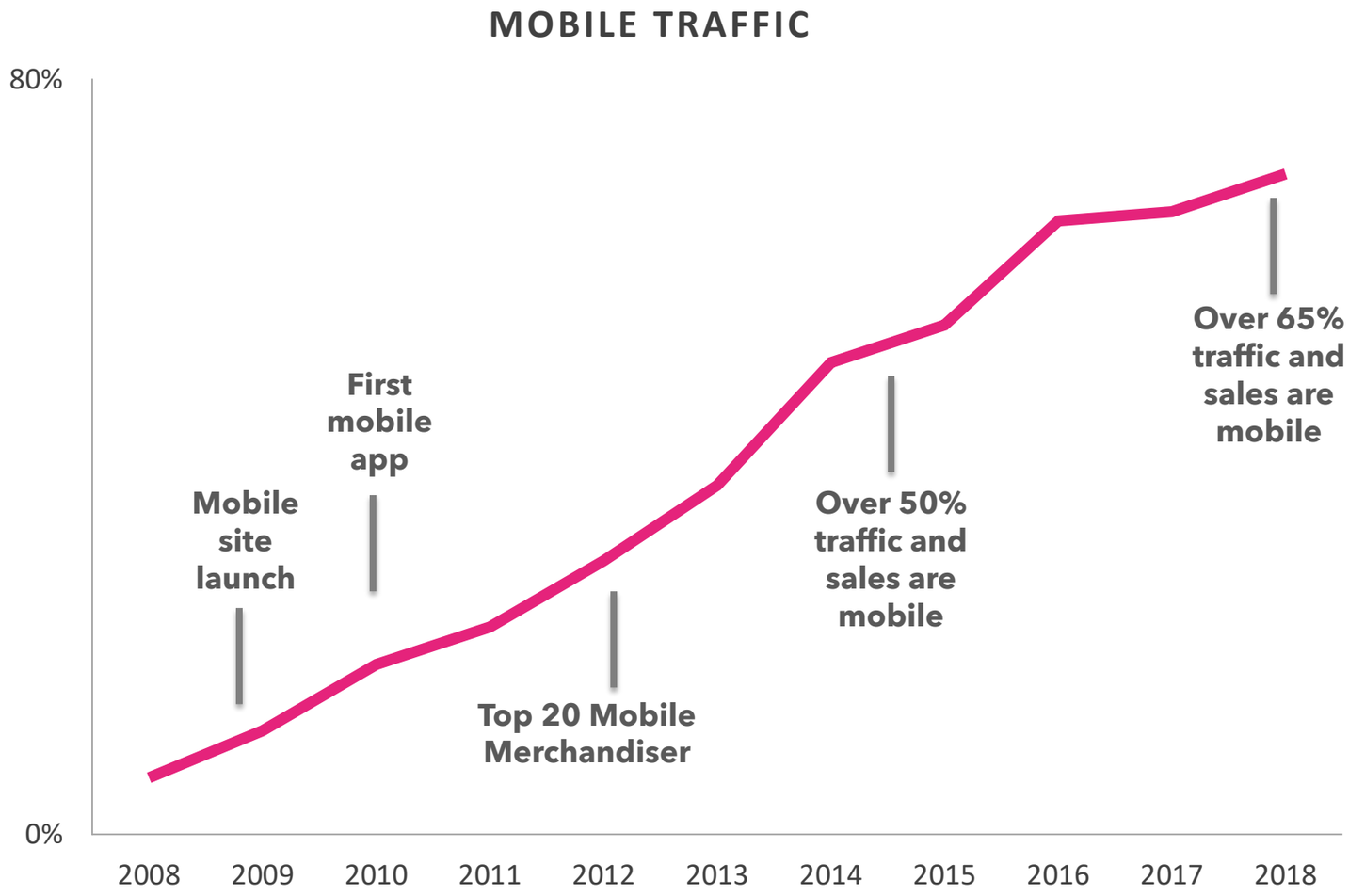
MOBILE IS KING

- People in the U.S. spend up to 4.5 hours per day on their smartphones
- As much as 11 percent of online shoppers now shop online via their smartphone on a weekly basis, and 35 percent say it will become their main purchasing tool
- Over 40% of people say they prefer to complete their entire shopping journey on mobile—from research to purchase
- It takes, on average, 15.3 seconds to fully load a mobile page
- In retail, we've found that a one second delay in page load times can impact mobile conversions by up to 20%
- Ninety percent of organizations that invest in personalized consumer experiences agree it significantly contributes to increasing business profitability

