



Case Study: Retail

Summary

Mitchell & Ness is a largely wholesale company with a traditional brick-and-mortar retail presence in Philadelphia alone. The company has a limited marketing budget that prohibits much television or print advertising, putting M&N's retail operation and branding initiatives at a competitive disadvantage compared to other, larger sports apparel manufacturers.

Prior to partnering with DMi, the company maintained a retail website with limited functionality and no promotional activity to drive traffic to the site. They were in need of a cost effective marketing plan that would increase brand awareness, drive customers to the website, and provide measurable results. In addition, many back-end operations required streamlining and integration with the online business to improve the retail customer's overall experience with the company.

DMi's Approach

DMi's comprehensive plan includes managing Mitchell & Ness's front and back-end e-commerce operations. DMi took over responsibility for the sales and customer service call centers, training employees on the technical operations, customer service techniques, and product information. DMi developed, tested, and implemented a new e-commerce portal, and applied a targeted online marketing initiative that includes a 4-phase media plan, media buying, e-mail marketing, tracking, analysis, and reporting.

Results

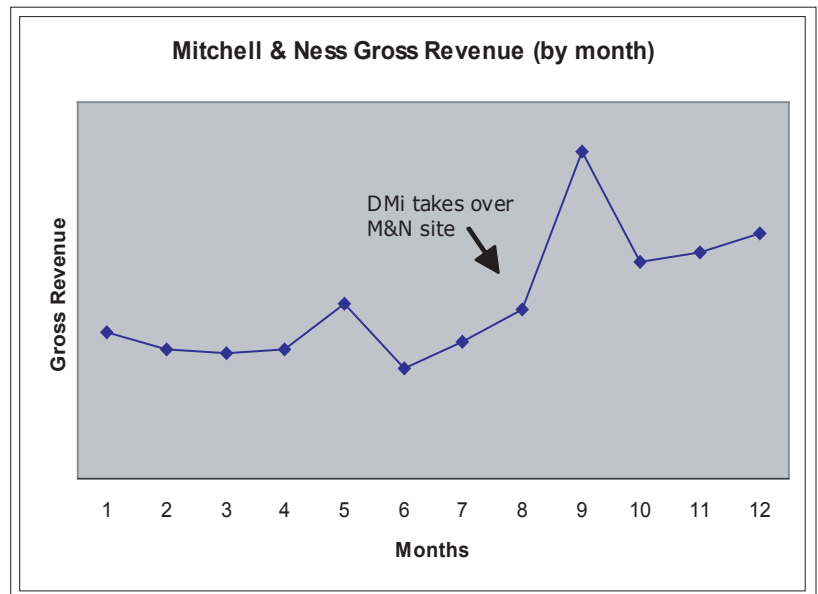
DMi's strategy resulted in:

- **76% increase in gross revenue in the first 4 months**
- *Decreased call center expenses and increase in quantity of sales and quality of customer service*
- *Increased communication with current customers through e-mail offers and personal attention*
- *Streamlined back-end processes for less error and improved efficiency*

NOSTALGIA CO.

Mitchell & Ness
PHILADELPHIA, PA.

Mitchell & Ness Nostalgia Co. is known worldwide as the pioneer of authentic throwback sportswear and is a licensed manufacturer of NFL, NBA, MLB, and NHL team apparel.



Partnering with DMi has proved invaluable for my company. Our online sales have skyrocketed, and our marketing dollars are going farther than ever before. In addition, DMi has motivated our call center staff and improved our customer service dramatically. DMi emphasizes accountability and provides detailed results reports, which allows us to be more strategic and efficient.

*- Peter Capolino, President,
Mitchell & Ness Nostalgia Co.*