

# EXHIBIT D

April 29, 2021 | Trends

[◀ Go Back](#)

# 2021 Adobe Summit Keynote and Sneaks Recap



Adobe Summit kicked off on April 27th with their opening keynote. Over 30,000 people tuned in to hear Adobe executives and global business leaders share how exceptional, personalized customer experiences are the key to long-term success and business growth.

Shantanu Narayen, Chairman, President, CEO at Adobe, kicked off the keynote reflecting on the past year. "We've gone from a world with digital to a digital first world, and there's no going back," said Shantanu. In the past year, ecommerce spend was \$844 billion, but Adobe predicts 2022 will be the first trillion dollar year in ecommerce.

Becoming a digital business is an ongoing journey and requires combining art and science to drive effective marketing strategies. As businesses re-architect around the customer, CMOs and CIOs are working together to implement new technology, activate the technology, and create new processes to scale the impact.

## The Path Forward

Anil Chakravarthy, EVP, GM Digital Experience Business at Adobe, recognized that while the path forward is still being shaped, we know it won't be what it looked like a year or two ago. Every business has had to rapidly pivot to digital channels as customers have come to expect engaging, personalized experiences in real-time.

"Customer personalization done right drives business growth."

*Anil Chakravarthy, EVP, GM Digital Experience Business at Adobe*

As we enter a cookieless world, the need for first-party data has never been more important, but Anil noted that the award is a true digital transformation of your business. By combining content, data, AI, and machine learning, marketers can connect every customer experience. Anil announced numerous innovations aimed to help brands and retailers optimize their digital customer experiences and marketing campaigns:

- **Adobe Experience Platform:** Adobe is making a few improvements to Adobe Experience Platform, including Collection Enterprise (ties experience events to customer profiles), Segment Match (allows multiple companies to form partnerships and build rich customer profiles), and real-time CDP for B2B.

- **Adobe Journey Optimizer:** Allows companies to manage the end-to-end customer journey, from large batch campaigns to one-on-one customer engagements.
- **Adobe Commerce:** Adobe is adding new features like intelligent visual recommendations, intelligent live search, additional commerce support for B2B, and a decoupled experience layer from backend commerce operations.

Following Anil's announcements, Shantanu introduced a series of global business leaders to discuss their journeys through digital transformation, leadership, and customer experience.

## Preparing for the Unexpected

When Pfizer CEO, Albert Bourla, first heard about COVID-19, his first concern was for his over 90,000 workers, and his second concern was how the business would evolve. "Luck never comes to the unprepared," said Albert. Fortunately for Pfizer, they began their digital transformation in 2019, well before the pandemic. By improving their technology and processes, and adding new skillsets like a Chief Digital Officer, the company was able to commit to producing three billion COVID vaccines.

"You can only transform a company by changing the culture of the company."

*Albert Bourla, CEO at Pfizer*

## Personalizing on a Global Scale

Deborah Wahl, Global CMO at General Motors, discussed the company's strategy to phase out gas engines until 2035 and be carbon neutral in 2040. General Motors' new Ultium

Battery and flexible, modular approach to electric vehicles will allow them to create a car for nearly every market around the world. The manufacturing company leverages Adobe Experience Cloud, AI, machine learning, and their dealers to deliver streamlined omnichannel experiences.

"Personalization provides an opportunity to have our products adapt to a global customer base."

*Deborah Wahl, Global CMO at General Motors*

## From Tennis Pro to Venture Capitalist

When Serena Williams found out that less than 2% of venture capital goes towards women and even less going to women of color, she knew she had to change it. Off the court, she's become a venture capitalist, investing in minority and women owned businesses, and founded her own fashion company.

"Every experience I have creates a better businesswoman. Whether it's good or bad. It creates a better me."

*Serena Williams, Tennis Champion, Entrepreneur, Philanthropist*

## Adobe and FedEx Partner to Unlock Ecommerce Innovation

Adobe and FedEx announced their new multi-year partnership, starting with the integration of ShopRunner with Adobe Commerce. Anticipated benefits for brands and retailers include two-day shipping, easier returns process, increased customer loyalty, and seamless checkout experiences. But one of the most valuable perks of the partnership for Adobe merchants is access to post-purchase logistics intelligence.

