Digital Experience Builder Buyer's Guide

Your how-to guide for securing budget to create exceptional digital experiences.

We feel your pain.

In the retail ecommerce industry, the process of creating digital design assets can be time-consuming and costly. From idea conception to publishing, an interactive design faces many barriers to going live, including access to technical resources and creative compromise.

If you are a digital marketer or an ecommerce department manager, you know that getting a design from concept to live is challenging. The traditional process requires the following steps: idea formation, graphic designer execution, interactivity page enhancements, IT involvement, ecommerce input for specific product information, creative department approval, and then back to IT for next-day publishing. We're tired just writing down all the back and forth.

There are several challenges you face with every digital asset you create:

+ **Graphic design limitations** - design execution is critical but is often compromised due to template limitations.

+ **Coding necessities** - fully interactive and dynamic digital assets need some degree of coding which often limits design execution and ownership.

+ **Product information approval** - ensuring that the products showcased in visuals are fully shoppable and in stock takes a lot of coordination that slows you down.

+ **Cost and time restrictions** - design, turn-around, and publishing times can jeopardize the overall idea while cost can limit the creative possibilities.

Even with all the creative content platforms on the market, few aim to simplify this publishing process. In fact, many simply add an extra barrier for digital design work.

It's no wonder so many design ideas never make it to your shoppers.

Quantify how much it will costs your team to keep operating
under the status quo:

$$\left(\begin{array}{l} \underline{\quad} \text{ Time of Design} \\ \underline{\quad} \text{ Time of Coding} \\ \underline{\quad} \text{ Time of Approval} \end{array} \right) \text{X} \underline{\quad} \text{Number of Assets} = \begin{array}{c} \text{Total Time For} \\ \text{Completed Digital} \\ \text{Assets} \end{array}$$
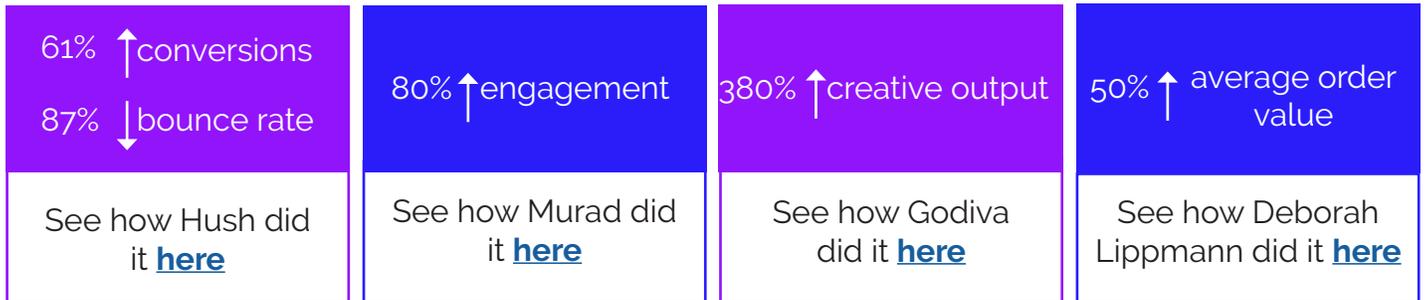
Shoppers crave interaction before buying. We have to respond.

Shopping has changed forever and brands who don't adjust by creating lots of immersive experiences that entertain, educate, and inspire will stagnate. Which means demands are only getting higher on your team.

+ Product pages with Q&A experienced a 447% higher conversion rate compared to those without, regardless of shopper engagement(1).

+ Even in store, digital experiences matter. More than 90% of consumers use their smart-phones while shopping in retail stores(2).

+ 67% of customers say their standards for a good experience are higher than ever(3).

+ More than half (59%) of brands and retailers said that featuring photos and videos from customers throughout the shopping experience is standard in ecommerce(1).

You simply can't settle for rigid templates that do little to spur shopping delight. And you need more agility than tapping on limited development resources can provide.

Set the bar. Your team deserves results like these:

61% ↑conversions 87% ↓bounce rate	80% ↑engagement	380% ↑creative output	50% ↑ average order value
See how Hush did it **here**	See how Murad did it **here**	See how Godiva did it **here**	See how Deborah Lippmann did it **here**

By building:

+ Quizzes
+ Shoppable catalogs
+ Lookbooks
+ Interactive stories
+ Wardrobe builders
+ Dynamic product pages
+ And more . . .

Get inspired by visiting great examples **here**

There is a way you can be only limited by your imagination, not resources . . .

Explore Potential Solutions

As marketers, your time and resources are likely dedicated to the noble cause of building site traffic. From email campaigns, to social media, to SEO, to retargeting ads, all roads (hopefully) lead to your ecommerce site. This is the core goal of every marketing effort, to drive traffic to your site. Which is why there is nothing more frustrating than seeing a fraction of that traffic convert.

