



Arc'teryx

E-Commerce App Case Study.

November 2019

Ask

A brand built on trailblazing and covering new ground, Arc'teryx wanted to stay on the cusp of the digital curve. So they wanted to launch a new mobile app that would catalyze their transformation into a mobile-first e-commerce leader.



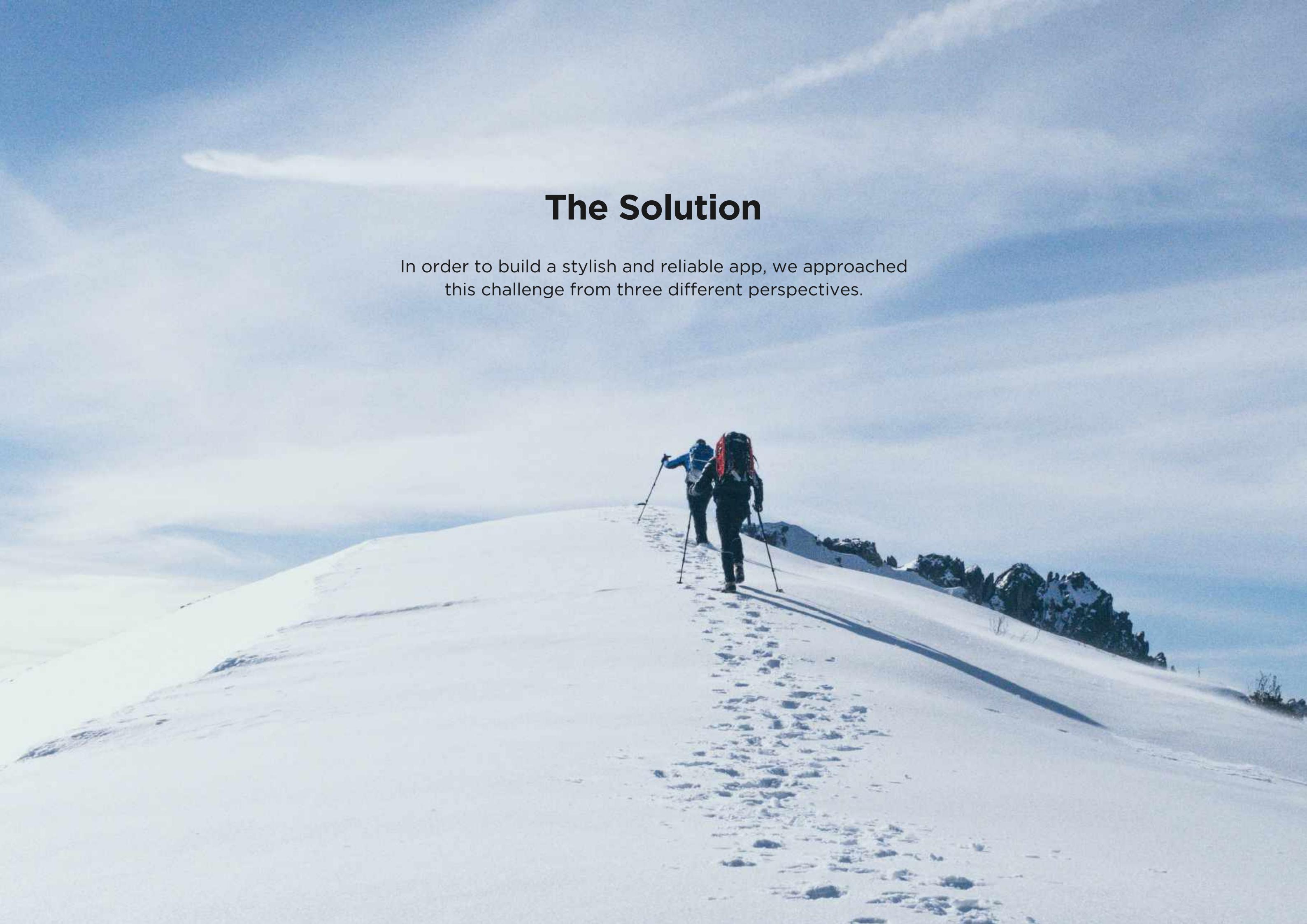
Challenge

With users logging in all over the world from the backcountry to the boardroom, Arc'teryx needed an app that would work effectively, even in areas with lower connectivity. Instant access to data was also key, to allow the Arc'teryx team to make informed choices about their next inventory and promotion decisions.



