

COMMERCE

## Net-A-Porter exec: When consumers click, they should see everything instantly

September 10, 2014



*Model seen in Net-A-Porter's mobile effort*

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By JOE MCCARTHY

NEW YORK - The online purchase funnel is rife with places for consumers to abandon carts, according to an executive from Net-A-Porter at Luxury Retail Summit: Holiday Focus Sept. 9.

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**Luxury Daily**

Ecommerce quality ranges widely in the luxury space, and brands that have slow load times or inadequate product pages are losing consumers around the world. As an online-only retailer, Net-A-Porter seeks to smooth out every aspect of the customer experience.

"Think about the way stores are merchandized," said Heather Kaminetsky, vice president of marketing for the Americas, **Net-A-Porter**, New York. "How do you bring that online to the site experience, where everyone will be looking at you this holiday season?"

"There's a balance you need to strike as a brand between commercial functionality and your culture," she said. "How do you bring that all together on your homepage?"

No more lagging

The importance of the holiday season cannot be understated. Some retailers haul in 30 percent or more of their annual revenue between November and December.

The period between Thanksgiving and Christmas spanned 26 days last year, six days less than the year-ago period. Ms. Kaminetsky noted that despite the reduced time, the retailer saw an increase in sales and average cart size, indicating that consumers are becoming more comfortable online.



*Heather Kaminetsky at the Luxury Retail Summit*

To fully capitalize on this shift, brands have to focus on meeting all consumer expectations, which has become quite a long list.

Just as the in-store presence is meticulously conceived, the online experience must enable seamless transactions.

This means that brands should flesh out product pages with plenty of images and information, introduce the many payment options used around the world on check-out pages, cut down the number of clicks needed to buy, treat homepages like storefronts and improve the unseen but essential logistical elements.

For instance, same-day shipping has become an expectation for many consumers. Net-A-Porter currently offers this option in the U.S., but consumers elsewhere in the world have started to complain because they see Amazon rolling out this offer everywhere.



*Heather Kaminetsky at the Luxury Retail Summit*

Free returns have also become an expectation, a necessity that is a hard cost to absorb for many companies.

Essentially, Amazon has set the bar so high that consumer expectations have outstripped brand capabilities.

This year's holiday season will be 28 days and Net-A-Porter has a host of initiatives it will be rolling out to meet consumer demand.

The super consumer

Although Net-A-Porter does not have a bricks-and-mortar location, it strives to create human connections with consumers.

Thousands of top buyers, or "Extremely Important People," are provided with their own personal, digital shoppers. Fashion advisors are also on hand to provide any customer with insights and recommendations.

Furthermore, social media plays an important role in creating community. Far from being ROI deficient, social media supplies the content needed to make consumers feel part of something larger.

"Don't forget social platforms," Ms. Kaminetsky said. "They have as much of an ROI as when you're sitting at a dinner table and telling friends about the amazing bag you just bought."

Final Take

*Joe McCarthy, staff writer on Luxury Daily, New York*