

# EDITORIAL CONTENT THAT INSPIRES

creator™  
by zmags®

*Annoushka*

**34%**

increase in average  
session duration

**41%**

increase in  
generated revenue

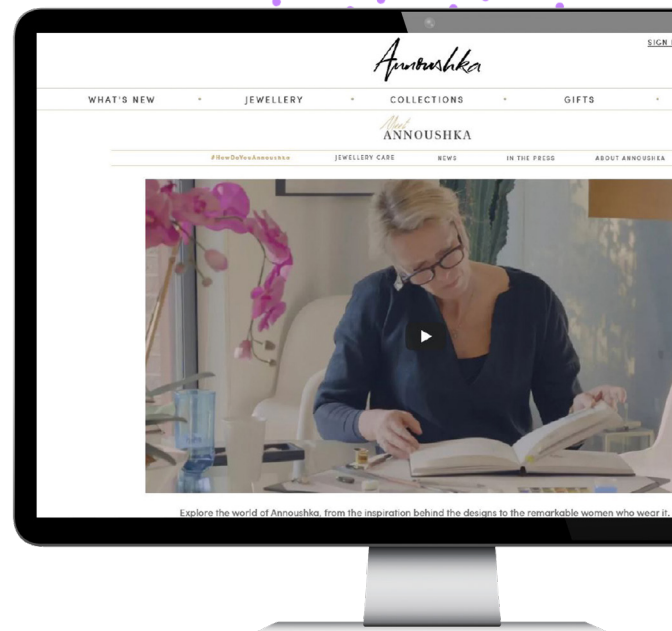
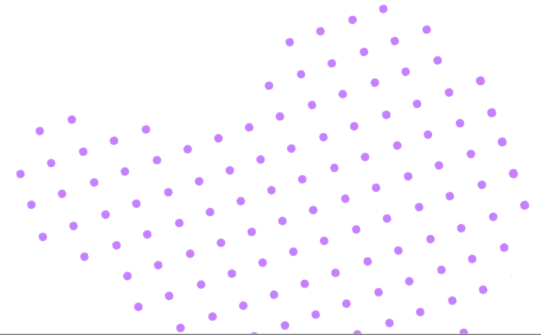
**80%**

decrease in  
bounce rate

## Removing Creative Limits

The Annoushka brand is as much about its namesake, Annoushka Ducas, as it is about its beautiful jewelry. The brand itself originates from her unique personality and aesthetic, with each piece a celebration of both the woman who designed it and the woman who buys it. Ultimately, the Annoushka brand seeks to provide jewelry that is effortlessly beautiful and can be worn every day. There is an intimacy to the brand that cannot be replicated. But to translate this sense of intimacy online, the website needed to act as a collection of stories, not just products.

Delivering these stories required a degree of control that the Annoushka digital team didn't possess. They had fantastic photos and editorial pieces, but nowhere to place them. Their rigid templates limited the stories they could tell, and made their collection page designs too repetitive. They had extensive creative ambitions, but hadn't yet discovered the proper tools to realize them. Annoushka needed a technical solution that would empower them to create editorial content that would bring their jewelry and their unique brand to life.



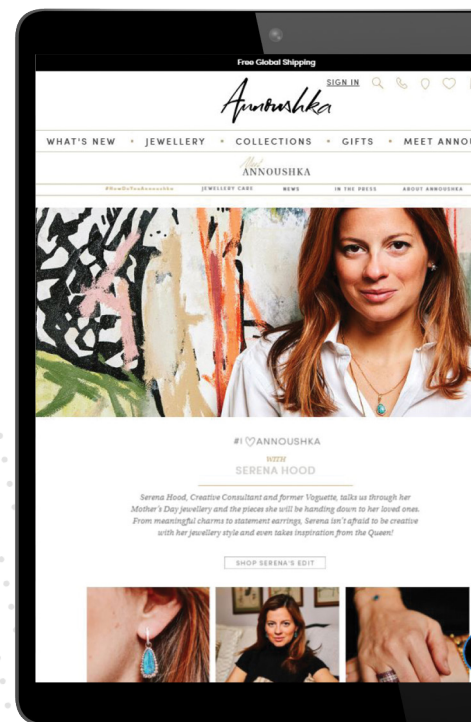
# Content Creation Beyond Templates

Annoushka turned to their systems integrator Tryzens for this solution, who recommended Creator™ by Zmags. After connecting with Zmags, the digital marketing team saw the potential to create without limitations in this platform that enables creation without templates. Most exciting, they saw the opportunity to gain control of producing and publishing content. Her team realized that this tool would give the creative freedom they craved back to marketing, while also freeing the IT team to focus on more pressing IT projects.

After a simple implementation process, Annoushka had their first Creator™-built experience live in five days. From there, they created collection landing pages, homepage experiences, and editorial blog posts. They found they could easily repurpose content across the site, getting more mileage out of the content they carefully created. And with interactive features like product carousels and image mapping, Annoushka's content is more dynamic than ever.

“Creator™ is a fantastic tool for the marketing team that wants to play a bigger role in their brand's digital activity, and exceed their creative ambitions.

– Jelena Micunovic-Skene, Digital Marketing Manager

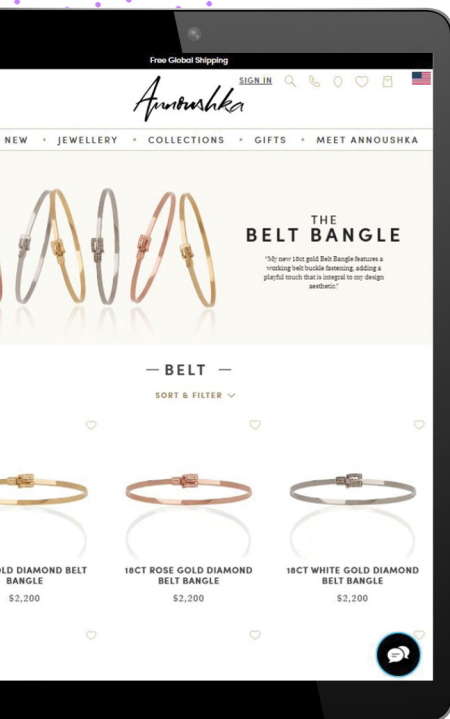


## Creating Stories That Inspire

Using Creator™ by Zmags, Annoushka has realized their storytelling content goals. The team can create beautiful rich content landing pages that tell the story of every collection, without relying on creatively stifling templates. With Creator™, the marketing team now has the ability to create distinctly unique experiences that reflect the personality of the jewelry pieces they feature, and ultimately the personality of Annoushka Ducas herself.

Their Creator™-built experiences generated incredible results. Their “Meet Annoushka” landing page saw an 80% decrease in bounce rate, and a 41% increase in generated revenue. Their customers are responding to this new storytelling content; this same experience resulted in a 34% increase in average session duration. Annoushka's shopping experiences are driving engagement, which in turn drives significant conversions. The content is inspiring shoppers to not only buy, but to explore the website and brand story as well.

The Annoushka brand is synonymous with beauty, femininity, and effortless style. Using the Creator™ by Zmags tool, their website content now brings these virtues to life.



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Creator™ by Zmags helps ecommerce marketers create and publish rich digital experiences through a user-friendly interface that requires no IT involvement. Using Creator™, brands can create 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 optimize their website content. 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. To learn more, visit [creatorbyzmags.com](http://creatorbyzmags.com).