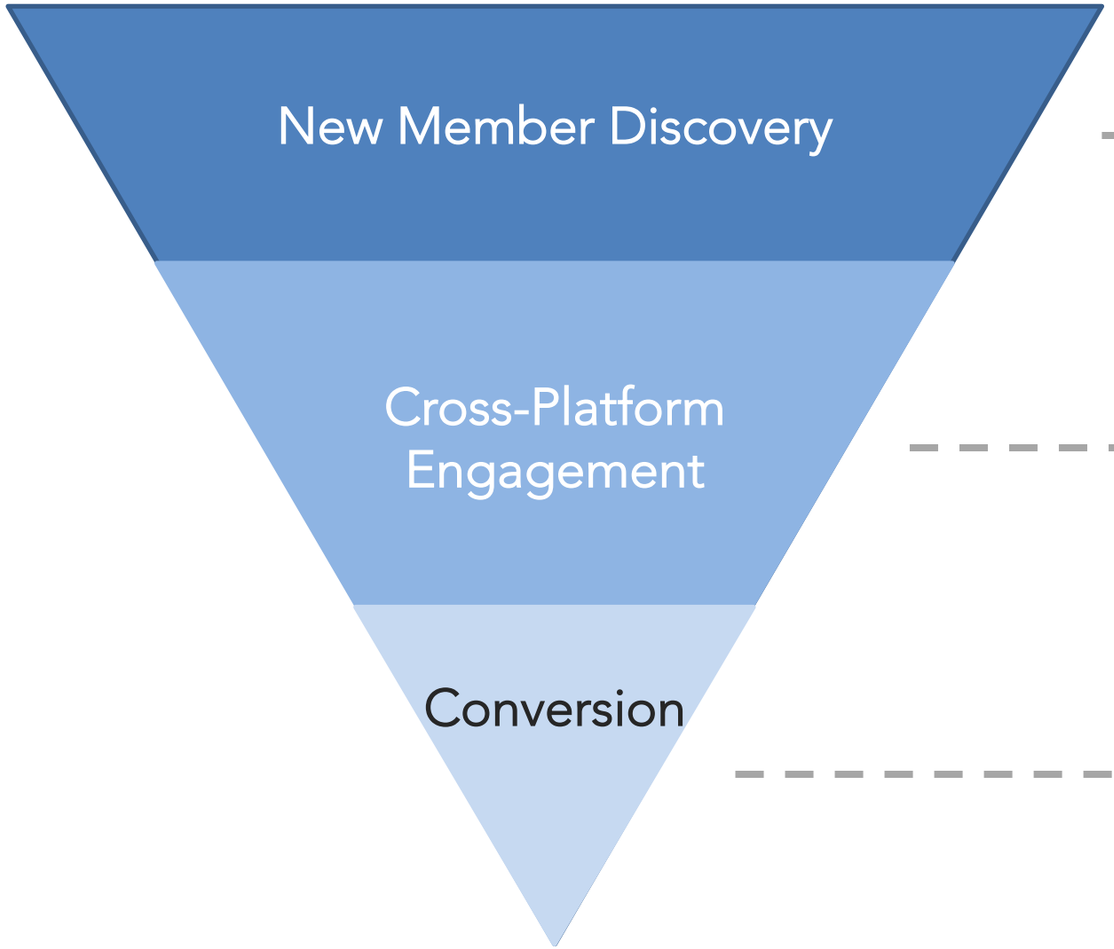
Sources: "Omni-Channel Shoppers", by Gfk, US only, Facebook-commissioned study, September 2015
"Ecommerce Trends 2018: 18 Areas that will shape online shopping", Shopify, January 2018
"When it comes to mobile, it's time to stop making excuses", Think with Google, Feb 2018; Google Research, webpagetest.org, January 2018; SOASTA, The State of Online Retail; Performance, April 2017; Econsultancy and Google, Marketing and Measurement Survey, March 2017