You know what to do, but your suffer from real limitations that slow you down.

+ Interactive experiences require IT development support – and the queue is long!
+ Experimentation is hampered because coding is labor intensive and it's too expensive to apply resources where you can't be sure of success.
+ A lack of inventory alerting makes you cautious about promoting some items.
+ It's hard to tell what's really working on a page because page-level metrics don't give you the full picture

What if there was a better way? A way to create immersive experiences that not only drive a higher return on acquisition campaigns, but also drive stronger brand loyalty.

You can!

There are multiple ways to tackle the digital experience conversion challenge. You could hire more developers, bring on more design talent, retain an agency. Or you can give everyone on the team the ability to be a creator.

Approach	Pro	Con
Hire more developers	You can build highly customized experiences with enough development resources.	+ Average salary $80,000 (4) + Resources are difficult to recruit + Heavy development processes are interdependant on multiple systems and require significant testing
Hire more designers	Bring on the creative juices. Designers can amp up your imagery and imagine all kids of applications.	+ Average salary $62,000 (5) + Graphic designers will push the bottleneck in development higher because while they can design, interactive experiences still require coding
Retain a development agency dedicated to web experiences	Scale your development team without adding the burden of fighting for more headcount.	Agency resources are a great way to imagine new campaigns but they can be very costly when it comes to technical execution, and by adding a third party into the mix you add a layer of approvals that can slow you down.
Enable more people on the team to create experiences with a no-code experience builder	Bring agility to your team by eliminating your dependence on development resources without compromising design flexibility.	Hmmm, we can't think of any. Wait, yes we have. With this approach you'll have more time on your hands to actually take your lunch hour and you'll need to find new restaurants to explore. Just kidding, sort of! This approach can seem too good to be true and if you pick the wrong experience builder it just might be. Not all platforms are created equal and the "free" page builders that come with most ecommerce solutions won't provide the robust experiences your shoppers crave without bringing in development resources.

Imagine what you could build

It's been estimated that 61% of today's consumers are influenced to buy online by custom content(6). When a consumer lands on your site - regardless of the channel – they should effortlessly be guided down a customer journey, exploring both your site and your products along the way.

What this ultimately translates to is a desire across the board for customer journeys that go beyond a standard product grid. Today's consumer wants shopping experiences featuring content that inspires, that educates, that delights, that guides, and that creates connections.

✓ Convert More Website Visitors

Shorten the path to purchase while encouraging upsells, making your content serious revenue generators. Create content that sells. Make all your content - from quizzes to video tutorials - shoppable. With one click, shoppers should be able to activate an ecommerce-enabled lightbox to immediately add an item to their cart.

✓ Amp-Up Product Discover Through Guided Selling

It's easy for online shoppers to get overwhelmed by the sheer amount of product options they have. They are easily turned off by the prospect of searching through endless product grids and category pages. You can make it easy for them. Digital experiences like quizzes, shop-the-rooms, buying guides, and lookbooks make product discovery effortless and entertaining. Your customers can find exactly what they want, while receiving additional product recommendations along the way. And you see conversions and average order value increase.

✓ Easily Create Segment Specific Microsite and Landing Page Creation

Produce microsites or landing pages with custom URL's to appeal to specific segments of your market. And through custom design and vanity URL's, these pages can be completely separate from your overall website, making them fast and easy to create.

✓ Create a Streamlined Workflow

For many brands and companies, content production is a convoluted and frustrating process; one that often involves multiple departments (including marketing, ecommerce, IT, and engineering), outside design teams, and days of back-and-forth. This process is sometimes so demanding, rich content is forced to take a backseat. Use a tool that helps you create more content, and free IT to work on their own projects. Everyone wins.

✓ Improve SEO Ranking

Enable marketers to publish content that improves SEO rankings across your website using the text, image alt text, and header tags crawled by Googlebots, to improve your website's SEO ranking. Getting this right empowers you to create more content faster than ever, which positively influences SEO rankings as well; Google also values content freshness, volume, and quality. Meaning the more fresh content you can create, the more exposure it will have in search engine rankings.

✓ Build Interactive Content For Improved Engagement Metrics

Static content - such as product grids or category pages - traditionally lead to high bounce rates and low time on page. The more content your customers can explore and interact with, the more time they will spend on your website; the more pages they will visit; and ultimately, the more they will convert. By providing interactive features like digital quizzes, quickviews, lightboxes, gifs, videos, and even mouseover effects, your shoppers will be happy to continue down the customer journey you have created for them. And as a result, you'll see time on page, average session duration, traffic volume, and bounce rate all improve.

Find The Right Partner. Creator by Zmags Can Help.

Everybody is a Creator - no-code experiences shoppers and your team will LOVE

With Creator by Zmags marketers have the tools to rapidly create and publish rich digital experiences that drive revenue and engagement. Regardless of their design experience, or lack thereof, marketers across all industries can build interactive and fully shoppable experiences using Creator's simple drag-and-drop functionality.

