

## THE CHALLENGE

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Crocs, a leader in casual footwear, asked us to survey all locations in the U.S., Puerto Rico and Canada. They did not have the data to understand what graphics each store needed, which resulted in overage being sent. They had to guess at store distributions and there were lots of reprints.

## THE SOLUTION

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We developed a plan to gather and maintain their store profile data so they could send stores exactly what they needed. The info is now accessible 24/7 on the cloud-based AccuStore® platform for smarter ordering decisions.



## THE RESULTS

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### Thousands Saved



The spring/summer '18 campaign rollout costs \$40k less than S/S '17 because they used accurate sign types and quantities. Crocs estimates these same savings will be realized throughout each of their campaigns.

### Fewer Reprints



Rollouts used to involve a number of reprints due to inaccurate sign types, which confused the stores. With AccuStore robust profiling and automated creation of store-level distributions, store kit accuracy has increased dramatically.

### Automated Distribution



Since AccuStore stores the data and measurements of each individual store, it automatically determines which graphics apply to which store. This eliminated guessing about print counts or sign choices and reduced overage.