MOBILE EVOLUTION AT RUE

- The longer you wait the harder it gets
- Consumers today are smart and seek instant gratification
- Rue members are always on the go – and we are available for them anytime, anywhere
- Over 600K mobile impressions per day
- Over 65% of revenue is from mobile devices



TAILOR YOUR MOBILE EXPERIENCE



Maximize tools utilized by new members

Use customer data to personalize experience

Create frictionless conversion experience

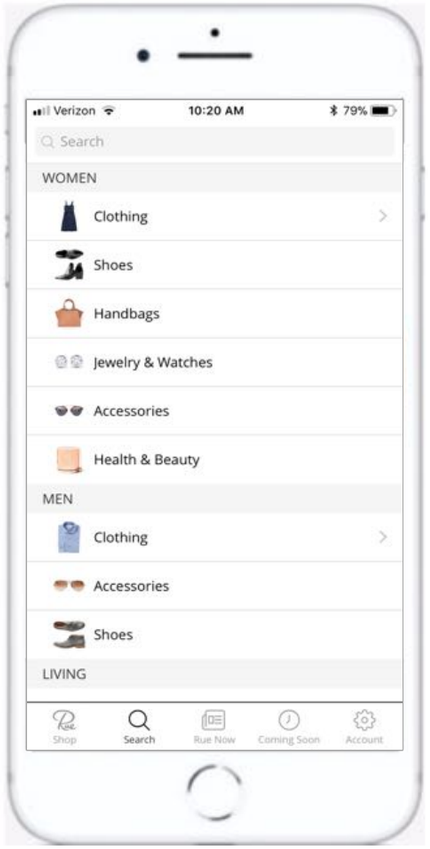
TOP OF THE FUNNEL: NEW MEMBER DISCOVERY

60% of new users join on Mobile Web,
and rely on search and categories to discover Rue's offerings

