

zmags

Step Up Your Shoppable Content and Mobile Game



Agenda

- + Introduction to Zmags
- + The Intersection of Content and Commerce
- + How to Scale Content Quickly and Easily
- + Furniture Customer Examples
- + Demonstration
- + Q&A

Company Overview



Company

- + Boston
- + London
- + Copenhagen

Founded in 2006
1,200+ brands



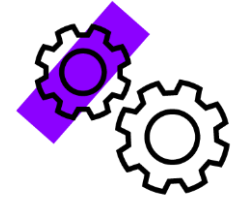
Platforms

creator
by zmags
publicator™
by zmags



Partners

shopify plus **IBM** WebSphere
BIGCOMMERCE **Magento**
SAP Hybris (v) **ORACLE** COMMERCE
salesforce commerce cloud
+ Home Built



Infrastructure

- + SaaS
- + Device Agnostic
- + Alt text enabled
- + ADA compliant
- + SEO optimized
- + Integrated analytics
- + Custom fonts

Selected Customers

NEW YORK & COMPANY

philosophy®

deborah
lippmann

PERFUMANIA

GARDENER'S
SUPPLY COMPANY



LSA
International

 LINEN CHEST

annie selke

ETHAN ALLEN®

francesca's®

Murad

AEROSOLES®

L'ORÉAL

Russell & Bromley

WEDGWOOD
ENGLAND 1759

HEAL'S

LAURA ASHLEY

BOYLES
FURNITURE & RUGS

SERENA & LILY

BRAHMIN
Redefining timeless style

NAUTICA

Bonmarché



HARVEY NICHOLS

HOTEL
Chocolat.



boathouse

Ashley
HOMESTORE



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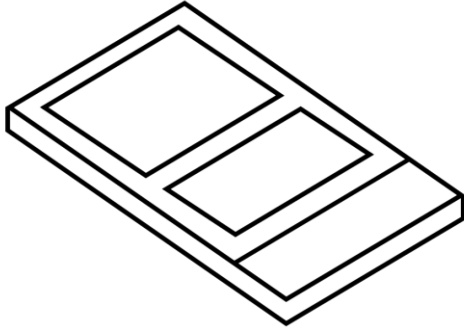
The Intersection of Content and Commerce



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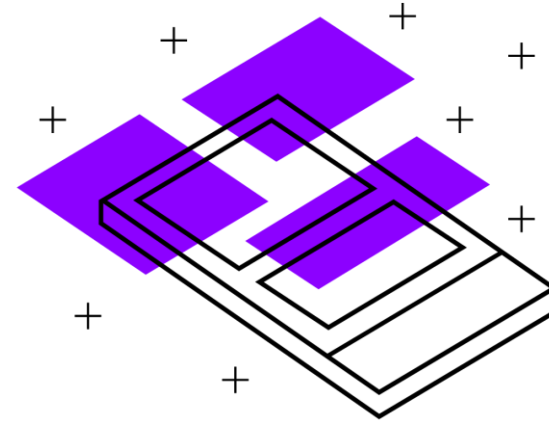