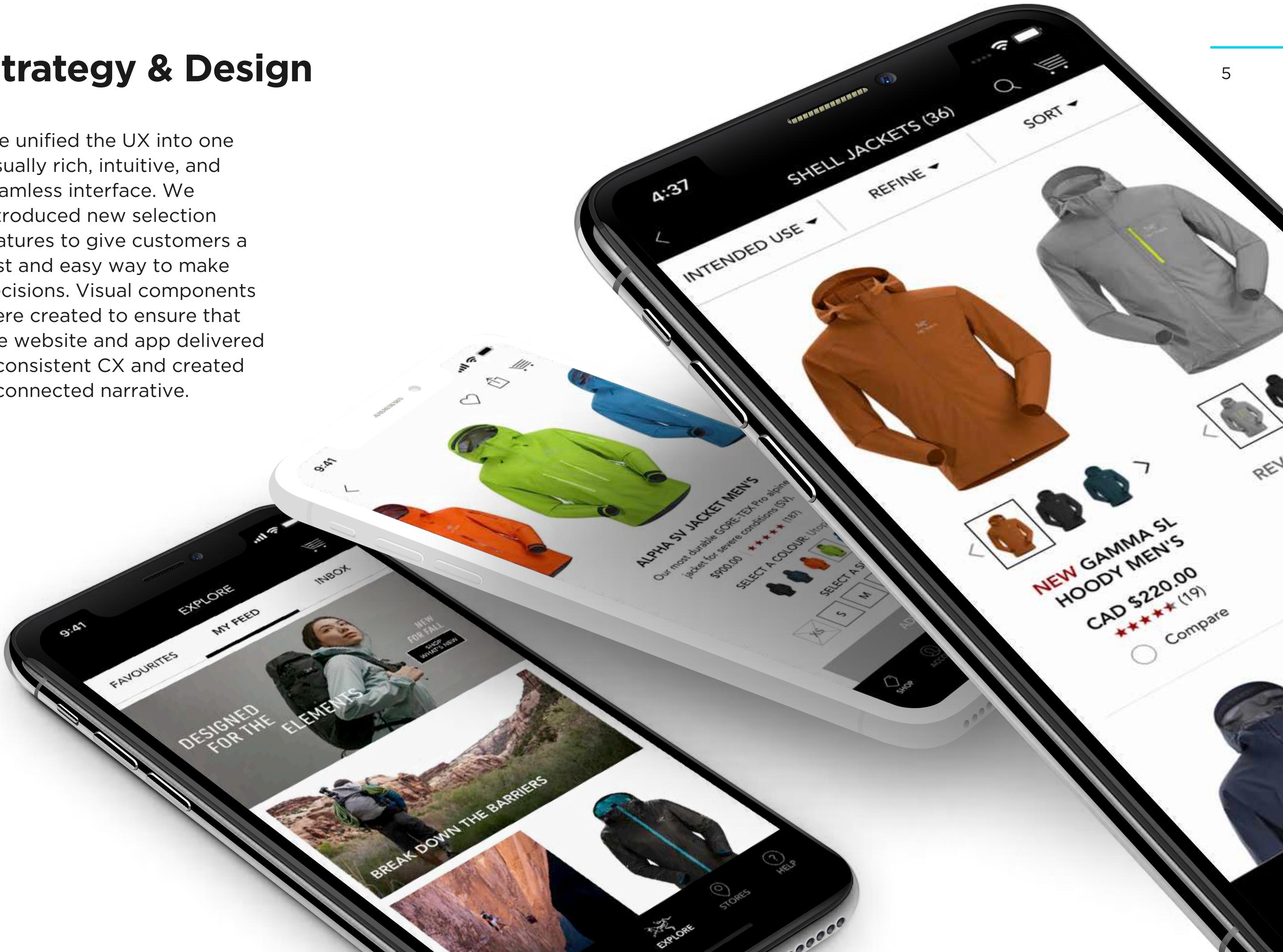
The Solution

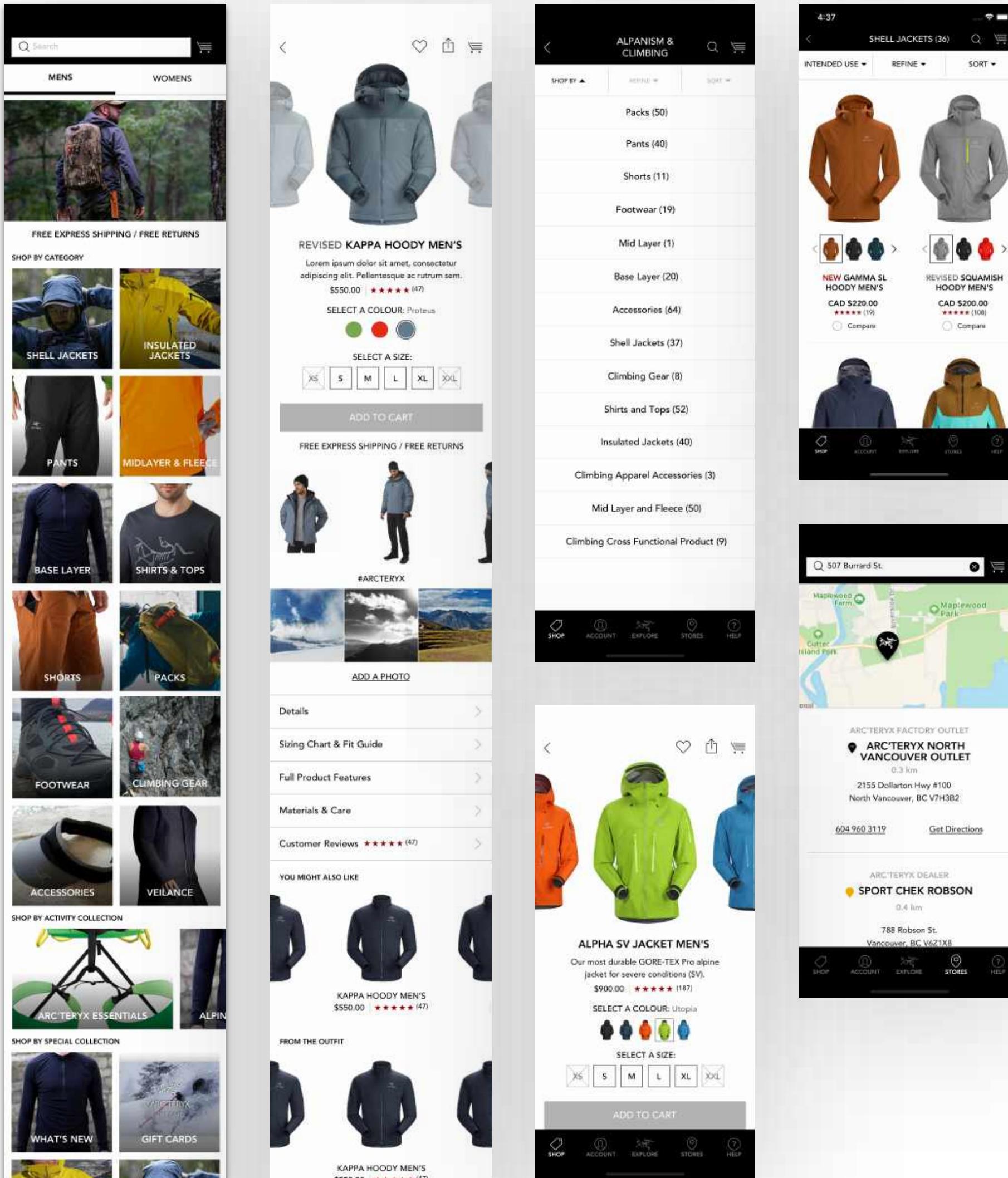
In order to build a stylish and reliable app, we approached this challenge from three different perspectives.



Strategy & Design

We unified the UX into one visually rich, intuitive, and seamless interface. We introduced new selection features to give customers a fast and easy way to make decisions. Visual components were created to ensure that the website and app delivered a consistent CX and created a connected narrative.

