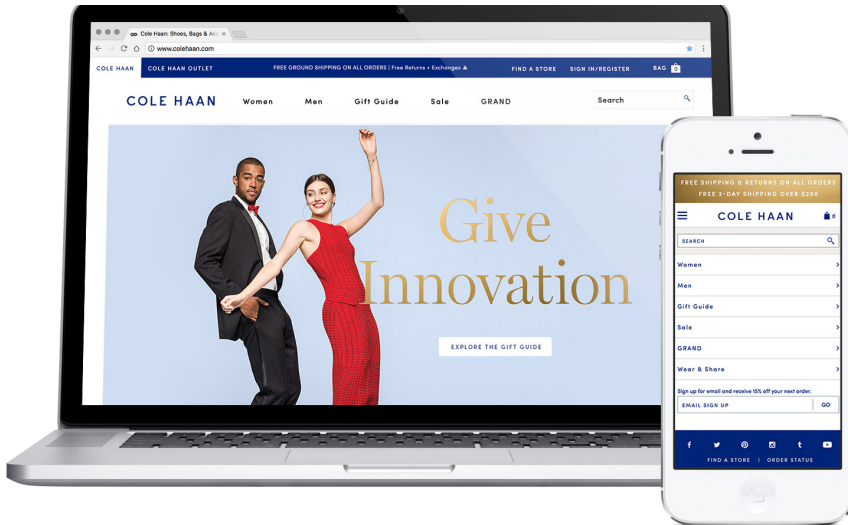


**CASE STUDY:**  
*Innovating eCommerce for a Leading Fashion Brand*

# COLE HAAN

Cole Haan prides itself on its ability to fuse timeless styles and modern innovations to create footwear and accessories that appeal to today's fashion-savvy consumer. When it came time to re-platform their website in 2014, they knew they would need to find an integration partner who could channel that innovation across every digital touchpoint.



TradeGlobal worked closely with the Cole Haan team to rapidly deploy a best-in-class U.S. webstore in less than six months. Their eCommerce website is built on the Salesforce Commerce Cloud (formerly Demandware) platform and includes the following integrations:

- Enhanced user experience integrations: Find-in-Store, NarVar and PredictSpring
- Optimized checkout integrations: ShopRunner, PayPal, Amex Express Checkout, GiveX, TurnTo, ApplePay, Amazon Payment, Visa Checkout
- Seamless social integrations: User-generated content, Pinterest Commerce

## SUCCESS BY THE NUMBERS

- **Conversions** ▲ 19%
- **Revenue** ▲ 7%
- **Orders** ▲ 13%

Their website has received many accolades over the years, including:

- Winner: 2014 Best Integration (Salesforce Commerce Cloud)
- Winner: 2016 Innovation (Salesforce Commerce Cloud)
- Winner: 2016 Commerce Pacesetter (Salesforce Commerce Cloud)

*Cole Haan relies on TradeGlobal for ongoing website maintenance and support. TradeGlobal also provides site management, digital marketing, fulfillment and customer care services to Cole Haan.*