Content Evolution



Traditional Content Strategy

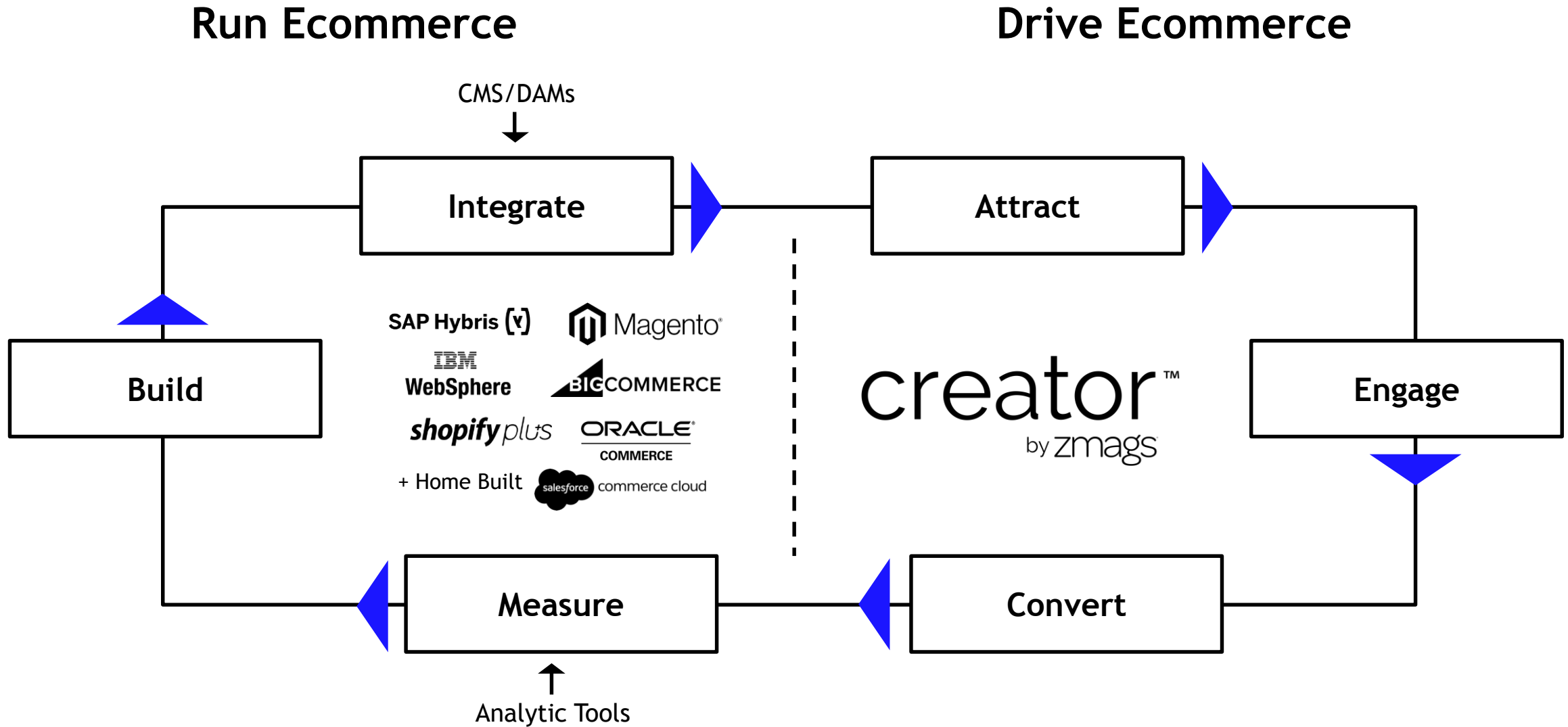
- + Static shopping experience
- + Limited content volume + creativity
- + Disjointed branding
- + Site designed for desktop
- + Publishing managed by IT



Creator by Zmags

- + Rich, immersive shopping experience
- + Fresh, real-time, content updates
- + Continuous, consistent branding
- + Rich design for all channels/devices
- + Publishing managed by Ecommerce, Digital Marketing & Creative

How Creator Supports Your Ecommerce Process



Create Endless Types of Rich + Shoppable Content

Decision Tree

Lookbook

Guided Selling

Blog

Carousel

And more...

- + Trend Pages
- + Page Headers/ Banners
- + Email Landing Pages
- + Quizzes
- + Microsites
- + Videos
- + User Generated Content
- + Tutorials
- + Embedded Forms

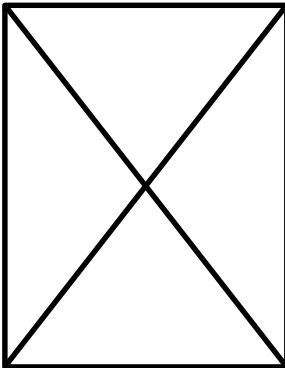
Scaling Rich, Interactive Content

Typical Retail Process

Design	Develop	Release
Create Campaign Concept	@Internal/External IT/SI	@Internal/External IT/SI
Gather/Create Digital Assets	HTML/Java Script	Release Process
Build Storyboard	Hand Code All Interactivity	Schedule for Release
Gather Requirements		
Work with Internal/External IT		