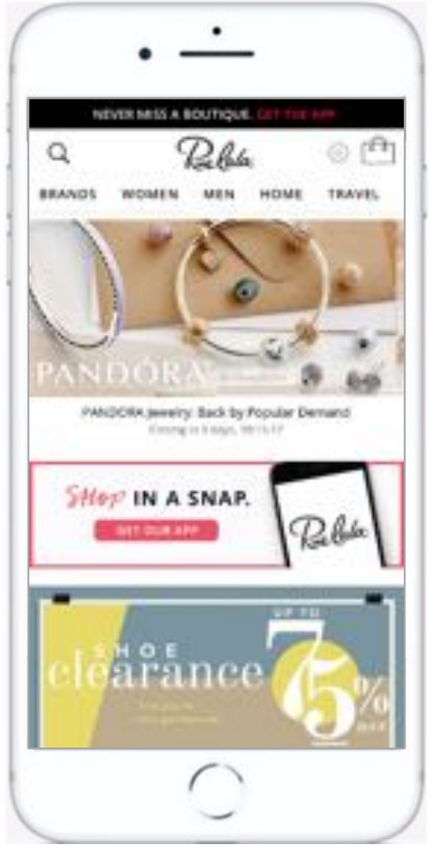
Type-Ahead Search



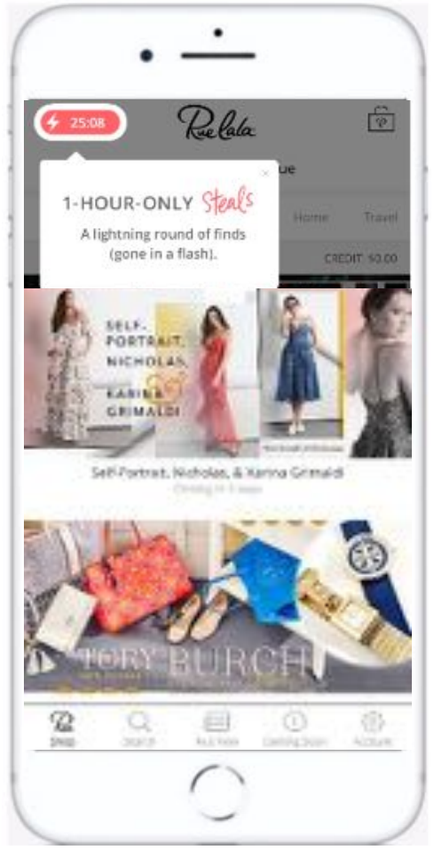
Category Navigation

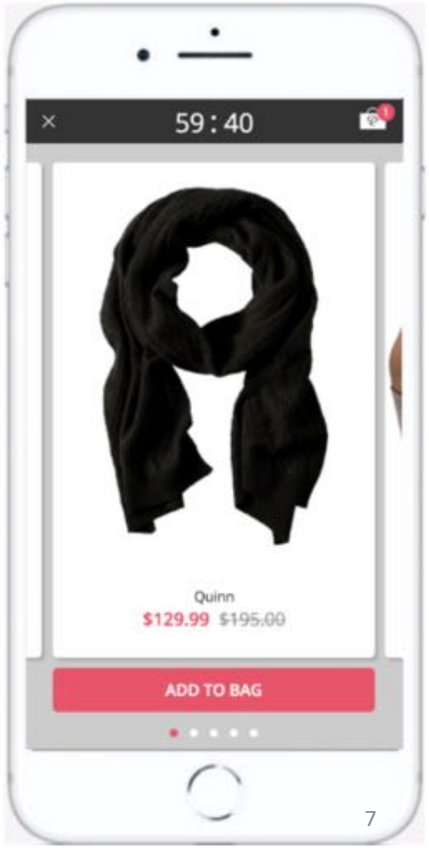


App Messaging