Our customers can take control of their onsite content without any outside development or coding help. And they can expect lifts in conversion rates, time on page, site traffic, average order size, and more.

Business Challenge	How Creator by Zmags Can Help
Graphic Design Limitations	+ Enables creativity that had previously been restricted + Reduction of time-consuming design process + Drag-and-drop functionality
Coding Necessities	+ Multiple ways to publish + Removes the need for outside development, IT involvement, etc + Improves SEO rankings by creating a high volume of diverse content with crawlable text.
Product Information Approval	+ Provides more opportunities for interaction with customers, ultimately influencing engagement and conversions + Inventory Alerting + Reporting Dashboard
Cost and Time Restrictions	+ Gives marketers the peace of mind that they can make updates themselves + Reduces workload, removing stress and rigid schedules + Increases speed and agility within the marketplace

Creator by Zmags

Creator by Zmags is a content creation tool that is completely ecommerce platform agnostic and enables unlimited creativity without coding. This means anyone can masterfully design and publish rich digital content in a fraction of the time. Without the endless back-and-forth between marketing and IT, your creative ideas can be realized faster.

Build content that is proven to improve both engagement and conversion metrics, and improve SEO. From lookbooks to quizzes, and from video tutorials to gift guides, anyone can be a Creator. And Creator by Zmags integrates seamlessly into any workflow, without disrupting your CMS. Whether you're interested in tightening your budget, or want to break free of templates, there's a content solution for everyone. Don't be afraid to think outside the CMS.

With Creator by Zmags, everyone is creator. Whether you work in a creative, ecommerce, marketing, or product department, you have the power over your own design ideas. Zmags offers simplicity and ease at every stage of the digital design process.

Dynamic Product Information

Creator integrates live product information into consumer facing content via the Enhanced Product Widget. With this feature, you'll spend less time updating product information and more time creating rich, engaging and dynamic experiences. Now with our Enhanced Product Widget, you can create smarter content, faster.

Existing Ecommerce System Integrations

The constant back and forth between departments and users is a time suck for marketers. Even the slightest edit to an image often needs to be passed from person to person for review, before it can be added to an experience. Through these ecommerce system integrations, assets that have already been approved can now be used to create rich creative experiences that convert. Marketers know the images in their library are ready to be used and published, no emails or meetings required.

Inventory Alerting

Creator Inventory Alerts notify you when an item is no longer in stock, show experiences where the item is being used, and indicate when inventory has changed. Using a product feed, Creator allows you to tag content with SKUs to understand which products are used in various pieces of content. By being tied into live inventory, clients can provide a better consumer experience, as well as optimize conversion rate and revenue opportunities. This feature allows users to keep a closer watch on the availability of their products published via the Creator platform.

Ecommerce Reporting

Now, Zmags offers an additional enhanced ecommerce reporting within the Creator reporting dashboard. This feature ties revenue directly to your Creator experiences by tracking product views, add-to-cart, and custom purchase events. This simplifies the process of determining which experiences are converting the best for your business, which products are the most popular, and how engaged your visitors are before converting.

Now, everyone really can be a Creator.
Zmags has your back.

SCHEDULE A DEMO

(1) https://www.globenewswire.com/news-release/2019/04/16/1804664/0/en/Bazaarvoice-Report-Shoppers-Crave-Connection-and-Conversation-with-Brands-and-Retailers.html
(2) SessionM's "Retail Shopping White Paper: Connecting the Multichannel Shopper."
(3) https://www.salesforce.com/research/customer-expectations
(4) https://contentmarketinginstitute.com/2017/10/stats-invest-content-marketing/
(5) https://www.glassdoor.com/Salaries/software-developer-salary-SRCH_KO0,18.htm
(6) https://www.glassdoor.com/Salaries/designer-salary-SRCH_KO0,8.htm#

About Zmags Zmags helps digital marketers create and publish rich customer experiences through a user-friendly interface that requires no coding knowledge or IT involvement. Using Creator by Zmags, brands can create and deliver fresh, shoppable content that drives product discovery and inspires consumers to purchase. Creator integrates with all leading ecommerce and content management platforms enabling marketers to build and optimize their website content and respond to shopping trends, holidays, social networking, and even pop culture events.

Leading brands like Ethan Allen, Harvey Nichols, New York & Company, Vivienne Westwood, All Things BBQ, and Godiva use Creator by Zmags to deliver interactive and entertaining shopping experiences with rich content like buying guides, quizzes, lookbooks, video, and more. With offices in Boston and London, Zmags enables interactive customer experiences around the world. To learn more, visit www.zmags.com.

zmags

Boston, USA	+1 866 989 6247	London, UK	+44 207 420 4100
Support	+1 855 965 1827	Support	+44 800 808 5613

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