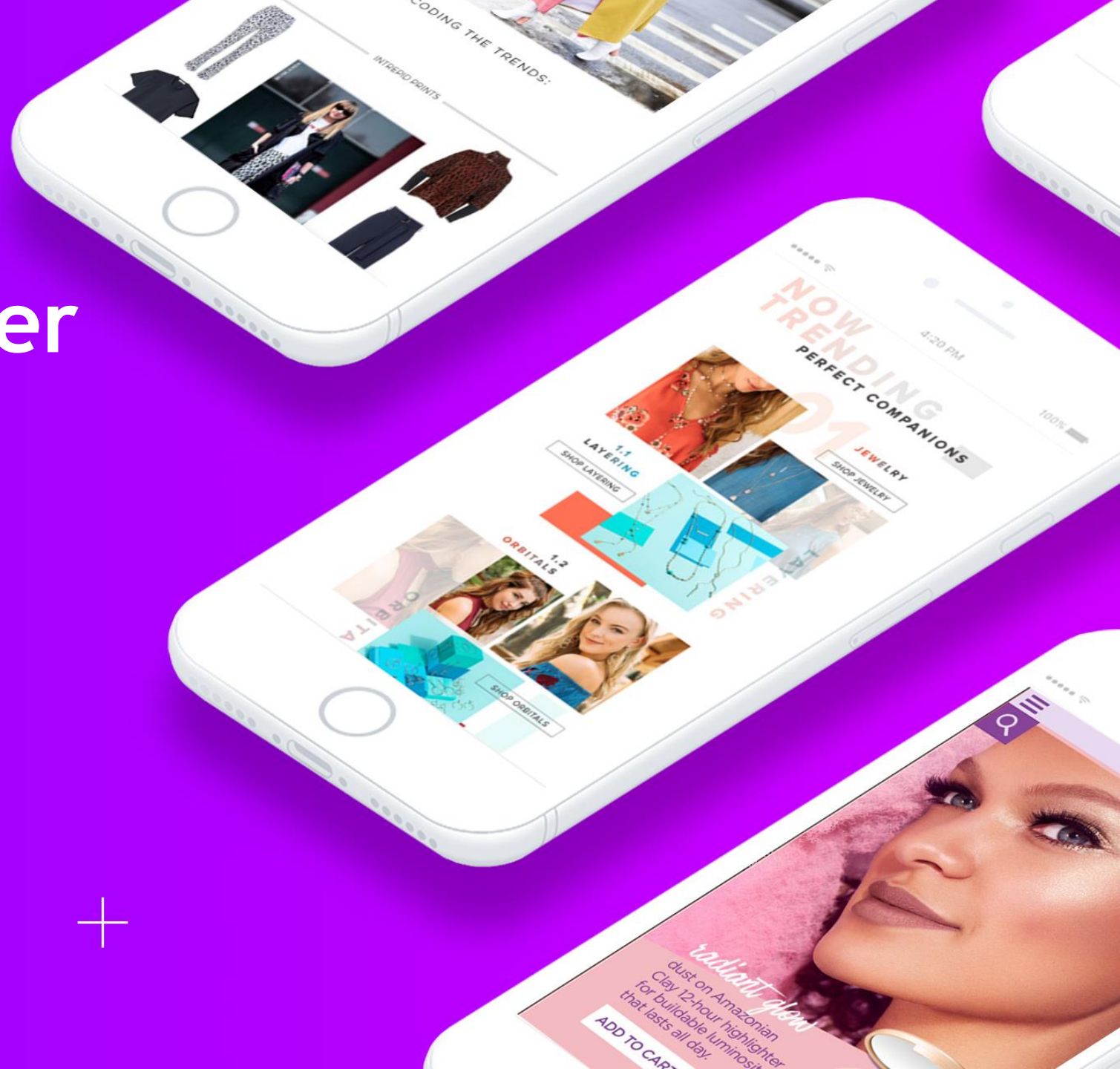
Weeks - Months

creator™
by zmags

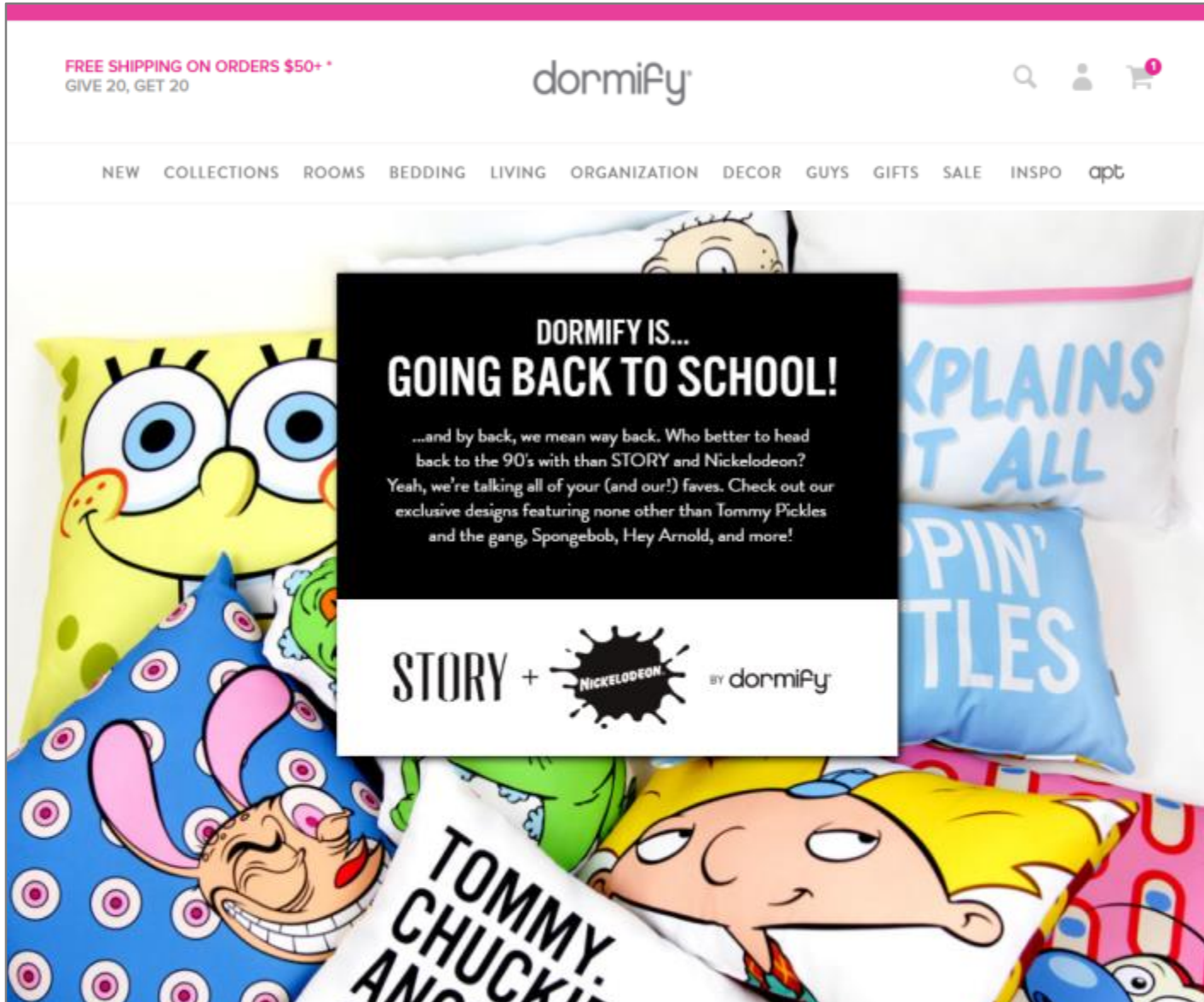
Design	Develop	Release
Create Campaign Concept		Drag + Drop Publish in 5 Minutes
Gather/Create Digital Assets		
Drag + Drop: links, transitions, ecomm		
		

Hours - Days

Furniture Customer Examples



Dormify - Nickelodeon



- + Custom CTA
- + Hover-over effects