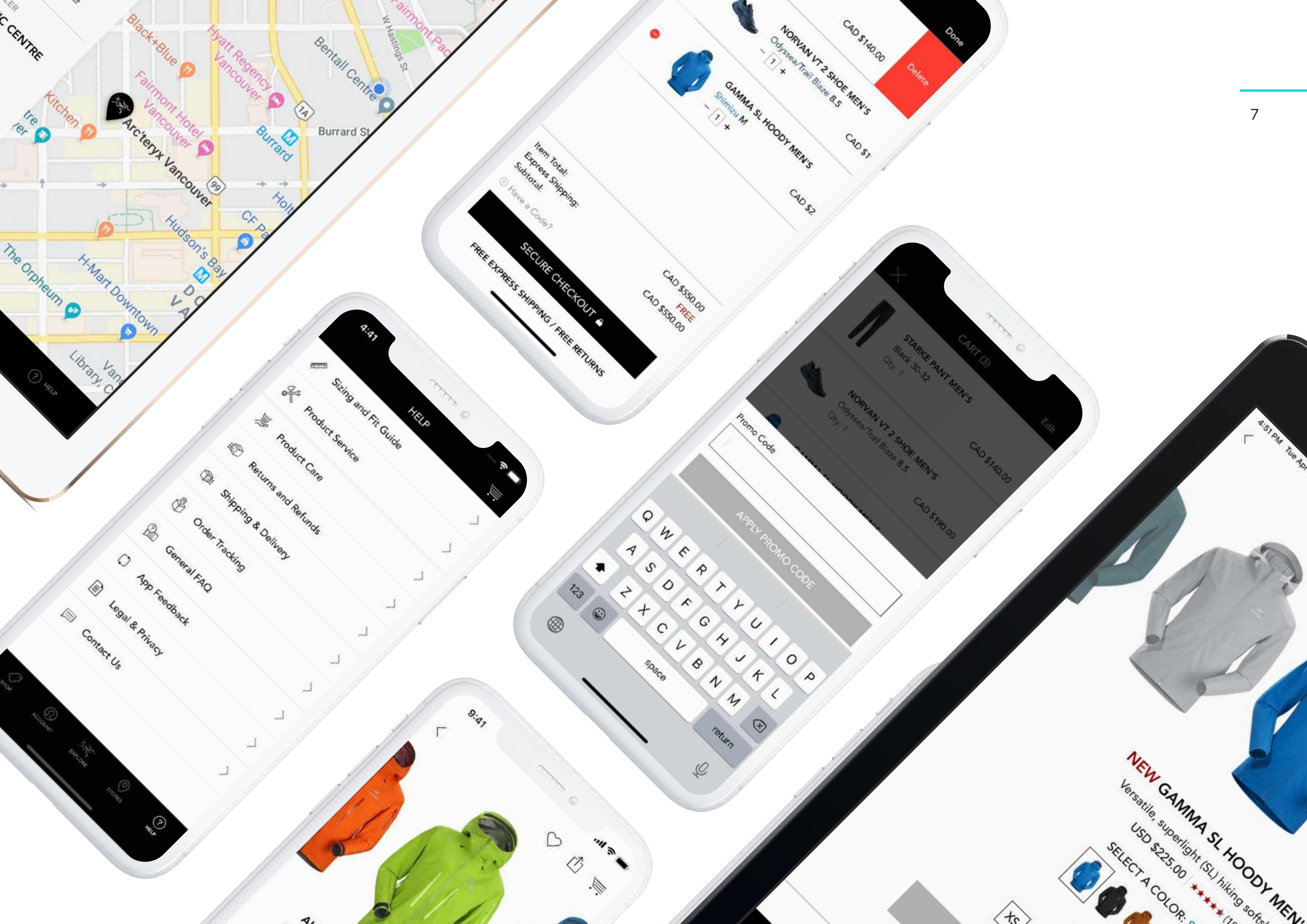




Front-End Engineering

We built the app using React Native. Easy-to-edit product and content blocks are enhanced by articles, videos, and a customizable news feed.

Integrated services we built in to support advanced functions, including a search field, geolocation maps, and a sales portal. To stimulate conversation we gave the users the ability to upload photos and share experiences on the app to their heart's content.



