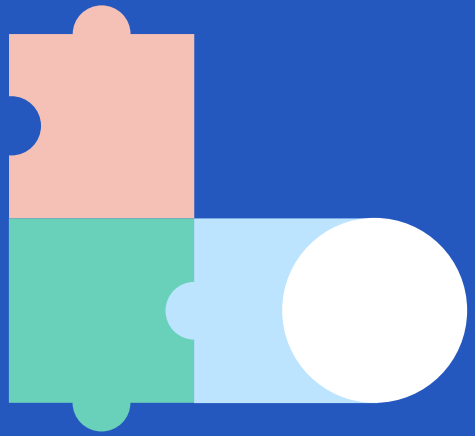
APPLY
DIGITAL

An Introduction to Apply Digital



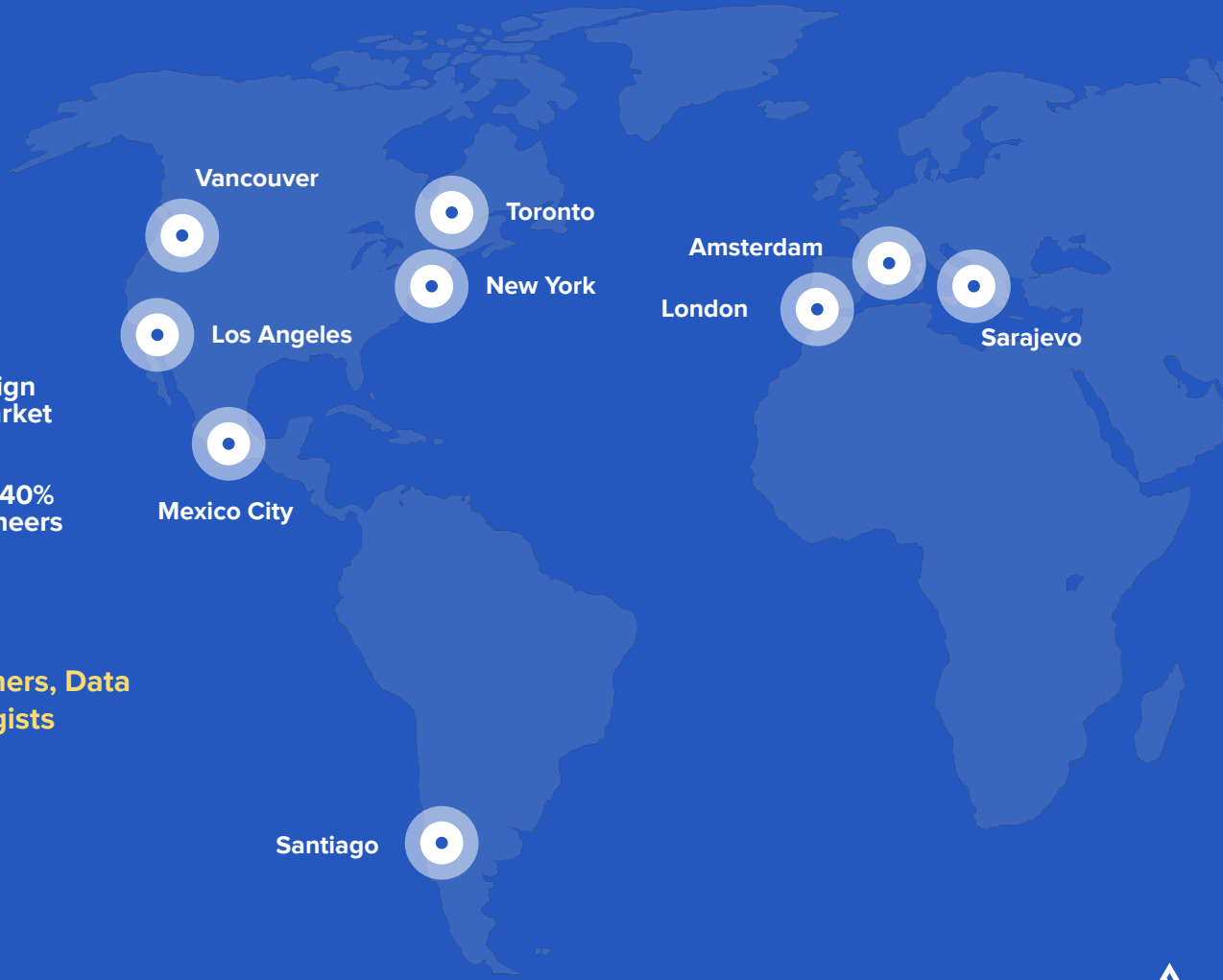
APPLY
DIGITAL

Apply Digital provides a world class design and development team in a crowded market of service providers.

We are a fast-growing team made up of 40% strategists and designers and 60% engineers spread across the world.

550+ Engineers, UX Designers, Data Scientists and Strategists

9 Locations



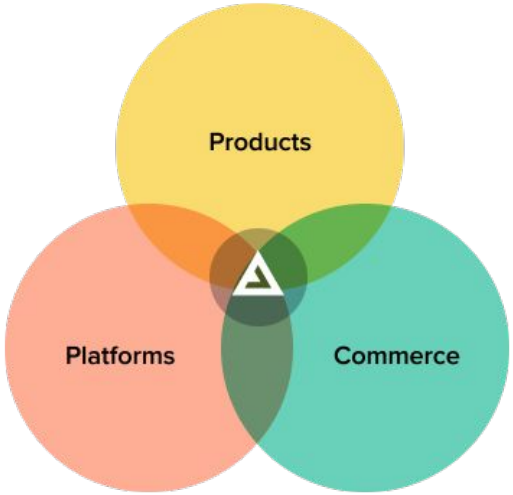
What excites us

Reimagining how technology connects with and motivates people.

