

Crocs' Jibbitz (TM) Charm Personalizer Powers Sales with Digital Commerce Experience Delivered by LiveArea

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NEW YORK, March 16, 2020 (GLOBE NEWSWIRE) -- With the launch of Crocs' award-winning [Jibbitz™ Charm Personalizer](#), the iconic shoe brand is going to market with an innovative new digital experience designed in a creative partnership with LiveArea, a leading global customer experience and commerce services provider and business unit of PFSweb, Inc. (NASDAQ: PFSW).

An interactive tool integrated into Crocs' Salesforce Commerce Cloud platform, the digital customizer is attributed to an 18% increase in average order value and a double-digit rise in UPT (units per transaction) for those consumers who interact with the tool and shop for the popular shoe charms.

Using the tool, customers can select, place, and purchase Jibbitz charms in a visual representation of Crocs clogs and sandals, personalizing shoes to show their unique style and creativity. The palette includes hundreds of charms across multiple categories, including symbols and sayings, well-known characters, emojis, food, letters and numbers, sports, and more.

"Customization is a key topic in retail and footwear today," said Feliz Papich, Director of Global Digital Product Management for Crocs. "Our Jibbitz Charm Personalizer gives us a global platform to engage and entertain customers, and makes it easy and fun to accessorize Crocs shoes in a creative way that simplifies purchases, too."

In selecting a partner, Crocs sought an agency combining design, user experience, and technology expertise to bring its vision to life online. "Working with LiveArea, we created an engaging shopping experience and then collaborated as co-development partners to integrate the experience into our global Salesforce Commerce Cloud platform in such a way that allows us to continue to innovate on the experience as we learn more about how customers interact with the Personalizer," said Harvey Bierman, Vice President, Global Technology and Operations for Crocs.

Award-winning experience

Recently, the Jibbitz Charm Personalizer received seven [AVA Digital Awards](#) honoring excellence in digital creativity, branding and strategy. In addition to web production, graphic design, information experience, and digital marketing awards, the brand's promotional video on the accessories was recognized in three categories, including special effects and animation.

"Bringing the Jibbitz Charm Personalizer to life has been an exciting challenge for LiveArea and plays to our strengths in elevating commerce experiences and creating more inspired customer interactions," said Mark Moskal, Executive Creative Director for LiveArea.

About LiveArea

LiveArea is a full-service, global customer experience and commerce agency. We bring together a broad portfolio of services for end-to-end solutions – from data-driven marketing and omni-channel experience design through technology selection and platform implementation, managed services, fulfillment, and customer care. Clients cover a variety of verticals, including health and beauty; fashion and apparel; luxury; consumer packaged goods, retail; automotive; and business to business. For more information, visit www.LiveAreaCX.com

About PFSweb

PFSweb (NASDAQ:PFSW) is a global commerce services company that manages the online customer shopping experience on behalf of major branded manufacturers and retailers. Across two business units – [LiveArea](#) for strategy consulting, creative design, digital marketing, and web development services, and [PFS](#) for order fulfillment, contact center, payment processing/fraud management, and order management services – they provide solutions to a broad range of Fortune 500® companies and household brand names such as Procter & Gamble, L'Oréal USA, Ralph Lauren, PANDORA, ASICS, the United States Mint, and many more. PFSweb enables these brands to provide a more convenient and brand-centric online shopping experience through both traditional and online business channels. The company is headquartered in Allen, TX with additional locations around the globe. For more information, please visit www.pfsweb.com.

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About Crocs:

Crocs, Inc. (Nasdaq: CROX) is a world leader in innovative casual footwear for women, men, and children, combining comfort and style with a value that consumers know and love. The vast majority of Crocs™ shoes feature Croslite™ material, a proprietary, molded footwear technology, delivering extraordinary comfort with each step.

In 2020, Crocs will reinforce its mission of "everyone comfortable in their own shoes" with the fourth year of its global Come As You Are™ campaign. To learn more about Crocs or Come As You Are, please visit www.crocs.com or follow @Crocs on Facebook, Instagram and Twitter.

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