

Rack Room Shoes Increases Online Revenue with Digital Experience Monitoring and Digital Business Analytics from Dynatrace

E-commerce conversions increased by 25% with support from actionable, AI-powered insights

WALTHAM, Mass.--(BUSINESS WIRE)-- Software intelligence company [Dynatrace](#) (NYSE: DT), today announced leading footwear retailer, Rack Room Shoes, is using Dynatrace® to improve conversion rates by 25% and accelerate revenue. With Dynatrace's [Digital Experience Monitoring](#) and [Digital Business Analytics](#) modules, Rack Room Shoes teams now understand how their online services are performing from the end user's perspective, and how this impacts critical business KPIs such as e-commerce conversion rates and revenue. These abilities, combined with precise answers from the Dynatrace AI engine, Davis™, have enabled Rack Room Shoes to continuously improve user experience and accelerate delivery of new online functionalities.

"In today's retail landscape, it's imperative to turn website visitors into loyal customers," said Kevin McNall, Director of Digital Projects and Practices, Rack Room Shoes. "Dynatrace has been central to this, helping us to quickly understand precisely what we need to do to create a great customer experience that increases our conversions. We are relatively early in our e-commerce journey, yet by continually finding ways to optimize our customer experience, Dynatrace has enabled us to ramp-up very quickly. These insights have enabled us to introduce new revenue-generating features to our online store much faster, which has supplied a vital lifeline to our business."

With Dynatrace®, Rack Room Shoes teams can understand exactly how their customers interact with the company's e-commerce platforms, from their website to native mobile apps. Dynatrace automatically analyzes every user journey, down to the impact of every click, tap, or swipe. Using the unique capabilities of Dynatrace® [Session Replay](#), which delivers a movie-like review of a user session, teams can now understand how to optimize user sessions for conversion.

Connecting digital experience and business analytics to full-stack observability metrics has also enabled greater collaboration between IT, DevOps, and digital experience teams. This has created significant efficiency gains, freeing up approximately 30% more time for these teams to focus on customer-innovation projects, and enabling them to deliver these innovations to the business faster.

"Dynatrace has completely transformed the way we work and do business," continued McNall. "It's bred a culture of understanding about digital experience across our

organization, and the impact this has on critical outcomes such as conversions and revenue. Dynatrace has also enabled us to create a common set of metrics, shared across our business, which improves how our people collaborate. Combined with the AI-backed answers from Davis, this allows us to be more precise and user-centric, which enables us to accelerate the delivery of new customer-focused innovation. Previously, we were delivering just one major project to improve user experience per year. With Dynatrace, we delivered three such projects in the last twelve months, including integrating PayPal and our new in-store pick-up offering.”

Visit our [Customer Stories page](#) for more details on how Rack Room Shoes is improving digital experience and increasing e-commerce conversions with Dynatrace.

About Dynatrace

[Dynatrace](#) provides software intelligence to simplify cloud complexity and accelerate digital transformation. With advanced observability, AI and complete automation, our all-in-one platform provides answers, not just data, about the performance of applications, the underlying infrastructure, and the experience of all users. That’s why many of the world’s largest enterprises trust Dynatrace® to modernize and automate cloud operations, release better software faster, and deliver unrivaled digital experiences.

Curious to see how you can simplify your cloud? Let us show you. Visit our [trial page](#) for a free 15-day Dynatrace trial.

To learn more about how Dynatrace can help your business, visit <https://www.dynatrace.com>, visit our [blog](#) and follow us on Twitter [@dynatrace](#).

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