We solve complex problems with well-executed digital solutions that make people's lives easier and help our clients compete.

All of our services, solutions, and methods revolve around that purpose.

Three areas of expertise



We work closely with you to understand your objectives and guide you through digital strategy, design, product development, and optimization.

Products

- Web, mobile, voice, TV, and car apps
- Utilities
- Internal tools

Platforms

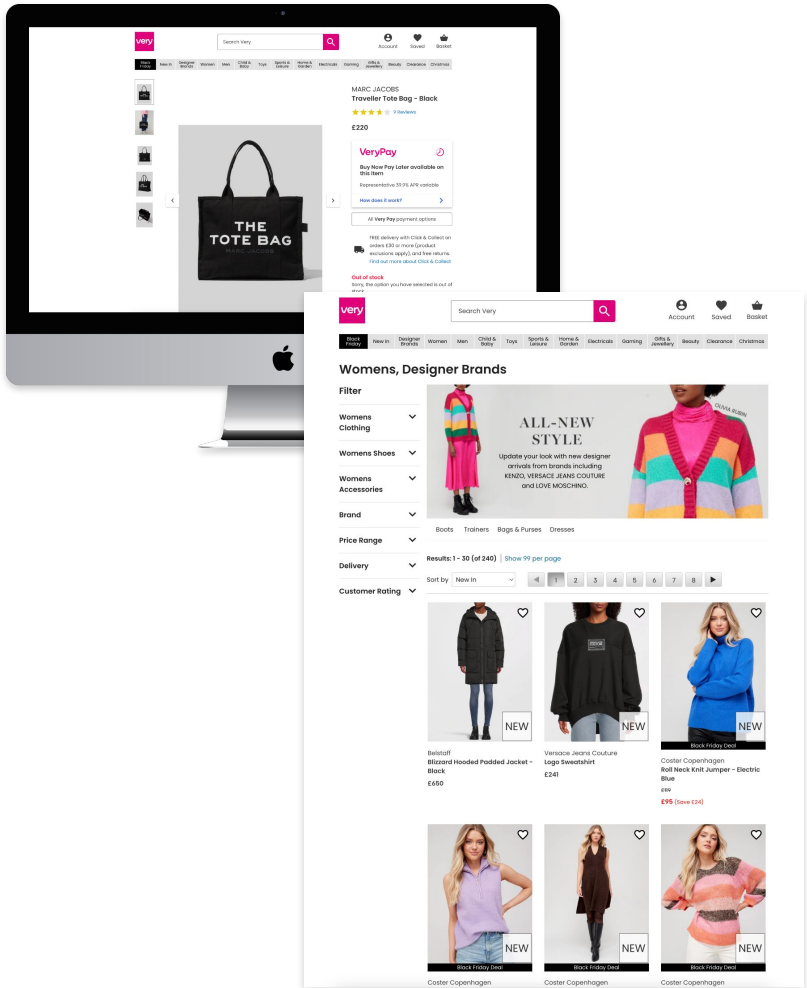
- DXP
- Service and system design
- Modular architecture and infrastructure
- Data management

