

Retail + rich content by the numbers

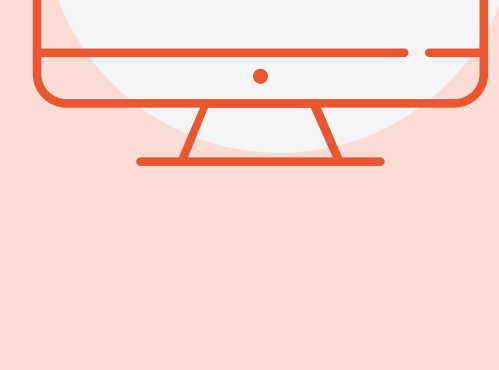
OVER 50%

of brands want rich + shoppable content

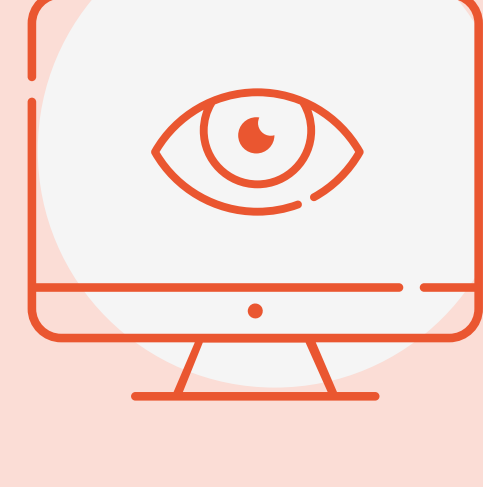


ONLY 9%

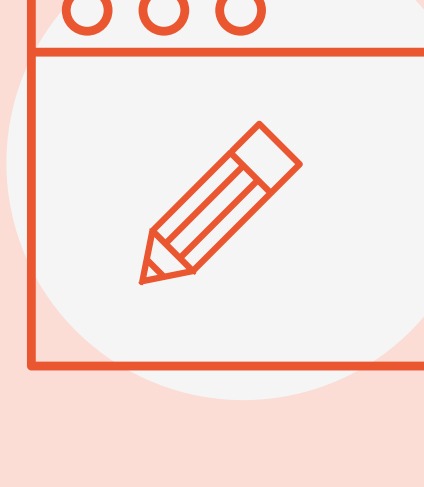
actually have it on their ecommerce sites



THERE'S A DISCONNECT:

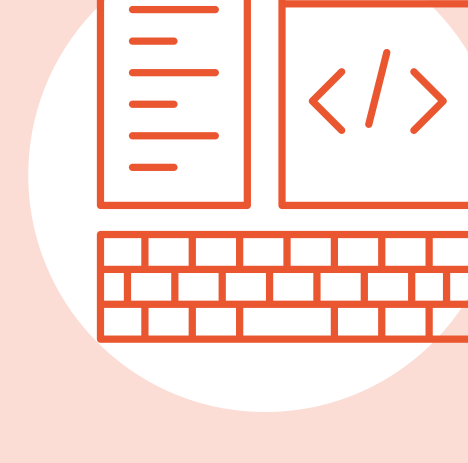


The vision of digital marketers



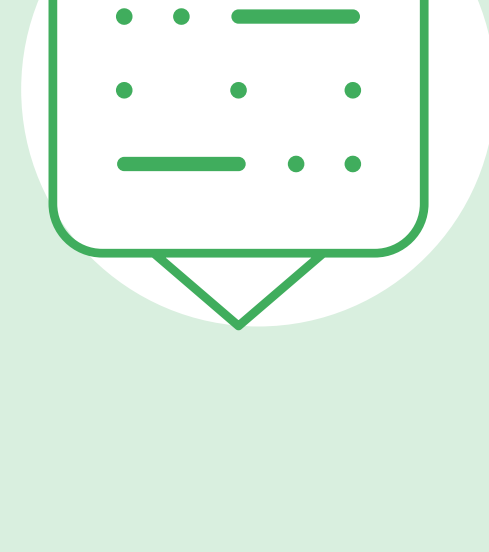
What they are actually producing

It's no surprise that **36%** of retailers say it's too technically challenging to create rich content.



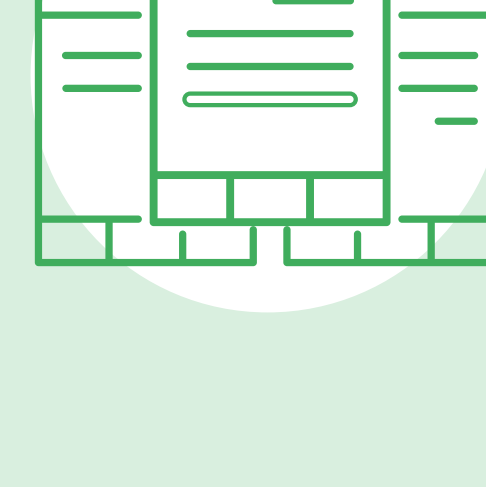
creator™

by zmags



Creator enables retailers to create any brand experience they can imagine... without coding.

From shoppable buying guides to interactive lookbooks, rich content creation and management is back in the hands of the marketers



BRANDS ARE SEEING UNBELIEVABLE RESULTS

NEW YORK & COMPANY



Page views

Increased 6x



Creative output

Increased 4x

Neiman Marcus



Page value

Increased 40%

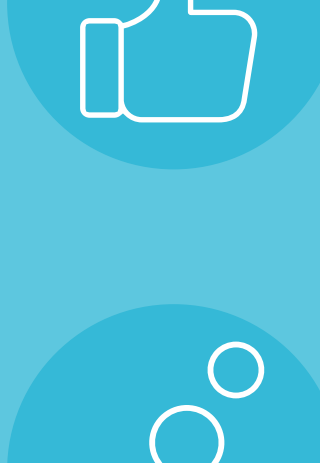


Creative output

Increased 3x

M&S

EST. 1884



Engagement

Increased 90%



Average Order Value

Increased 50%



Page views

Increased 75%

GODIVA

Chocolatier



Creative output

Increased 3.8x



Conversions

Increased 3x



Time saved

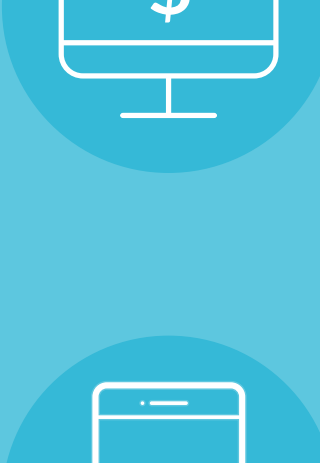
50%

deborah lippmann



Desktop Conversions

Increased 244%



Desktop Average order value

Increased 38%



Mobile Conversions

Increased 106%

dormiFy



Average time on page

Increased 259%



Conversion rate

Increased 281%



Pages per session

Increased 225%

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