

REFRESHING CONTENT & BUILDING ANEW

creator™
by zmags® NEW YORK & COMPANY



The Challenge

NY&C's prioritizes creativity and rich imagery, but updating the site rapidly to improve the experience for the customer and make it easier for them to buy was challenging due to reliance on feature-limited technology.

Like many other merchants, NY&C faces the added challenge of 67 percent of its weekly traffic now coming from mobile devices, with 54 percent of this coming from smartphones rather than larger-screened tablets. Publishing new content and campaigns across channels and speeding time to market were vital to their success in a competitive market.

As a result, NY&C sought to refresh its content with a new build on the site every eight to 10 weeks — including a new template, new images and new site functionality — each of which required lengthy mock ups, approvals, testing and reviews typically lasting three to four months. NY&C felt it was being challenged on, well, being creative.

Taken together, these challenges meant that NY&C was increasingly finding that to be reactive and proactive — to capture shoppers with great creative, in the moment — was starting to be an uphill struggle using its existing technology, Adobe's Scene7 product.



The Solution

Once NY&C discovered Zmags' SaaS platform, Creator™ — and its ability to simplify the creation of any digital web experience without reliance on coding or IT resources — the retailer thought it was time to put it to the test.

Initially, NY&C launched Creator™ on a NY&C exclusive project with SweetPea, a women's apparel line celebrating vibrantly colored prints combined with the ease and versatility of a well-fitted garment. Paul Carroll, New York & Company's vice president, Digital and E-Commerce Creative, knew that his design counterpart at SweetPea was going to want a special landing page for the photo shoot content, and he decided to use Zmags for this campaign. He was amazed by Creator™'s ease of use.

Now, website changes can be made, saved and updated in minutes, taking NY&C's time to market from a minimum of three months to less than eight hours. Creator™ has freed up how Carroll and his team think about designing content.



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It was like taking a straitjacket off. The platform is so creative, easy to use, intuitive, cleaner and modern, and has no limitations. It's amazing.

– Paul Carroll, Vice President, Digital & eCommerce

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The Results

So, how did it do? With SweetPea, the day after deployment, user experience was 'off the charts,' Carroll said. Between mobile and desktop, page views skyrocketed more than 600 percent in just the first four days, as compared to similar metrics for other web campaigns. NY&C then expanded Creator™ to focus on multiple marketing campaigns, and again, each generated similar increases in page views.

While NY&C cannot reveal specific success metrics on its individual marketing campaigns, Carroll indicated that with Creator™, NY&C has increased creative output 400 percent and reduced time to market from three months to hours. More importantly, NY&C's product launches have seen user engagement comparable to some of the biggest weekends in the retail calendar.



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