Commerce

- Order, cart, and payments
- Promotion, personalization, and recommendation
- Systems of record integration
- Product information management

The Very Group

Creating a future-fit tech transformation plan for a leading eCommerce company



The Challenge

The Very Group is a digital retail brand that curates home, fashion, and family products across 2,000 brands, driving £2.3bn in annual revenue. For over a decade, the brand had used a legacy tech ecosystem. Looking ahead, the team wanted a platform that was more customer-focused and would position them to scale and evolve.

The Solution

We led The Very Group through a process of selecting and designing the right technologies and system architecture for their goals. We developed a multi-year tech investment strategy and roadmap that would allow them to make incremental changes each year. This included a plan to facilitate better customer experiences by transferring their eCommerce platform to a composable commerce option.

The Results

The Very Group now has a clear tech transformation program and roadmap. The new system and presentation layer is supported by a number of a microservices-based, API-first, cloud-native, and headless technologies, enabling customer experience changes to be delivered faster and more frequently than ever before.

PINK
THOMAS PINK
JERMYN STREET LONDON

Thomas Pink

Helping a luxury shirt brand increase revenue with bespoke commerce and customer experience tools

The Challenge

Thomas Pink sells professional attire across the globe. While they had name recognition in the space, their sales were declining. The Thomas Pink site user experience was not optimized, which was contributing to low engagement and sales. They needed an updated system to drive revenue and improve the UX.

The Solution

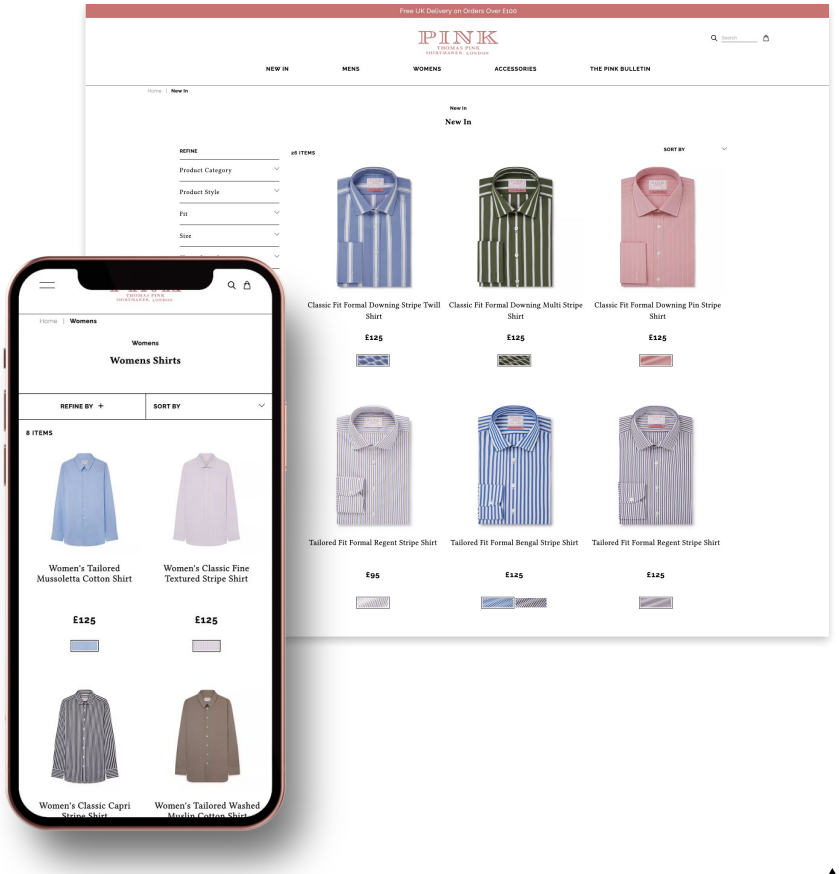
We evaluated the team's current platform and designed an updated set of tools that would function with the team's existing architecture. We swapped in new tools for order management and ensured their commercetools was optimized. To improve the customer experience, we crafted a bespoke customer login experience, where shoppers could get personalized suggestions of products they might like.