Back-End Engineering

Built-in unified data tracking tools made it simple for the Arc'teryx team to set their own metrics and track engagement directly. Cache function was streamlined and images uploading was made sequentially, to speed up the user experience.

```

function MyFeed({ navigation, data, window: { orientation } }) {
  const [squarePostWidth, setSquarePostWidth] = useState(0);

  useEffect(() => {
    const screenWidth = dimensions.get('window').width;
    const numCellsPerRow = orientation === ORIENTATION.LANDSCAPE ? 4 : 2;
    const numSaps = numCellsPerRow - 1;
    const gapWidth = scale(1);
    const itemWidth = (screenWidth - numSaps * gapWidth - gapWidth * 2) / numCellsPerRow;
    setSquarePostWidth(itemWidth);
  }, [orientation]);
}

const renderSectionHeader = ({ section }) => {
  const { images, title, link, url, __typename } = section.header;

  const isVideo = __typename === POST_TYPE.YOUTUBE;

  let youtubeId;
  if (isVideo) {
    youtubeId = getYoutubeId(url);
  }

  if (!images) return null;

  let imgSrc = images.medium;
  if (isTablet && images.large) {
    imgSrc = images.large;
  }

  return (
    
    
      {title}
    
  );
}

// eslint-disable-next-line react/no-pure-props