Since 2019, FedEx has invested in both their physical and digital capabilities. They grew their shipping network and expanded their services to include delivery inside homes, all while investing in new technology to enhance the digital experience.

"Looking forward, we truly believe that we can use the foundation of our physical capabilities to leap forward on the digital side."

*Rajesh Subramaniam, President, COO at FedEx*

## Adobe Sneaks

Each year at Summit, Adobe presents a series of new projects that teams are working on, but only 60% of what they show makes it into product. Here are the seven Sneaks finalists:

1. **Daily Shuffle:** Daily Shuffle is an AI assistant in Workfront that allows users to "re-route" their daily schedule when work and personal commitments collide. When a user chooses to re-route their schedule, Daily Shuffle re-assigns meetings based on designated substitutes and surfaces priorities.
2. **Savvy Search:** Savvy Search is an actionable search bar that helps users find what they need to take certain actions, such as questions regarding a campaign in Adobe Experience Cloud, how to run an A/B test, and pending requests from team members.
3. **Live Wired:** By combining Firefly and Live Wired, designers and developers can easily collaborate to create custom apps. Live Wired turns Adobe XD into a drag and drop interface that links to Adobe apps.

4. **Catchy Content:** Catchy Content uses AI to help digital marketers measure characteristics and attributes of content that engage audiences, then optimizes and personalizes the content based on that insight.
5. **Account Ace:** Account Ace, ideal for B2B companies, uses Account AI and Buying Circles to calculate an account's MQL score, analyze the account's activities, and identify key personas for the account and who's missing.
6. **Segment Tuner:** Segment Tuner uses AI to identify data quality issues in segments, such as invalid emails and missing attributes. Segment Tuner also helps brands identify connections between data sets and suggestions for new customer attributes that will extend their reach.
7. **Dimension Builder:** Dimension Builder makes it easy for users to clean report insights that are typically prone to human error. Using Sensei, Dimension Builder can comb through billions of cross-channel data points, allowing users to create rules that address problems in a few seconds.

To learn more about Adobe Experience Cloud and how it can help you digitally transform your company, [reach out to us today](#). As a Platinum Adobe Partner, our team has implemented Adobe Experience Manager, Adobe Analytics, Adobe Campaign, Adobe Target, and Adobe Commerce for various companies across industries.





## Shannon Abel

After graduating from Clemson University, Shannon started her career in marketing, focusing on content creation and engagement. As Blue Acorn iCi's Senior Media Marketing Specialist, she keeps brand and retail professionals up-to-date on the latest trends and news in the digital customer experience space. She also produces and hosts Blue Acorn iCi's podcast, The Funnel. In her free time, she enjoys walking her dogs and hanging out at the local breweries in Charleston.

Copyright 2021. Rights reserved.

July 29, 2020 | **Ecommerce**[◀ Go Back](#)

# Blue Acorn iCi Achieves Adobe's AEM Run & Operate Specialization



We are thrilled to announce that we have earned the Adobe Experience Manager (AEM) Run & Operate Specialization! Adobe sets a high bar to achieve this specialization, and we're honored to be recognized as one of the most highly skilled partners in the Adobe partner ecosystem.

"Our roots are deep in data, content, and commerce. This specialization reinforces our expertise in the AEM DevOps space and managing Run & Operate programs for some of

our largest customers,” said Chris Guerra, Co-CEO of Blue Acorn iCi.

The AEM Run & Operate Specialization adds to the growing list of Blue Acorn iCi’s Adobe specializations, which includes Adobe Experience Manager Specialization and Magento Commerce Specialization. “We are thrilled to earn our third specialization with Adobe, reinforcing our commitment to our customers to deliver the best in class services in the AEM space,” said Adriana Rubio, VP Strategic Partnerships.

“This specialization validates our commitment to our clients, our partnership with Adobe, and our employees who we support every day to continue to nurture their career paths,” said Greg Boone, Co-CEO of Blue Acorn iCi.

