



## Wolverine Sees Huge Mobile Conversion with Apple Pay

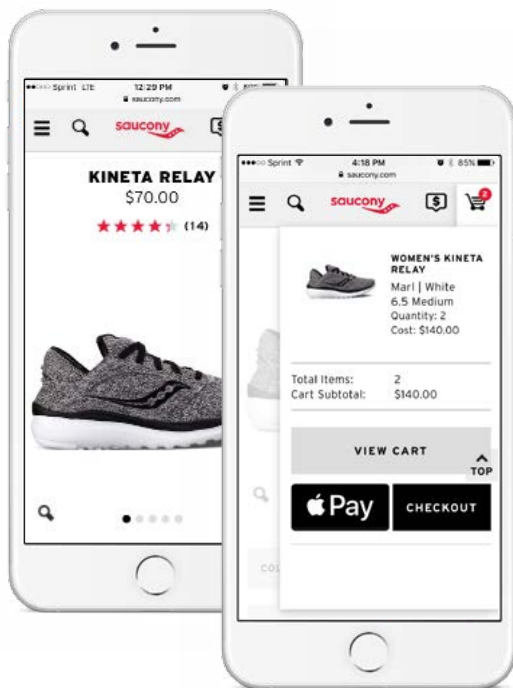


The latest Salesforce Commerce Cloud Shopping Index confirms a nagging problem for retailers; while the share of mobile traffic to retail sites is 52%, the share of mobile orders is only 30%.

Wolverine Worldwide, a \$2.5 billion<sup>1</sup> multi-brand company, saw the same disconnect, and in 2016 decided to do something about it right before the busiest shopping period the year.

“We wanted to double down on our efforts to improve the mobile experience, including how to convert shoppers,” says Jason Pawloski, Senior Director of Direct-to-Consumer Technology at Wolverine. “As soon as Commerce Cloud integrated Apple Pay into the Digital platform, we bought into its value. We felt it was important enough to extend our holiday code freeze to accommodate the rollout of Apple Pay in November, and move the needle on our holiday business.”

Wolverine worked with Commerce Cloud LINK partner CyberSource, its payment provider, to implement a payment method supporting Apple Pay. In mid-November, it turned on the capability for one of its smaller brands. After initial testing, it relaunched within one day, and within one week had launched Apple Pay for half of its 12 brands.



<sup>1</sup> 2016 sales

## CASE STUDY: Wolverine Sees Huge Mobile Conversion with Apple Pay

“We had no unexpected issues, and were able to launch on the rest of our portfolio of brands within a few days,” says Pete Buzzell, Global Technology Support Manager.

**After launching Apple Pay, Wolverine saw a 19% increase in total mobile conversion and a 21% increase in iPhone conversion across all of its 12 brands. Some brands saw mobile conversion on iPhone improve by as much as 33%. This increase in mobile conversion is significant, as Wolverine sees 74% of mobile traffic come from iPhone users.**

The implementation of single-touch Apple Pay helped alleviate another vexing problem, cart abandonment, which tends to be higher on mobile devices than on the web because of tiny form fields and multi-page checkout processes that can easily frustrate shoppers on the go.

With Apple Pay, Wolverine was able to streamline the amount of fields in the checkout process by up to 75%. This has resulted in “a notable drop in cart abandonment from mobile shoppers.”

To further streamline the mobile checkout process Wolverine plans to expand its use of Apple Pay beyond the checkout page to its product detail pages (PDPs), making it easy for mobile shoppers to make a purchase without visiting a checkout page. With dozens of third-party integrations on its PDPs, Wolverine will spend the next several months ensuring they are fully compliant with SSL security protocols and updating its site to Commerce Cloud’s new Content Delivery Network.

“It will be interesting to see the impact when shoppers can skip the checkout altogether,” says Pawloski.

“Mobile is a huge strategic pillar for us, and we’re not done investing.”

### The Commerce Cloud Difference

Wolverine has 12 diverse brands, including Stride Rite, Sperry, Merrell and Saucony, each with distinct audiences and shopping habits. For example, mobile drives more than 60% of traffic to Stride Rite, but far less to some of its other brands. All brands run on a shared architecture with Commerce Cloud, managed by Wolverine’s centralized DTC Center of Excellence.

The shared architecture and UX core code base “allows us to scale and leverage resources in a very effective way, keeping tech costs under control and driving costs down as a percentage of revenue,” says Buzzell.

Further, Wolverine says that the Commerce Cloud LINK Technology Partner Program, of which CyberSource is a partner, accelerates time to market and ensures consistency across brands, sites, and shopper experiences. The integration is a result of Commerce Cloud’s open platform and consistent stream of new features and updates.

“The LINK ecosystem is awesome,” says Buzzell.

“The CyberSource certified cartridge gave us the ability to start [our Apple Pay implementation] with a very solid foundation. The LINK ecosystem makes sure we are in the best possible position to adopt new technologies as fast as possible, because someone else laid the groundwork for us.”

Apple Pay is just one of the many ways Wolverine has partnered with Commerce Cloud. The shared success model has **“enabled the team to deliver above-average growth, record revenues, and engaging consumer experiences across our complex portfolio of global brands,”** says Pawloski. **“At the same time, we’ve lowered technology costs, improved speed to market, and grown our bottom line.”**