const renderSectionContent = ({ section, index }) => {
  if (index === 0) return null;

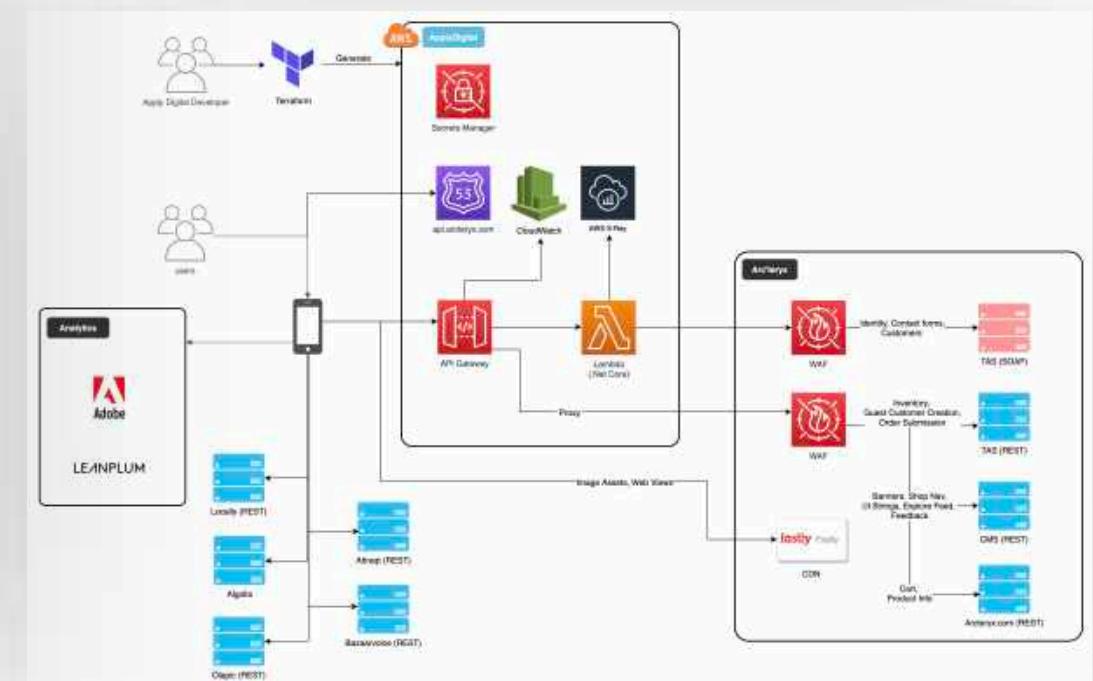
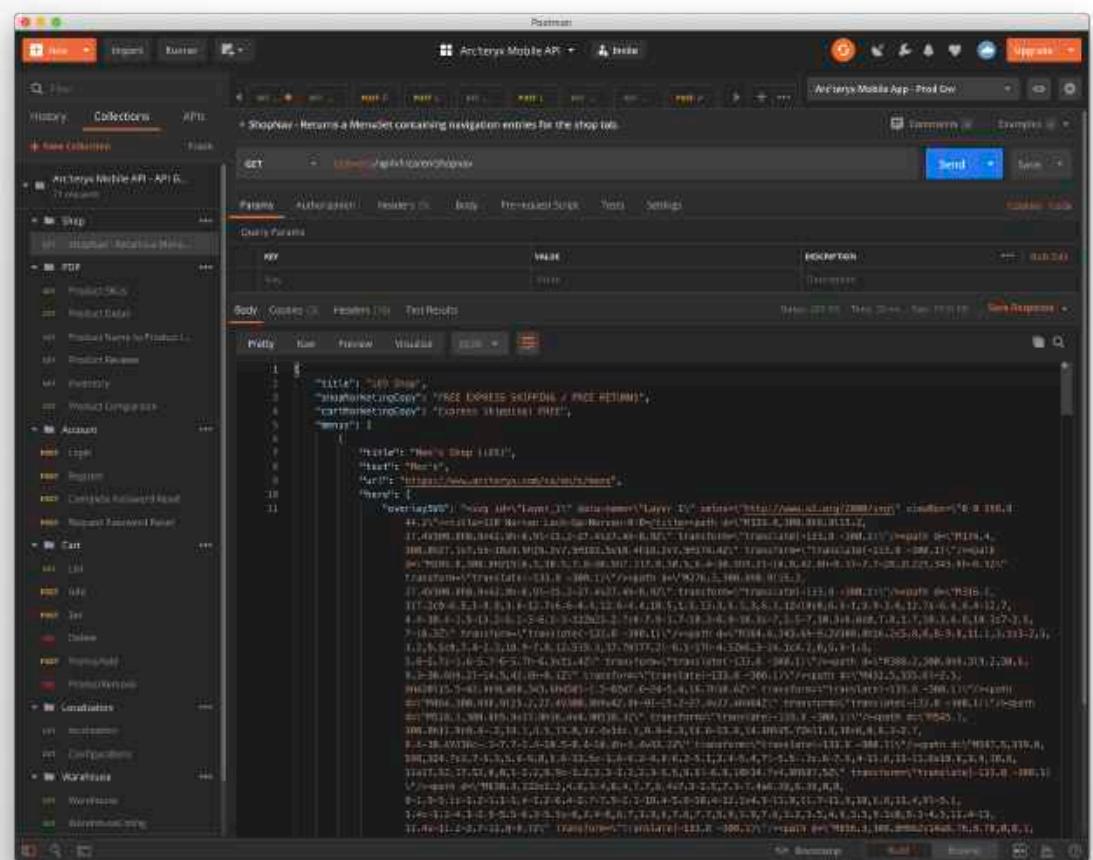
  return (
    <SectionContent>
      {section.data.map(post =>
        // will display last-like no-understanding-angle
        post.__typename === POST_TYPE.PRODUCT ? (
          <ProductSquare width={squarePostWidth} key={post.id} product={post} navigation={navigation} />
        ) : (
          <PostSquare width={squarePostWidth} key={post.id} post={post} navigation={navigation} />
        )
      )}
    </SectionContent>
  );
}

// eslint-disable-next-line react/no-pure-props
if (!data) {
  return null;
}

const bannerHeight = isTablet ? (640 + getWindowWidth()) / 2848 : (400 + getWindowWidth()) / 750;

return (
  <SectionsList
    initialMaxToHeader={10}
    maxHeaderPerBatch={1}
    updateCellsBatchingPeriod={100}
    ListHeaderComponent={BannerWithOverlay height={bannerHeight} navigation={navigation} {...data.banner} />
    renderSectionHeader={renderSectionHeader}
    renderList={renderSectionContent}
    sections={getSectionData(data)}
    stickySectionHeadersEnabled={false}
    keyExtractor={item => item.id}
  >