The badge is awarded to Adobe Solution Partners who engage with an AEM customer deployment once the project has reached the Run & Operate phase of development. Other requirements include proven customer success through three or more positive customer references and 12 or more technical certifications.

“Congratulations to Blue Acorn iCi for becoming an AEM Run & Operate Specialized Partner. This accomplishment is a testament to their proven capabilities, successful implementations, and commitment to customer success. This well-deserved specialization is why they are recognized as the 2020 Emerging Partner of the Year,” said Varun Sekhri, Growth Partner Sales Manager, Americas at Adobe.

Earlier this year, Adobe awarded Blue Acorn iCi the 2020 Adobe Emerging Solution Partner of the Year in the Americas. That award marks an important milestone for Blue Acorn iCi, following the recent announcement of their Adobe Platinum

Regional Partner designation within the Adobe Solution Partner Program.

To learn more about our Adobe and Magento experience, [contact us here](#).



## **Shannon Abel**

After graduating from Clemson University, Shannon started her career in marketing, focusing on content creation and engagement. As Blue Acorn iCi's Senior Media Marketing Specialist, she keeps brand and retail professionals up-to-date on the latest trends and news in the digital customer experience space. She also produces and hosts Blue Acorn iCi's podcast, The Funnel. In her free time, she enjoys walking her dogs and hanging out at the local breweries in Charleston.

Copyright 2021. Rights reserved.

April 20, 2021 | Digital Marketing, Ecommerce, UX / CX

[◀ Go Back](#)

# Blue Acorn iCi is the Winner of Yotpo's 2020 Best Magento Agency – North America Award



We are excited to announce that Blue Acorn iCi has won Yotpo's 2020 Best Magento Agency – North America Award! This award recognizes a leading agency for the outstanding work they've done for brands in the Magento ecosystem.

"Our partnership with Yotpo allows our clients to seamlessly mature and evolve their brand digital strategy with a one-point ecommerce marketing solution. We treat Yotpo as an extension of our team and leverage their expertise in ratings and reviews, user-generated content, loyalty, and

referrals to help clients deliver exceptional customer experiences. We are aligning more of Blue Acorn iCi's Magento clients with Yotpo's technology, knowing that their ongoing growth and product R&D ensures our clients continue to benefit from the solution."

*Jordan Donahue, Alliances Manager at Blue Acorn iCi.*

As a leader in digital customer experience and an award-winning Platinum Magento Commerce partner, Blue Acorn iCi brings a depth of knowledge, innovative thinking, and years of experience to every client partnership. Our strategists, creatives, data scientists, and engineers have mastered some of the most complex commerce technologies with a focus on exponential growth in revenue and customer value.

Lovesac partnered with Blue Acorn iCi to build a new direct-to-consumer (DTC) site on Magento Commerce Cloud and optimize the customer experience. Blue Acorn iCi brought the showroom experience online with an intuitive and refreshed design. The new design highlights educational content that guides customers through the learning and customizing process, including videos, detailed product information, and UGC.

Lovesac initially used three different tools to capture customer reviews, present UGC across their DTC and social channels, and manage their "Refer a Friend" program. Blue Acorn iCi integrated Yotpo to consolidate all three tools into a single solution. With Yotpo, Lovesac can collect quality content, inspire shoppers with customer creations, and drive brand loyalty through referrals.

Read more about Lovesac's replatform to Magento and how they use Yotpo to enhance the customer experience [here](#).



## Shannon Abel

After graduating from Clemson University, Shannon started her career in marketing, focusing on content creation and engagement. As Blue Acorn iCi's Senior Media Marketing Specialist, she keeps brand and retail professionals up-to-date on the latest trends and news in the digital customer experience space. She also produces and hosts Blue Acorn iCi's podcast, The Funnel. In her free time, she enjoys walking her dogs and hanging out at the local breweries in Charleston.

Copyright 2021. Rights reserved.

April 7, 2020 | Adobe Experience Cloud, Ecommerce, Leadership

◀ **Go Back**

# Blue Acorn iCi Recognized as the 2020 Adobe Emerging Solution Partner of the Year



We are excited to announce that Blue Acorn iCi was recognized as the 2020 Adobe Emerging Solution Partner of the Year in the Americas!

