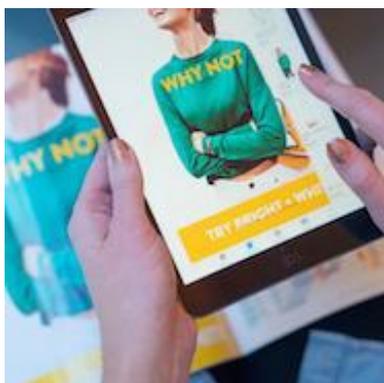


MOBILE

Nordstrom enables multichannel catalog viewing with updated app

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Nordstrom Scan & Shop

By SARAH JONES

Department store chain Nordstrom is letting consumers interact with its print catalog through a new scanning feature for its iOS application.

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Scan & Shop is a new feature on Nordstrom's The Catalogs app, allowing consumers to bring up the products they like on the physical page and make a purchase from their tablet or smartphone. Creating this digital link between catalog and commerce will help the retailer drive sales, since consumers will be able to more easily find the items that interest them as they peruse the book.

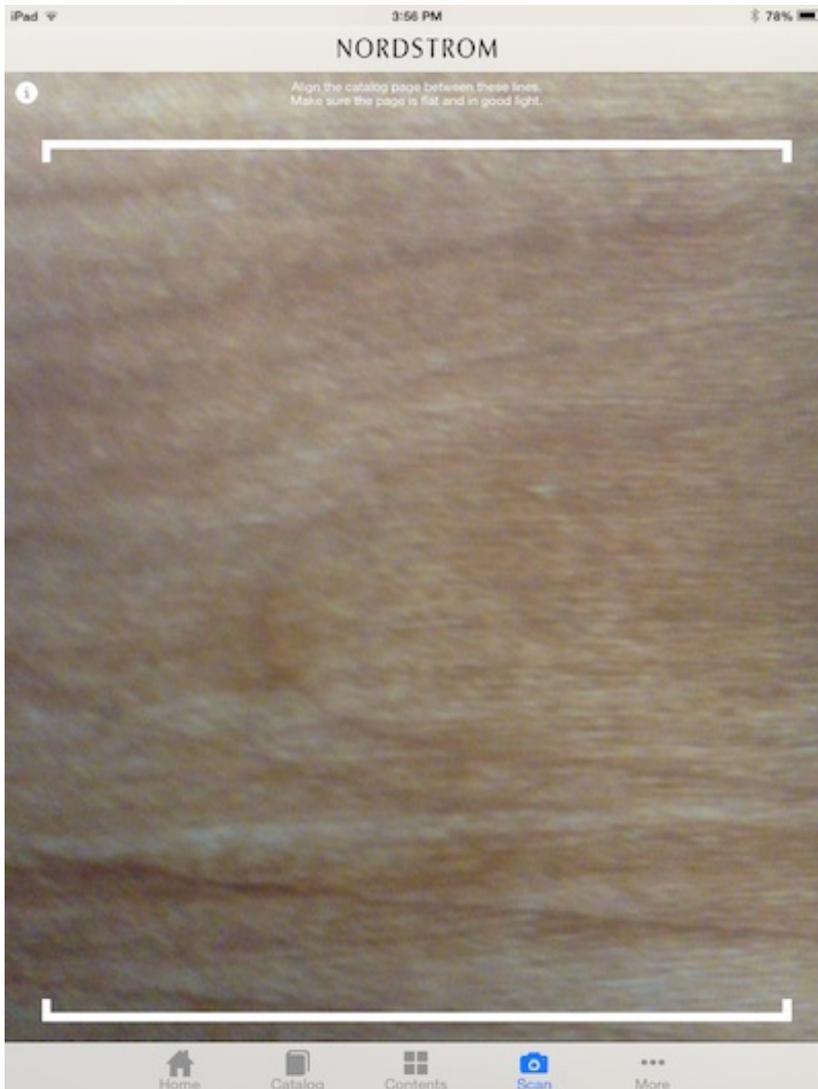
"We work hard to see our business through the eyes of the customer, and we hope Scan & Shop creates a more seamless shopping experience for our customers who enjoy browsing our catalogs but also enjoy the many benefits technology affords the experience to make it more personal," said Dan Evans, Jr., spokesperson for [Nordstrom](#), Seattle.