```



Results

As a result of our work with Arc'teryx, the company reported significant improvements:

16%
Crash rates reduced

29%
increase in orders via the app

8%
Daily active users up

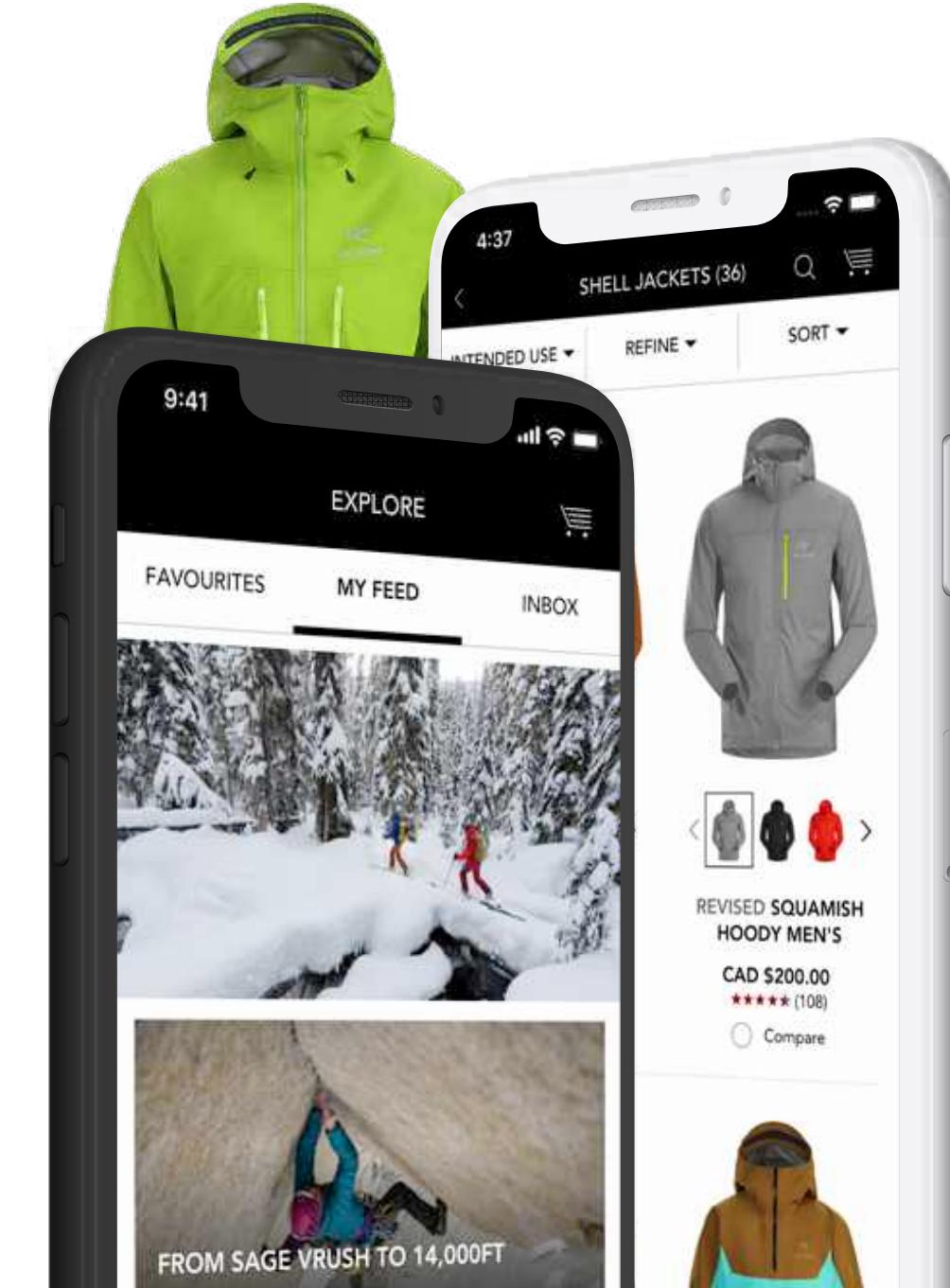
39%
increase in sales conversion via the app

8%
Increase in repeat visitors

57%
reduced app uninstalls

We've seen quite a bit of success with this app, so we're excited to have this additional channel to carry forward our bigger, long term goals

- Tyler Gaucher, Digital Consumer Experience Manager



Visit

The app is currently available on iOS, and the React Native framework ensures an easy migration to Android systems in the near future. The easy to update front-end that gives the Arc'teryx marketing team a much more effective way to edit product info and copy and improved back-end powers data capture & analysis in real-time.

App Store:

<https://apps.apple.com/ca/app/arcteryx/id1183113553>





Thank you.