The award honors the Adobe Digital Experience partner that has achieved impressive growth in business, including ASV and services, in the enterprise segment. Recipients must also demonstrate a strong commitment to driving customer success and exhibit continued improvement through completing certifications and specializations.

“As a leader in digital customer experience, digital commerce & analytics for over a decade, it is exciting to see this type of industry recognition for the work that we do every day for our clients,” said Greg Boone, Co-CEO of Blue Acorn iCi. “We truly appreciate the acknowledgment and thank the Adobe team for their continued support.”

“Blue Acorn iCi has demonstrated their focus on delivering highly customized solutions that drive business value. They are an innovative, collaborative partner that we look forward to continue working within 2020 and beyond,” said Tony Sanders, Senior Director, Americas Partner Sales at Adobe. Read Adobe’s announcement [here](#).

The award is typically announced at Adobe Summit in Las Vegas, NV. While our team couldn’t celebrate the award in person, we did the next best thing:



In Q1 2019, Blue Acorn and iCi Digital merged to form a digital customer experience company. Later in 2019, the newly formed Blue Acorn iCi acquired Mediotype Commerce—adding a team of engineers to its growing company and became one of the most experienced and skilled customer experience companies in the Adobe ecosystem with over 300 certifications.

Blue Acorn iCi was one of the first Adobe Experience Manager and Magento Commerce specialized partners. Achieving specialized partner status means:

- We are recognized by Adobe as a highly skilled partner in the Adobe partner ecosystem.

- We have invested in the development of our teams through Adobe and Magento skills testing.
- We have proven customer success with high-quality implementations and enhanced capabilities.
- Our team has deep expertise in Adobe Analytics, Adobe Target, and Adobe Campaign.

“Our strategists, creatives, data scientists, and engineers have mastered some of the most complex content and commerce technologies. Focusing on exponential growth in revenue, reach, and customer value, we’ve delivered award winning customer experiences for some of the largest brands in the world,” said Chris Guerra, Co-CEO of Blue Acorn iCi.

The Emerging Solution Partner of the Year Award marks an important milestone for Blue Acorn iCi, following the recent announcement of their Adobe Platinum Regional Partner designation within the Adobe Solution Partner Program. “In 2019, we focused on market reach, customer experience, and value realization for Adobe customers. It’s truly an honor to work with a visionary company like Adobe and to be recognized as their Emerging Partner of the Year,” said Adriana Rubio, VP of Strategic Partnerships at Blue Acorn iCi. Read the press release [here](#).

Blue Acorn iCi is a portfolio company of Beringer Capital.

To learn more about our Adobe and Magento experience, feel free to [contact us here](#).





## **Shannon Abel**

After graduating from Clemson University, Shannon started her career in marketing, focusing on content creation and engagement. As Blue Acorn iCi's Senior Media Marketing Specialist, she keeps brand and retail professionals up-to-date on the latest trends and news in the digital customer experience space. She also produces and hosts Blue Acorn iCi's podcast, The Funnel. In her free time, she enjoys walking her dogs and hanging out at the local breweries in Charleston.

Copyright 2021. Rights reserved.

## **Home Network Pioneer eero and Digital Agency Blue Acorn iCi Honored With Signifyd FLOW Award for Excellence in Commerce**



Left: Justin Graham, business operations manager, eero; Right: Miguel Martinez, order processing lead, eero (Photo: Business Wire)

July 22, 2019 09:00 AM Eastern Daylight Time

SAN JOSE, Calif.--(BUSINESS WIRE)--Signifyd announced today that it has honored home networking pioneer eero with its FLOW award for customer experience and digital agency Blue Acorn iCi with its first FLOW partnership award for the two companies' contributions to creating outstanding experiences for digital consumers.

eero led the world in solving a maddening problem for consumers living in a multi-device, digitally dependent world — spotty WiFi coverage at home. The company built robust and elegant hardware and paired it with sophisticated software supported by machine learning. The result is superior in-home networks no matter where a consumer decides to work, play or enjoy streaming entertainment.

The company exhibited true leadership in the in-home mesh network marketplace and inspired many larger companies to follow suit. It doubled-down on its innovation by expanding its devices and software into network security, parental controls and ad blocking.