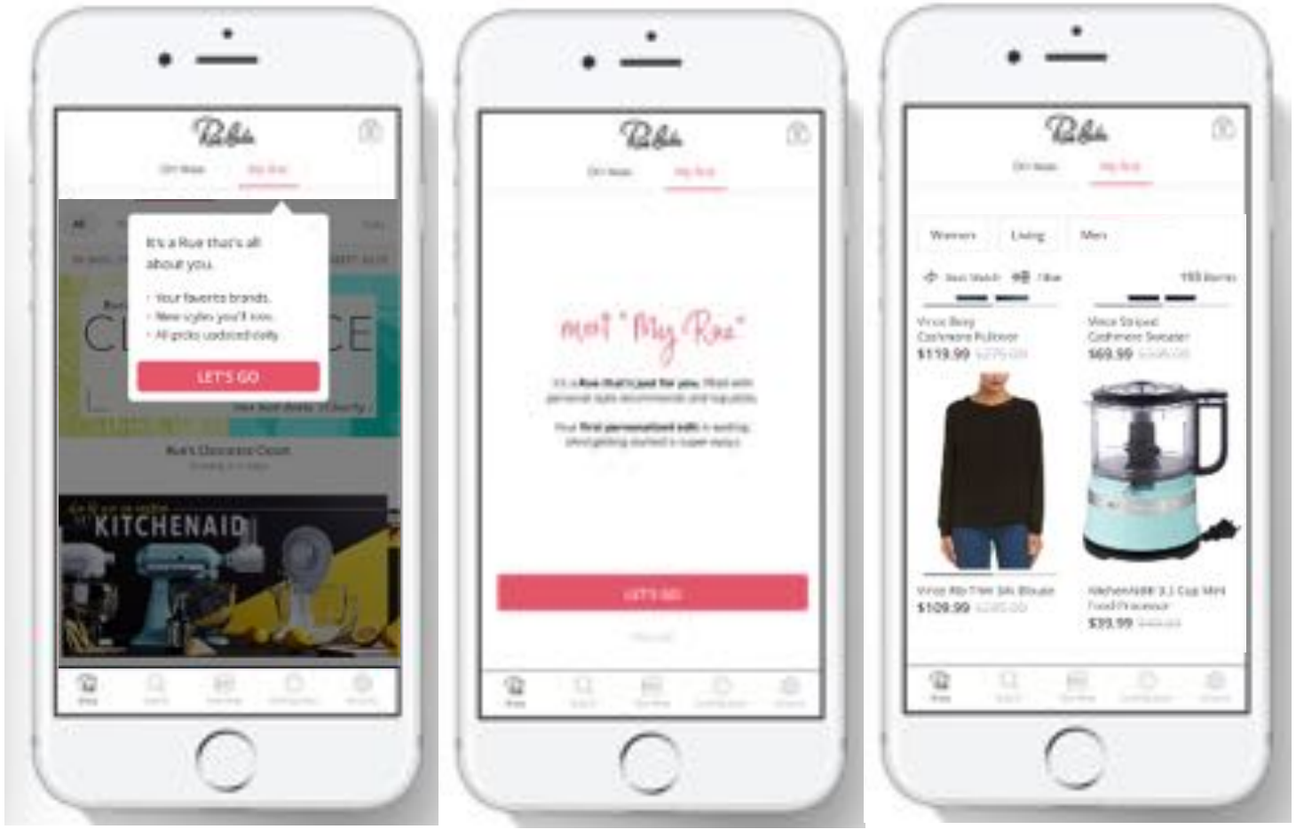
Disruptive Hyperflash Experience



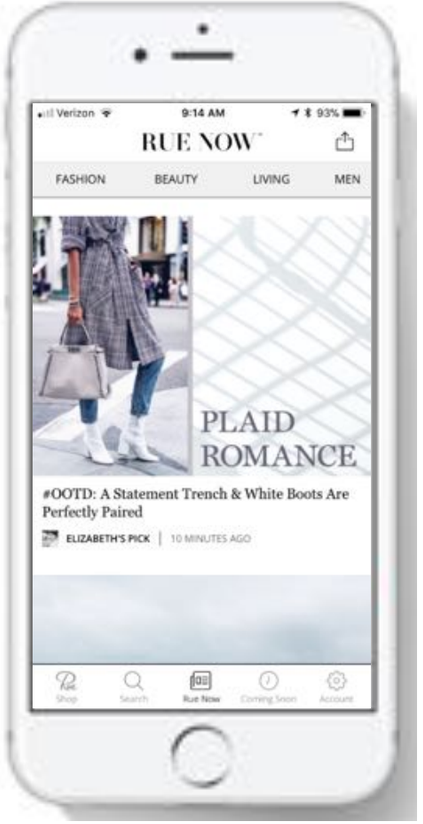


Create a memorable experience with personalized recommendations and engaging content