The Results

Between the improved platform tools and enhanced focus around internationalization, the site saw an increase of average order value from £100 to £290 per shopper.

300% ▲

Increased the average order value 3x



TISHMAN SPEYER

Shaw

Electronic Arts

Coca-Cola Embonor SA

ARC'TERYX

moderna

PLAY

tigo

realtor.com

KraftHeinz

fresh
LOUIS VUITTON

ATLASSIAN

UiPath™

THE
VERY
GROUP

Klarna.

PINK
THOMAS PINK
JERMYN STREET LONDON

We use modern methods to solve business needs

BUSINESS NEEDS	Define the problem	Delight the user	Build the technology	Scale intelligently
OUR DISCIPLINES	**Strategy & analysis** We align on your goals, analyze your situation, and develop a strategy and roadmap to get you where you want to go.	**Experience design** We research and understand your users, then design an experience that gets results.	**Platforms & engineering** We build a modern, scalable tech platform to support your growth.	**Intelligence & growth** We help drive adoption, then optimize and evolve the product to enhance the value —to you and your users.
COMMON ACTIVITIES	Digital business strategy Market and business intelligence Customer journey mapping Concepting and validation Plan for MVP	User research Information architecture Wireframing UI design and animation Design system development Brand design	Product development Technical architecture Product optimization QA Operational support	Product management Optimization and experimentation Customer lifecycle management Acquisition, adoption, retention

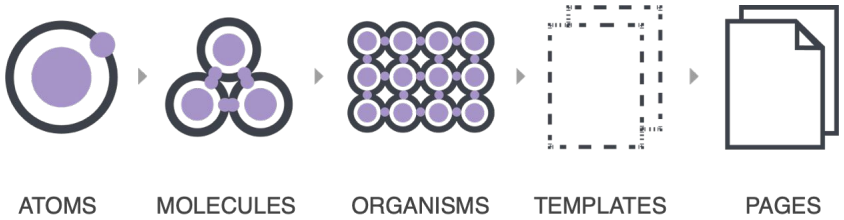
Key to success: Atomic Design

In the world of tech, MACH is often the first thought that comes to mind when we mention modularity, But this concept is not exclusive to technology; it also informs how we design.

Atomic design is a systematic methodology that future-proofs enterprise organizations and allows them to build and create component-based, modular design infrastructure.

At Apply Digital, our atomic design process not only encompases the creation of your commerce system, but also includes:

- Content and design strategy
- Quick prototyping, code consistency, and ease of maintenance
- Empowering the creation of personalized customer journeys — one piece at a time.



We are experts in commercetools

APPLY DIGITAL + commercetools

MEMBER OF THE MACH ALLIANCE

PREMIER PARTNER

We believe in commercetool's platform:

commercetools projects

We have executed **10+ projects** for large, complex enterprise clients.

commercetools experts

We employ over **30+ experts** and are in the top tier of agencies with the highest number of certified developers.

Award-winning agency

We were awarded commercetools UK Partner of the Year in 2021 and 2022 for our exceptional client services and expertise in composable commerce.

Pushing innovation

We are constantly pushing boundaries with the commercetools platform, like our change room self-checkout.