Its excellence did not go unnoticed and earlier this year, Amazon acquired eero as another piece in its line of smart-home products.

“eero’s technology is truly exceptional,” said Signifyd Senior Vice President of Marketing Indy Guha in announcing the FLOW award. “But what is even more exceptional is the way the eero team kept its customers at the center of everything it did to design, build and market that technology to consumers who were eager to have it.”

eero's customer obsession comes through in everything the home networking company does. Its network extension systems are managed through a mobile app and require no tinkering to connect existing networks to the mesh network eero creates.

The company's compassion for its customers is evident in the design of its routers and beacons — elegant white devices with curved lines and slim profiles. That the devices are objects consumers are proud to display in their homes is no accident.

"We are laser-focused on our mission to make the technologies in your home just work," eero Business Operations Manager Justin Graham said. "That starts with designing something aesthetically beautiful and extends to making the customer experience simple so your WiFi disappears into the fabric of your home. That customer focus is something that we also really cherish at eero."

Blue Acorn iCi is a leading digital agency that creates unforgettable digital customer experiences driven by data and powerful content. Blue Acorn iCi has elevated countless brands to the top of their categories through digital transformation. Their clients, which include Peter Thomas Roth, Campbell's, Le Creuset, Panera Bread, Casper and Gerber, see on average a 5X return on investment.

"Ecommerce is the ultimate team sport," Guha said in announcing the award for Signifyd partner Blue Acorn iCi. "For an online retailer, having a team that genuinely understands design, technology and data, and how that shapes the complete customer experience — from click to home — can't be overstated. Blue Acorn iCi is a master of bringing that reality to life on its clients' sites."

In an era where customers demand more from their online experiences, the brands that thrive are the ones that align themselves with the right technology partners for strategic guidance and to drive initiatives.

Blue Acorn iCi accelerates their clients through every stage of digital maturity. They are one of the few digital agencies that offer full commerce services, including site operations, performance marketing, payments and security, customer care and fulfillment. Their complete service offerings span across strategic initiatives, platform implementation and custom integrations and advanced analytics and optimization.

Blue Acorn iCi can provide everything a brand needs to build, maintain and optimize an ecommerce site, or just what it needs to make impactful improvements. By aligning the right people, processes and platforms, Blue Acorn iCi expands their clients' reach, accelerates their sales and services their customers.

"Customers vote with their wallets, and those wallets dictate which brands succeed at creating personalized, seamless experiences across every touchpoint," says Kevin Eichelberger, Co-CEO of Blue Acorn iCi. "Everything we do is rooted in data and analytics, which means continual testing and optimization and the know-how to create personalized, memorable experiences at scale."

Guha presented the awards Thursday night at Signifyd's FLOW San Francisco, an evening of conversation and learning at The Battery, where leaders representing some of retail's most creative and successful enterprises gathered to compare notes and share their experiences in ecommerce.

## **About eero**

The first mesh home WiFi system, eero blankets any home in reliable and secure WiFi. eero's digital security service, eero Plus, protects connected devices, privacy and family. eero is simple to set up, even easier to manage, and improves over time with regular, automatic software updates. Founded in San Francisco in 2014 by Amos Schallich, Nate Hardison, and Nick Weaver, eero's goal is to make WiFi so good that you'll never think about WiFi again. eero is an Amazon company.

## **About Blue Acorn iCi**

Born from the minds of engineers, data scientists, digital commerce experts, designers and strategists, Blue Acorn iCi is a leading independent consumer experience agency. Blue Acorn iCi pioneers what's possible in digital customer experience, commerce services, content management and analytics. Blue Acorn iCi partners with elite platforms — Adobe, Magento,

Salesforce Commerce Cloud, Optimizely and Monetate — to help clients expand their reach, accelerate sales and grow their business.

## About Signifyd

Signifyd enables merchants to grow with confidence by providing an end-to-end commerce protection platform. Powered by the Signifyd Commerce Network of more than 10,000 merchants selling to more than 250 million consumers worldwide, its advanced machine learning engine is able to protect merchants from fraud, consumer abuse and revenue loss caused by barriers and friction in the buying experience. Signifyd counts among its customers a number of companies on the Fortune 1000 and Internet Retailer Top 500 lists. Signifyd is headquartered in San Jose, CA., with locations in Barcelona, Belfast, London, Denver and New York.

