Build-A-Bear Plans to Accelerate its Digital Transformation with Salesforce

March 11, 2020

Build-A-Bear expects to leverage real-time data and analytics from Salesforce Customer 360 to deliver personalized, cross-channel guest experiences and drive its growth

SAN FRANCISCO, March 11, 2020 /PRNewswire/ -- Salesforce (NYSE: CRM), the global leader in CRM, today announced an expanded relationship with Build-A-Bear Workshop, Inc. (NYSE: BBW). Build-A-Bear has selected Salesforce as its strategic partner in digital transformation as it plans to diversify its retail portfolio, evolve its business model, and build stronger relationships with consumers.

Against a backdrop of unprecedented and rapid change in global retail, Build-A-Bear launched an updated eCommerce platform in the fall of 2017, and has since delivered nine consecutive quarters of double-digit growth in its consolidated eCommerce sales. In an effort to further accelerate its growth and enhance how the company engages with customers, Build-A-Bear turned to Salesforce.

With Salesforce's integrated Customer 360, Build-A-Bear expects to have a single source of truth about their customers across marketing, commerce, sales, and service, including a complete view of every guest's interaction with its brand. Leveraging data and insights from Salesforce will help Build-A-Bear provide seamless and personalized experiences across all channels—whether guests are engaging with Build-A-Bear through its iconic in-store experience, interacting with the brand on social media, or creating a custom furry friend online.

Comments on the News

"We believe that expanding our strategic partnership with Salesforce can be transformative for our digital business," said Sharon Price John, Build-A-Bear Workshop President and Chief Executive Officer. "By leveraging Salesforce's data-driven and intelligent Customer 360, we anticipate accelerating our growth by delivering highly personalized consumer experiences for every guest across every channel. And we expect to benefit from these additional capabilities during this year's holiday season."

"We are proud to be Build-A-Bear's trusted advisor in digital transformation as they evolve how they engage with their customers across different channels," said Adam Blitzer, Salesforce Executive Vice President and General Manager, Marketing Cloud, Commerce Cloud, and Community Cloud. "With Customer 360, Build-A-Bear will be able to realize its vision to predict customer

preferences and deliver the right experiences at the right moment."

About Build-A-Bear
Build-A-Bear is a global brand kids love and parents trust that seeks to add a little more heart to life. Build-A-Bear Workshop has over 500 stores worldwide where Guests can create customizable furry friends, including corporately-managed stores in the United States, Canada, China, Denmark, Ireland, Puerto Rico, and the United Kingdom, third party retail locations and franchise stores in Africa, Asia, Australia, Europe, Mexico, the Middle East and South America. Buildabear.com is the online destination for unique furry-friend gifts, featuring The-Bear-Builder™, a shopping configurator that helps create customized gift options.Build-A-Bear Workshop, Inc. (NYSE: BBW) posted total revenue of $338.5 million in fiscal 2019.

About Salesforce
Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies —cloud, mobile, social, internet of things, artificial intelligence, voice and blockchain—to create a 360° view of their customers. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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PR@buildabear.com, 314-423-8000