- + Easy to Purchase

Results:

123% ↑ Conversion Rate

94% ↓ Bounce Rate

Dormify - Hollywood Hideaway

FREE SHIPPING ON ORDERS \$50+*
GIVE 20, GET 20

dormify



NEW COLLECTIONS ROOMS BEDDING LIVING ORGANIZATION DECOR GUYS GIFTS SALE INSPO apt



- + Step by Step Guide
- + Provides Value: It's not just about selling
- + Easy to Purchase

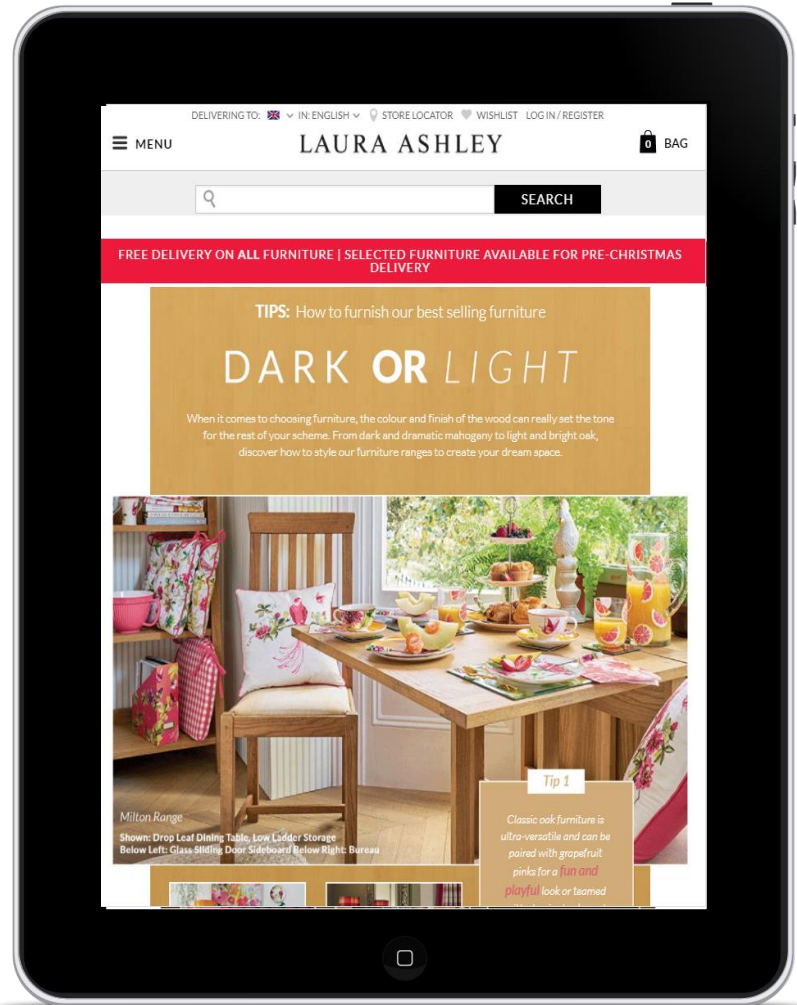
Results:

95%  Conversion Rate

Why did it work?

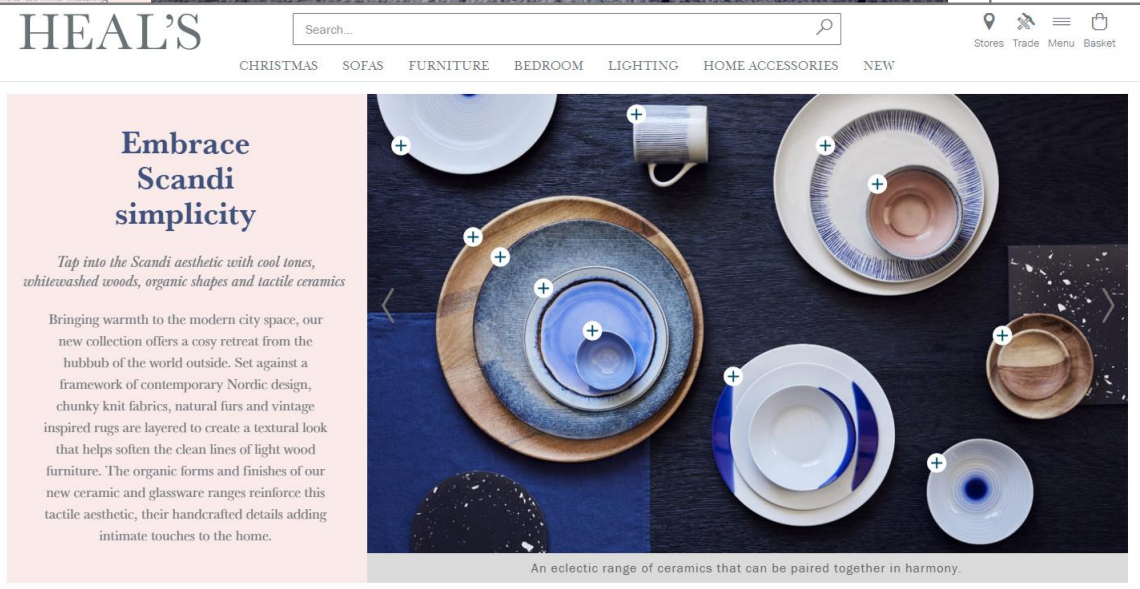
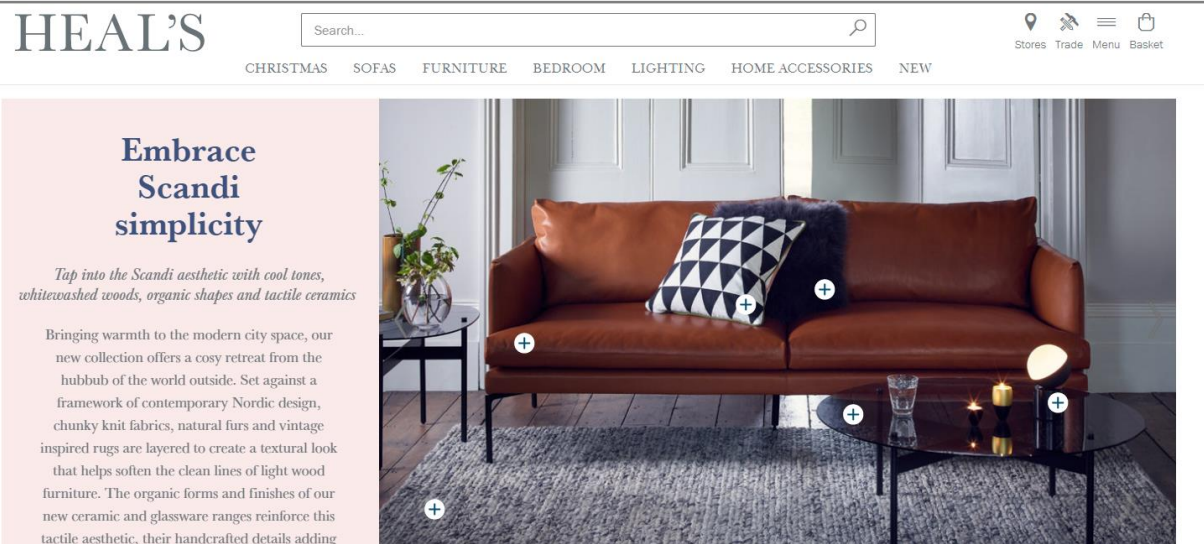
- + Nicole Gardner, Chief Operating Officer presented at an event in March and said:
 - It's discovery that's FUN!
 - It shortens the path to purchase
 - We can quickly pivot when something doesn't work
 - Fresh content = customers returning
 - This helps Dormify stand out
 - The shop-the-room or shop-the-look makes it easy