Successful implementations:

THE VERY GROUP

Digital River

Nuffield Health

PINK THOMAS PINK JERMYN STREET LONDON

GAMES WORKSHOP

Klarna.

Why Apply Digital?

WHAT WE BRING	We look for ambitious clients with ambitious goals.	We believe in the long view.	We prioritize chemistry and culture.	We solve complex problems with human-centric solutions.	We live our SHAPE values every day in everything we do.
WHAT YOU GET	Passionate, deeply experienced people eager to take on any challenge.	Holistic, strategic thinking for maximum, long-term impact.	Productive, enjoyable, and trustworthy working relationships.	Streamlined and practical products laser-focused on your users' unique needs.	Consistent delivery from a collaborative team that cares about your results.

What our clients have to say about us

"We don't consider you guys a vendor, we consider you a partner."

VP, Global Entertainment Company

"They bring an expert POV and bring data that validates it."

"Good software expertise too tough to find, hire, manage."

"You seem to be the only agency partner everyone is happy working with."

VP, Leading Life Sciences Company

"They bring a real understanding of the customer to how they grow and adapt our digital product."

"They know how to validate and sharpen our opportunity for pitches and fundraising."

"Building businesses is part of their history and DNA. They have an ownership mentality."

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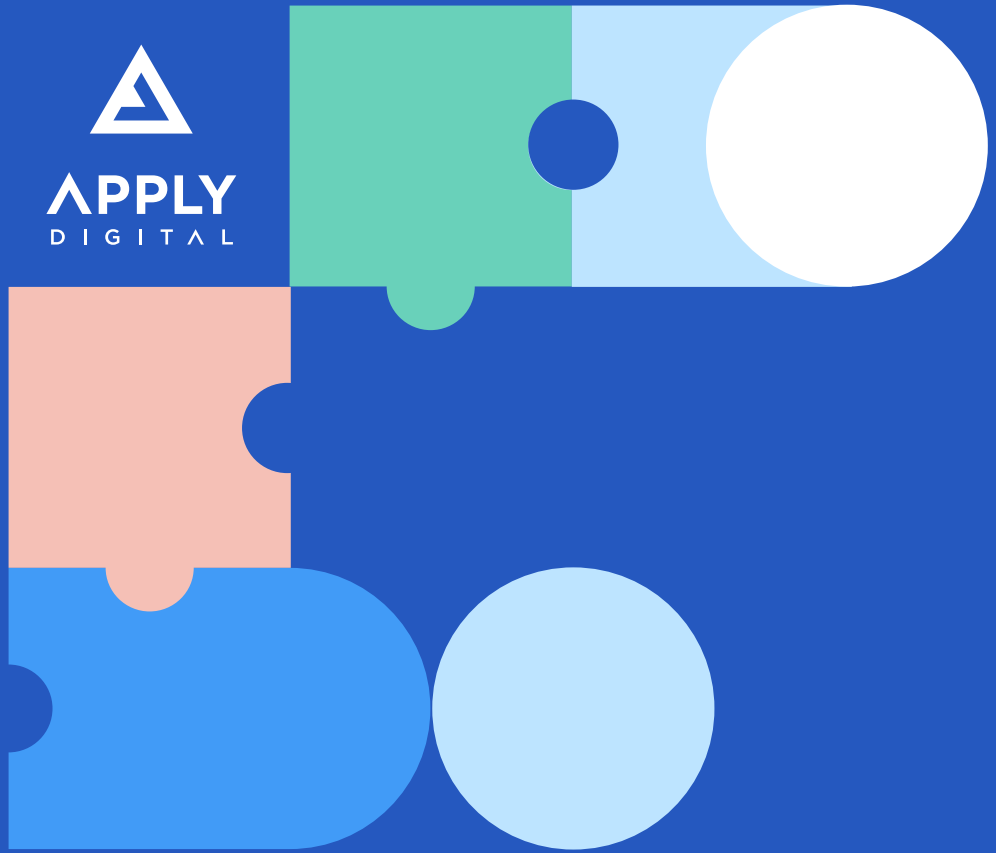

Thank You

Want to work with us?

Connect with us:
sales@applydigital.com