## Contacts

Signifyd

Mike Cassidy

[mike.cassidy@signifyd.com](mailto:mike.cassidy@signifyd.com)

+1-650-283-7084

## Tweets by @signifyd



**Signifyd**

@signifyd



“If you can get past getting a ‘no,’ nothing will really be in your way to keep asking and keep knocking.” - AE Leanne Mansfield. [@signifyd](#) has an amazing core of female sales leaders. Check out their advice for others in the field. [bit.ly/3wDnMpt](https://bit.ly/3wDnMpt) #FearlessCommerce



May 21, 2021



**Signifyd**

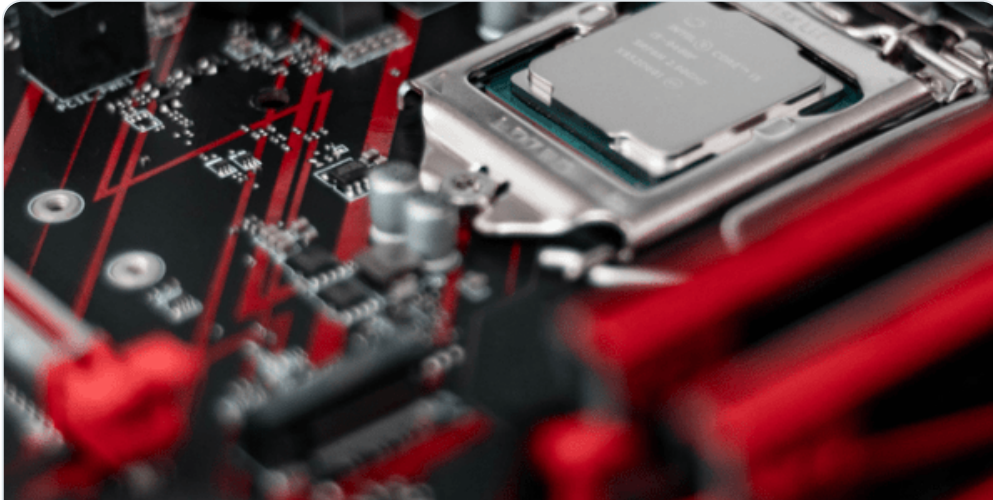
@signifyd



Like those running any enterprise, fraudsters focus on opportunity. Read about the

Case 5:21-cv-00251-BO Document 1-5 Filed 06/10/21 Page 23 of 30

intersection of the global semiconductor shortage and fraud attacks. [bit.ly/3v20Y2f](https://bit.ly/3v20Y2f)  
#FearlessCommerce #FraudPrevention #Ecommerce #ChipShortage



### Online fraudsters cash in on chip shortage | Signifyd

A worldwide chip shortage has pushed online fraudsters to attack merchants selling th...  
[signifyd.com](https://signifyd.com)



May 19, 2021



**Signifyd**

@signifyd



@signifyd's Kimberly So examines in @RTouchPoints how jewelry retailers remained nimble during the #COVID19 pandemic and found new ways of selling that could endure.  
[ow.ly/qOhr50EOXjA](https://ow.ly/qOhr50EOXjA) #NewEcomEra2021 #FearlessCommerce #omnichannel  
[ow.ly/S5C850EOXgl](https://ow.ly/S5C850EOXgl)



## #Hashtags

[#CX](#)

[#CustomerExperience](#)

April 22, 2021 | **UX / CX**[◀ Go Back](#)

# Infosys Recognized as the 2021 Adobe Digital Experience Delivery Quality Partner of the Year



We are thrilled to announce that Infosys, Blue Acorn iCi's parent company, was recognized as the 2021 Adobe Digital Experience Delivery Quality Partner of the Year in the Americas!

"As a leader in digital customer experience, digital commerce & analytics for over a decade, it is exciting to see Infosys recognized for the work that they do every day for their clients," said Greg Boone, Co-CEO of Blue Acorn iCi. "We are

excited about our future with Infosys and thank the Adobe team for their continued support.”