Laura Ashley



- + Light or Dark? Educational tips, while keeping it fun
- + Content works across all devices
- + Publishing content to 6 different localized sites (without managing them individually)
- + Scheduling banner and campaign edits up to 3x per week

Heal's

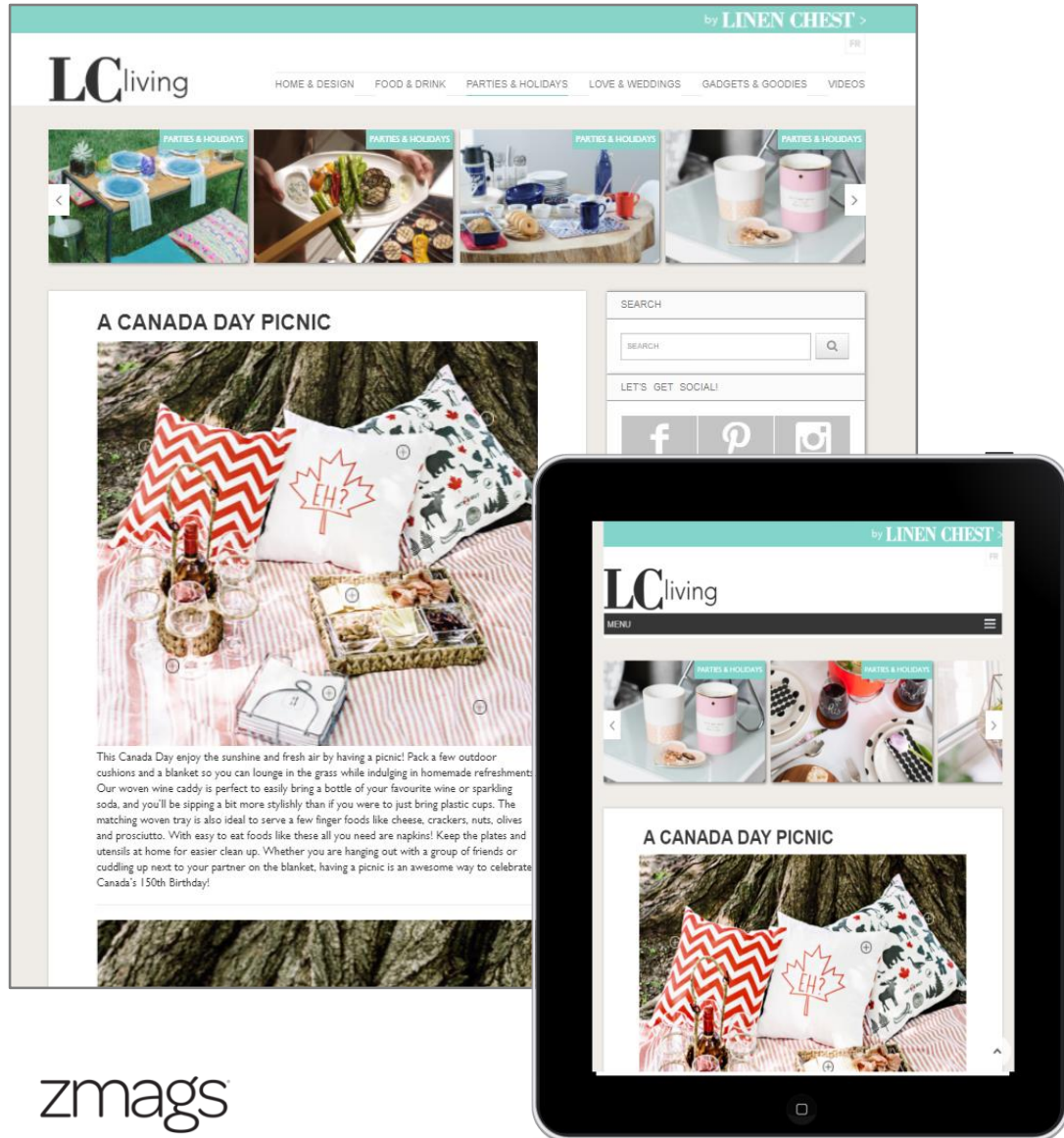


- + Published 140 Experiences across the site in the last 3 months

Results:

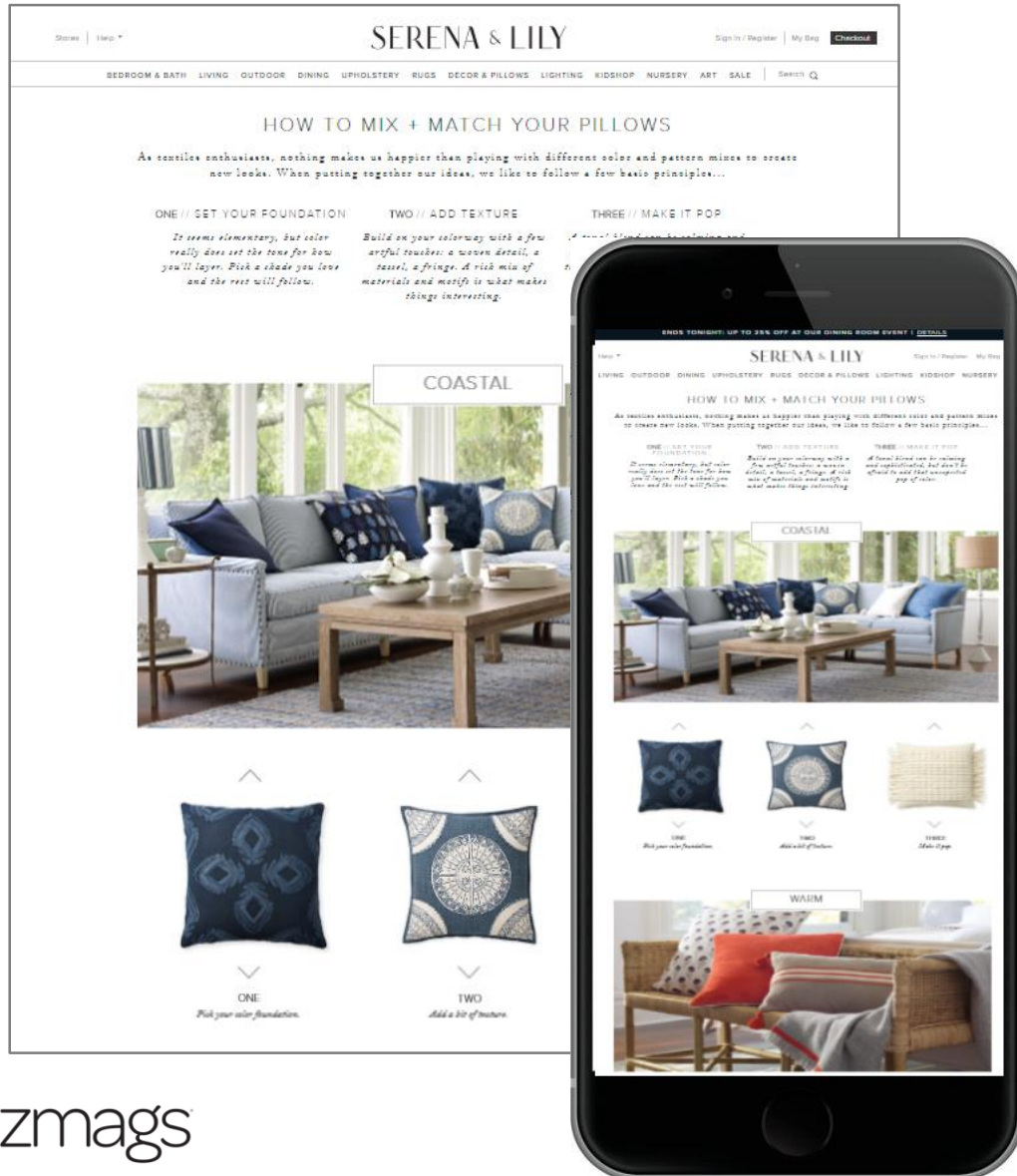
- + 94%↓ Bounce Rate
- + Session Duration Doubled
- + Pages viewed per session nearly doubled

Linen Chest



- + Discovered they could make their blog shoppable
- + Now launch content in 2 languages
- + Content works across all devices
- + Created over 300 experiences in their 1st year using Creator