"The update provides additional speed and convenience for our catalog shoppers by allowing them to scan any page in our catalog with the iPhone or iPad to instantly view and buy products they are most interested in seeing," he said.

Tap to shop

Nordstrom introduced the new utility on its app via social media, posting an image of a woman hovering a tablet over a physical magazine page, and inviting consumers to download the app for free.

Within the retailer's The Catalogs app, consumers can now tap a "scan" button on the home screen. This brings them to a page where they are asked to connect the app to the camera on their device.



Screenshot of Nordstrom The Catalogs app

Once the scan button is pressed, the consumer just needs to align the page within the screen, and the page will automatically scan. The corresponding catalog page will then appear on their mobile device, along with product listings.

Consumers can view full product details, shop the item or post it to Pinterest from The Catalogs app.



Screenshot of Nordstrom The Catalogs app

In addition to print, Nordstrom's catalogs are available to view online and on the app, both of which give the product details and ecommerce links.

Likely, this update will be more of a benefit for consumers who enjoy the experience of flipping through the print catalog, but who want the ease of shopping directly from a catalog.

"We want to serve up inspiration in ways our customers prefer," Mr. Evans said. "Some customers prefer digital over print, and others prefer the look and feel of a printed catalog.

"For those customers who prefer to browse and find inspiration in our print catalog, they likely also have their mobile device on hand," he said. "It felt natural to combine a more seamless shopping experience for those customers, and we hope this will help bridge the gap between print and online."

This supports consumers' existing browsing patterns, while offering new functionality, which may lead to more purchases.

"Major departments stores such as Nordstrom are looking to increase their revenues across digital and non-digital efforts," said Will Phung, media director at **M&C Saatchi**

Mobile, New York. "The Scan & Shop feature is one way to integrate these two efforts and provide the consumer with a shopping experience that eases the shopper into multi-options without letting go of habits.

"For luxury retailers, a feature such as Scan & Shop creates more opportunities in the consumer's engagement funnel for consideration and purchase while leaving intact the comfortable 'sit and browse' shopping experience for their shoppers."

Shoppable content

When Net-A-Porter launched its print magazine Porter, it made its pages shoppable to shorten the path to purchase.

Porter's most competitive element is that although the campaign efforts from designers such as Gucci, Fendi and Valentino can be seen in other established imprints, Porter's readers can shop its pages instantaneously. Staying true to its digital roots, the Porter magazine mobile app was developed with image recognition powered by Layar to make shopping the issue easy and direct.

When an advertisement or piece featured in the editorial content of Porter is scanned, small circle icons appear when the page is recognized. In some instances, the app redirects the consumer to the brand's ecommerce Web site with the "Shop" icon, while the "Find" icon lands on Net-A-Porter's product page or items in a similar category ([see story](#)).

Social media is arguably an extension of a retailer's catalog, and Nordstrom has made many efforts to make content shoppable.

The department store chain enabled ecommerce through Instagram with a clickable link in the profile section of its account.

Nordstrom worked with social media agency Curalate to be the first to use its Like2Buy platform, which houses Instagram photos that link directly to a brand's existing ecommerce site. Instagram provides high engagement but has proved an obstacle for linking to purchase options, so this solution could give marketers a way to generate business from the social platform ([see story](#)).

Consumers' purchase paths have been altered by technology, and Nordstrom is working to adapt.

"The way customers shop has evolved a great deal in the last 10-15 years, and today there are lots of ways to decide, try on and buy," Mr. Evans said. "We let the customer be our guide, and we hope to innovate on behalf of our customer to find better ways to serve her.

"Scan & Shop, like many other projects we have going on at any one time, is a pilot project to see how customers respond and if it enhances their shopping experience and exceeds our customers' expectations."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/UXg1c5cw1PQ](https://www.youtube.com/embed/UXg1c5cw1PQ)

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