The Adobe Digital Experience Partner of the Year Awards honor companies that have demonstrated their commitment to driving customer success and made leading contributions to Adobe’s business.

“Infosys’ strategists, creatives, data scientists, and engineers have mastered some of the most complex content and commerce technologies. Focusing on exponential growth in revenue, reach, and customer value, they’ve delivered award winning customer experiences for some of the largest brands in the world,” said Chris Guerra, Co-CEO of Blue Acorn iCi.

In Adobe’s award announcement, they noted, “Infosys has demonstrated the value of bringing together the office of the CIO with the CMO to provide a complete offering of Adobe solutions for their customers. With a growing number of certifications and 10 global specializations, Infosys has delivered a significant number of customer implementations with Launch Foundation Services alongside Adobe Customer Solutions (ACS).”

Infosys is one of the largest companies providing information technology and digital transformation services on a global scale. Together, Infosys and Blue Acorn iCi are strengthening their end-to-end customer experience capabilities across North America and deepening capabilities in the Adobe ecosystems.

We congratulate Infosys on their award! Read more about the Adobe Digital Experience Partner of the Year Awards [here](#).



## Shannon Abel

After graduating from Clemson University, Shannon started her career in marketing, focusing on content creation and engagement. As Blue Acorn iCi's Senior Media Marketing Specialist, she keeps brand and retail professionals up-to-date on the latest trends and news in the digital customer experience space. She also produces and hosts Blue Acorn iCi's podcast, The Funnel. In her free time, she enjoys walking her dogs and hanging out at the local breweries in Charleston.

Copyright 2021. Rights reserved.

April 15, 2016 | Ecommerce

[◀ Go Back](#)

# Le Creuset Receives Best Web Design Award at Imagine 2016



This week during Imagine, Magento's annual conference, innovative organizations and brands were recognized for their exceptional ecommerce sites. We are incredibly excited to announce that Blue Acorn iCi client Le Creuset received the Excellence Award for Best Web Design. Le Creuset's Rick DeWalk and Blue Acorn iCi's Victor Bejar were in attendance to accept the award.

Proud to accept the #MagentoImagine Excellence Award for Best Web Design with our client @lecreuset!  
[pic.twitter.com/HmKV9rSCLz](https://pic.twitter.com/HmKV9rSCLz)

— Blue Acorn iCi (@blueacornici) April 13, 2016

In a statement, Magento said that Le Creuset set an industry standard of excellence for the site, launched in October of last year. According to Magento, the site balances compelling content and a crisp design with a user experience carefully tailored to reduce bounce rates, all while maximizing sales and average order value. The new site continues to drive record revenue for Le Creuset, and it is now rolling out the website in more than 29 countries.

"The winners of the 2016 Imagine Excellence Awards embody the relentless commitment of our clients and partners taking commerce to the next level," said Mark Lavelle, CEO of Magento Commerce. "From the omnichannel and technology innovators to the explorers carving out new ways of doing business, it is because of the continued innovation of our community that Magento is at the forefront of global commerce. On behalf of everyone at Magento Commerce, congratulations to all the finalists and winners of the 2016 Excellence Awards."

Last month Le Creuset was also honored as the recipient for best website during the Spark! Awards.

You can read more about the launch from Blue Acorn iCi's Bethany Kelly's personal experience with Le Creuset on our blog, and how their values were built into the experience.

Morning #MagentoImagine! Check out our newest hardware- @magento Excellence Award for Best Web Design for @lecreuset pic.twitter.com/cy7qPsL5IA

— Blue Acorn iCi (@blueacornici) April 13, 2016

This isn't the first Blue Acorn iCi site to own accolades at Magento's annual developer mecca. In 2013 Reed & Barton's site was named most innovative of the year. We also received Magento's Fast & Emerging Partner Award in 2011, and the Magento North American eCommerce Partner of the Year in 2015.

Read more about Le Creuset's redesign story here, or feel free to reach out to us here.



## Blue Acorn iCi

Copyright 2021. Rights reserved.