Serena & Lily



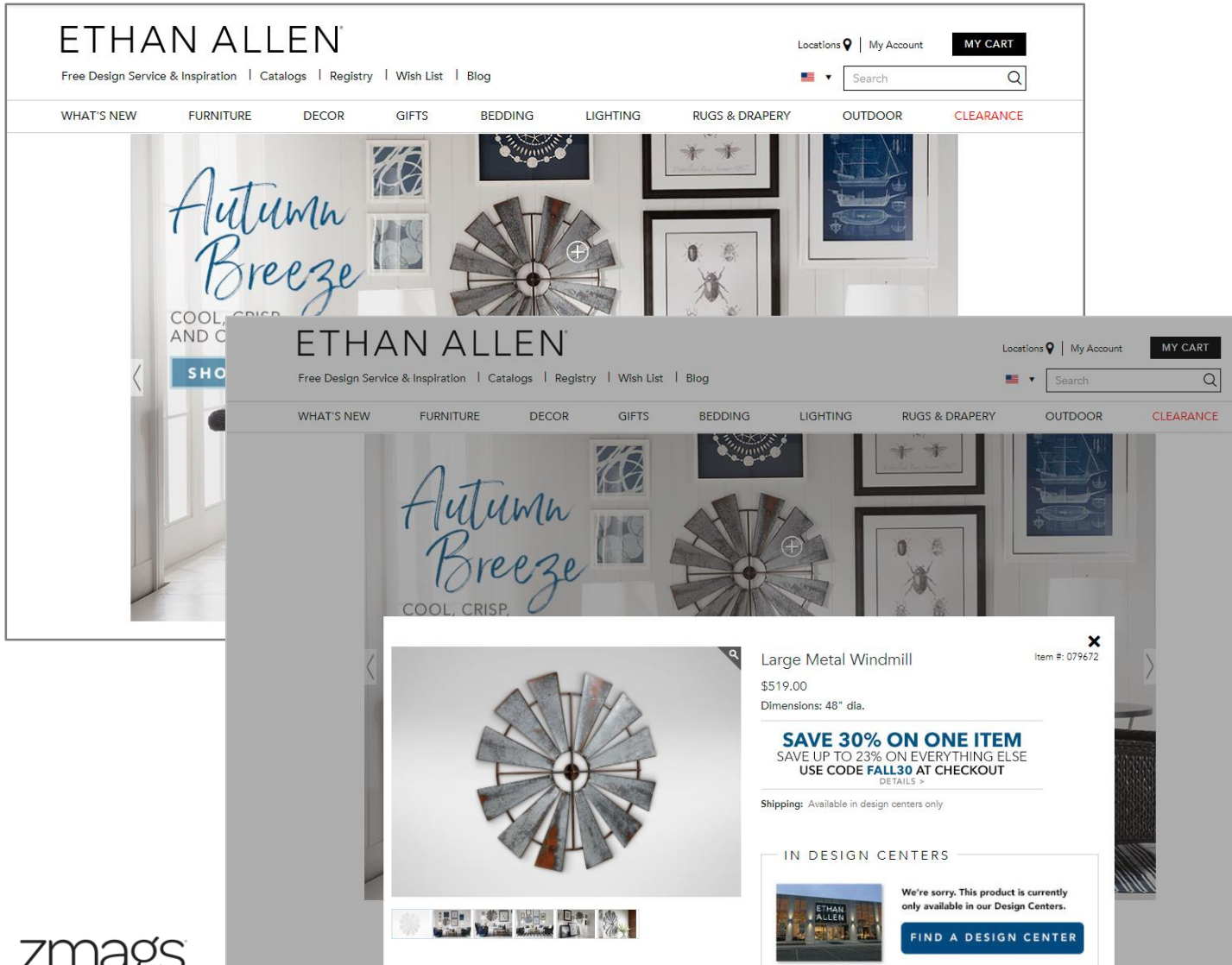
- + Shop the room experiences and mix and match your pillows
- + Published 325 experiences in less than 1 year

Annie Selke



- + Uses custom fonts
- + Created over 500 experiences across their site in the past year
- + All experiences are omnichannel and work across multiple devices

Ethan Allen



- + Shoppable Lookbook - keeps shoppers engaged, without leaving the page
- + Utilize custom fonts to enhance branding
- + Created 537 experiences in 2017 (so far!)

Key Takeaways:

- + Make the content discovery process fun, inspiring
- + Avoid “the grid” where possible – its boring, uninspiring, fails to engage
- + Use many different types of content: look books, quizzes, buying guides, blogs, tutorials, videos, user generated content and more
- + Consider a “mobile first” approach to designing content. Try “Mobile Mondays”
- + Make all content shoppable on the page with a simple, 1-2 click path to purchase
- + Frequent + new content will engage your customer, drive return visits
- + Keep content delivery and experiences consistent across all channels and devices
- + Empower marketing / ecommerce teams to create & publish new content
- + Remember ADA compliance

Thanks! Any Questions?

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