ALDO

From brick and mortar store to global taste-making retailer

The ALDO Group specializes in the design and production of quality, stylish and accessible footwear and accessories.

CHALLENGE: THE ALDO GROUP'S DIGITAL JOURNEY LED THEM TO OUTGROW THEIR CMS

As the ALDO Group matured digitally, they were looking for a CMS that could keep up with the growth. Content plays a key role in the ALDO Group's e-commerce and retail strategies, and they were concerned about losing time when making content changes. With improving publishing time, they were looking for a system that has versioning functionalities.

This was getting in the way of digital initiatives like conditional content, bi-variate testing and personalization. For a company that values knowledge of the customer and serving curated experiences to its clientele, these digital initiative roadblocks were business-critical .

The ALDO Group needed a solution that was robust and flexible enough to support them through their digital journey. When Callitspring.com planned to launch a new website, the ALDO Group recognized that it was time to try something new. They had a few key requirements for their content solution: it needed a robust feature list, security, easy implementation and a sterling reputation.

> "In today's competitive landscape, offering a personal and relevant digital experience is crucial. We needed a product that would scale with our ambitions."
>
> — *Daniel Morabito*
> *Product Owner E-Commerce*

RESULTS

The ALDO Group implemented Contentful for all UI elements across Callitspring.com, Globoshoes.com, and Aldoshoes.com. Landing pages, promotion banners and tiles and copy are all managed through Contentful's content infrastructure.

The marketing and merchandising teams boast 30 Contentful users, and now completely owns content publishing. For large launches and initiatives, the marketing team can take care of content ahead of time and not worry about potential bugs or blockers related to the CMS. For example, the ALDO Group was able to plan and execute all of their content for an SAP launch far ahead of time. The day of launch they did not need to think about content issues, they were able to focus on the technical aspects of launching a new system.

The biggest return, ultimately, is the time saved for both marketing and technical teams. Since no deployments are needed, the developer teams can focus on 'higher value' initiatives as they move away from a content support role. Marketing teams are also more efficient in creating content refreshes.

Time-to-publish has gone down significantly, as the marketing teams are able to create and implement continuously refreshed content. They're also freed from mundane tasks, and are able to share more creative stories with users.

Contentful has become a foundational piece of the ALDO Group's content strategy going forward. It provides a direct communication channel from the marketing team to our end users. As the experimentation and personalization programs mature, The ALDO Group plans to leverage this strong foundation to continue making sure that customers receive the most relevant, useful experience. In the future, the ALDO Group plans to use Contentful to create a personalized loyalty program.

Considering Contentful? The ALDO group shares some of their key learning from switchign to agile content infrastructure:

- Understand the limitations of your current system and pain points of ALL the users working the tool.

- Ensure that the new system aligns with strategic initiatives 3-5 years out, not only with today's digital platforms.

- Spend at least 80% thinking about the problem (user pain points, limitations, technical considerations) and the rest implementing the solution.