



SCOTT USA is able to increase average order value and GMV for its professional athlete, shop employee and industry professional marketplaces using Quivers.





Founded in 1958, SCOTT Sports is dedicated to providing consumers with leading-edge sporting goods ranging from biking and skiing to motocross racing. With industry-leading innovations and award-winning technology, SCOTT Sports continues to push the envelope of human potential.

Prior to Quivers' implementation, SCOTT Sports had difficulty with customizing specialized pricing and new product releases to connect with various targeted consumer groups such as professional athletes and shop employees.

Previously, SCOTT sold its product on a platform that didn't provide its clients with a true omnichannel experience. SCOTT didn't have the ability to control pricing and discounts or to provide

a consistent branding experience from all channels and distributors. SCOTT needed to find a true omnichannel solution in order to reach audiences such as athletes, shop employees, and industry members.

To streamline the ability to sell a specific product line at a controlled price-point to targeted consumer groups, SCOTT sought out Quivers' omnichannel solution for brands.



The Quivers solution helped resolve the consumer engagement and tracking issues we were facing prior to implementation.”

SPORT DIVISION MANAGER,  
SCOTT USA



## THE CHALLENGE

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## THE SOLUTION

# With Quivers, SCOTT is now able to connect to buying groups and segment merchandise based on audience and location.

To streamline the buying experience for pro-riders, SCOTT deployed an exclusive Quivers online store for Professional Ski Instructors of America (PSIA), to eliminate purchase forms and show accurate inventory available for purchase.

With an exclusive online store environment, SCOTT now has the ability to configure any specific product line or grouping of products to receive targeted deals such as a percentage-off, buy-one-get-one, or free gift with purchase.

Since deployment, SCOTT has been given total control into the visibility of merchandising and buying habits of selected core buying groups. This shift in selling has not only transformed SCOTT's shopping experience for the consumer, but made it possible for SCOTT to record how orders are being distributed, and where orders originated from.



The Quivers solution has created a purchasing boost among Scott's previously underselling product categories, because of its ability to promote those specific products to our professional athletes."

SPORT DIVISION MANAGER,  
SCOTT USA





## THE RESULTS

With the help of Quivers, SCOTT has seen significant growth, not only in brand awareness among consumers but also in overall sales revenue.

SCOTT deployed five exclusive online stores including the PSIA store, shop employee store, professional athlete store, industry professional store and SCOTT employee store. SCOTT was now also able to route orders by claiming groups based on store type.

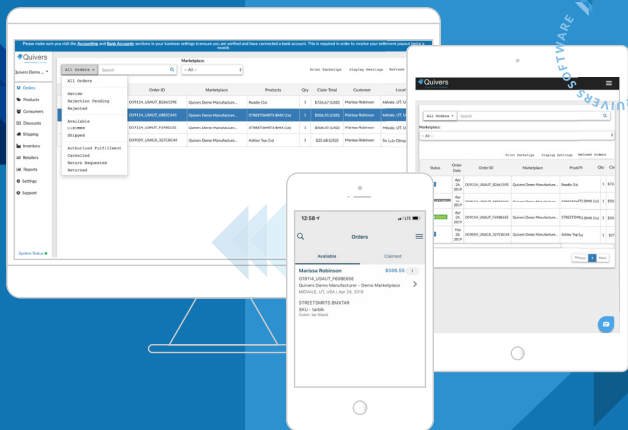
SCOTT was now able to manage all online storefronts with a single product catalog creating a much easier-to-manage system for them. By

tying the various stores into a single catalog Scott was granted greater visibility into overall product availability.

Among consumer groups Scott was able to greatly increase brand awareness and the seamless buying experience created, lead to larger average order volume and higher GMV for these various consumer marketplaces.

# Learn More About Quivers

And how we can help with you specific challenges, request a demo to learn more or visit us at [www.quivers.com](http://www.quivers.com).



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Quivers is an e-commerce platform providing 'Distributed Order Fulfillment' that lets brands market and sell more products on their website while sharing fulfillment of orders with retailers based on store inventory. We're bridging the gap between online and offline shopping. Our platform helps brands create amazing consumer experiences by letting brands reduce their out-of-stocks and put brick-and-mortar stores to work for a truly unified commerce experience. Quivers, Inc. is a privately held technology company based in Salt Lake City, Utah.

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