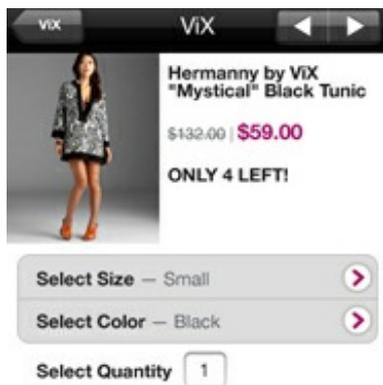


MOBILE

Rue La La claims 13pc of revenue comes through mcommerce

October 28, 2010



By KAITLYN BONNEVILLE

NEW YORK – Flash-sale site Rue La La now drives 13 percent of its revenue through mobile channels since debuting several applications and a mobile-optimized Web site in the past two years, according to a company executive.



Once the iPhone application launched, responses from Android consumers dictated that Rue La La had no choice but to launch an application on that platform, as well. Key features of Rue La La applications include an immersive brand experience and interactive shopping.

“These features allow our members to get even deeper into the brands than you can get on the Web site,” Stephanie Brocoum, vice president of marketing at Rue La La, Boston.

Rue La La is an members-only ecommerce site that features luxury brand flash-sales.

Ms. Brocoum presented Rue La La's mobile sales figures at the Mobile Shopping Summit's "Mobility and the Velvet Rope" session.

Mobile, ooh la la

Since the launch of its mobile site, Rue La La has seen the needle move on its bottom line, as 3 percent of total sales now come from its mobile Web site and 10 percent of sales

come from its mobile applications.

Multichannel shoppers are more engaged and more valuable, according to Ms. Brocoum.

The retailer's business demographic is currently lead by the iPhone.

Mobile applications have taught Rue La La the importance of focusing on its customer's needs. With its initial launch on the iPhone platform ([see story](#)), the retailer saw a major backlash from its Android demographic ([see story](#)).

Rue La La has learned to start with a clear focus on customer needs, to leverage the unique features of mobile devices and to start now but plan on a long-term evolution. It bases its features on feedback from member surveys, focus group work and by assessing which devices are relevant.

"Mobile is not a onetime strategy," Ms. Brocoum said. "There is a constant need to innovate and keep ahead of the curve."

"I think as we learned more and more, [our strategy] fell into place," she said.

"It's hard to develop ecommerce and we learned more and more from our membership base."

Final Take

Kaitlyn Bonneville, editorial assistant at Luxury Daily, New York