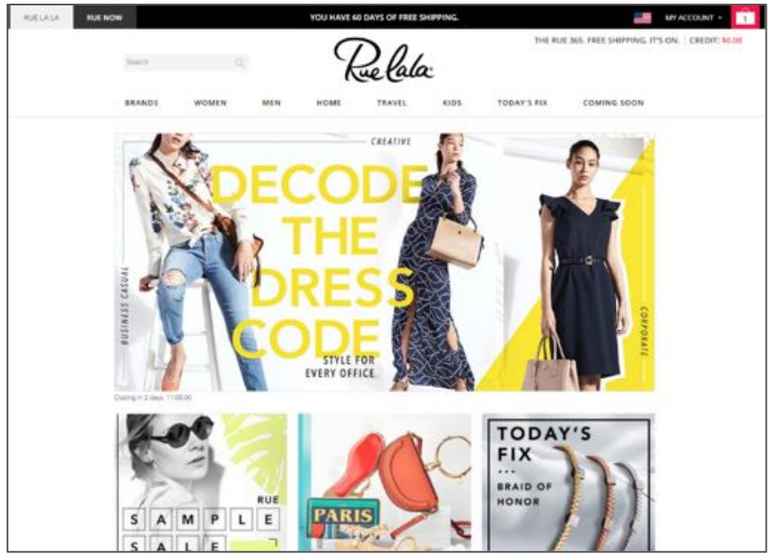
MyRue Experience



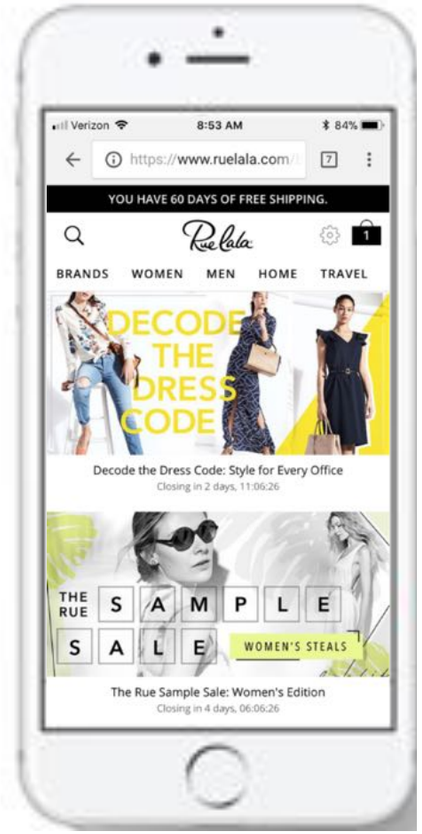
Rue Now Content



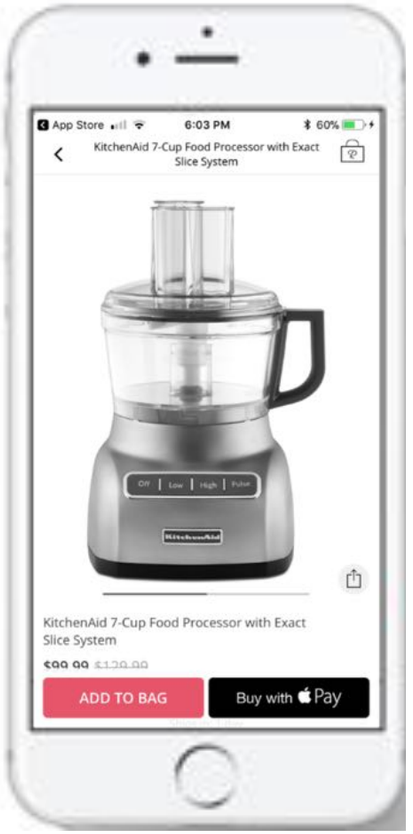
A comprehensive multiscreen experience removes barriers from conversion



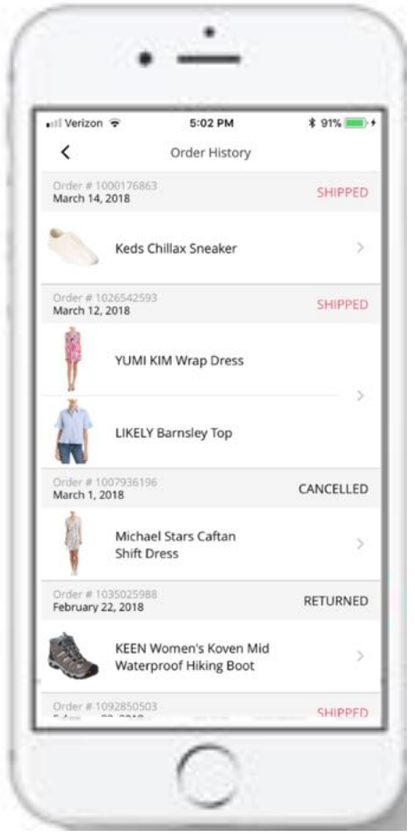
Persistent Cart and Shipping



One-Click Buy through Apple Pay



Order History Tracking



TOP 5 TIPS AND TRICKS

1. Design your mobile experience for your business needs
2. Encourage multiscreen behavior and track results
3. Ensure consistent member experience across platforms
4. Develop each platform with standalone value
5. Get organizational buy-in and collaboration