

# FRESH CONTENT THAT INSPIRES

creator™  
by zmags®

hush

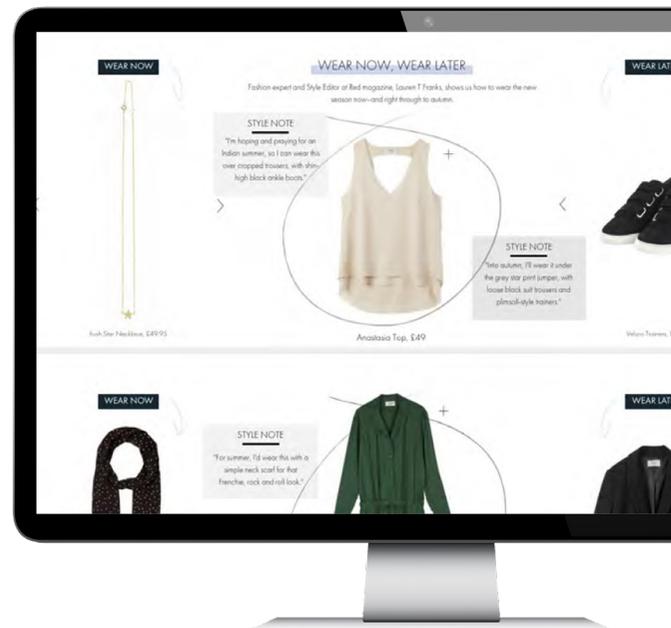
61%  
increase in  
conversions

87%  
decrease in  
bounce rates

## The Challenge

Top fashion retailer Hush aimed to create a rich customer experience on their direct-to-consumer site that inspired people around their products. Creating these interactive campaign pages was IT intensive and Hush didn't have the resources to execute their vision. This limited the ecommerce team in the types of onsite experiences they could produce. In their process, they used a tool to visually design a content element for their site and then save the final graphic as a single, static jpeg. Hush then uploaded the jpeg, which could only link out to a single category or landing page. Ultimately, this process led to a generic customer experience with low quality images, non SEO searchable text, and restricted creativity.

The Hush customer journey suffered as well. Rather than purchasing the product featured directly from the content element, customers were forced to click through to a category page and search through thumbnails for the product. Customers often lost track of what they were first interested in. The journey was convoluted, and conversions suffered. Hush's creative vision demanded more than their current resources.



# The Solution

Frustrated, Head of Ecommerce Alicia Sellers was ready for a solution. The Hush team wanted a platform that would allow them to create richer content with interactivity and image mapping to create a fun, shoppable customer experience, integrating their quick views. Adding complexity, they needed to maintain the unique Hush branding throughout the content, and create it all without coding. It was a tall order, but Zmags Creator™ fit the bill.

Using Creator™, they now create and publish much richer experiences in a fraction of the time. Customers can immerse themselves in an experience about how to transition outfits from one season to the next or the best gifts for fashionistas with animations, hover over effects and completely responsive design. The best part is the experiences are completely shoppable with integrated quickviews, shortening their path to purchase while not interrupting their site engagement. Hush's products were already beautiful and unique, and now their content is built to match.



**Creator™ by Zmags enables Hush to offer their customers an improved experience, interactive imagery, and a rich journey, rooted in their unique creativity and vision.**



# The Results

Since implementing Zmags Creator™, Sellers and her team inspire customers around their products in a whole new way. New collection campaigns with dedicated landing pages, hotspotted products, and hover-over animations can be created in a snap. The ways that Hush interacts with a customer have exploded as a result of Creator™ – from lookbooks to trend pages, buying guides to campaigns – and customers are responding. Bounce rates decreased by 87% compared to the rest of the site, and conversions increased by 61%, with some experiences topping 130%.

The team has benefitted as well; by removing their technical barriers, Zmags allows them to get a higher volume of quality content out regularly, freeing them to refocus on creative experiences. For Sellers and the Hush team, it was not enough to simply push product – their brand is built on fresh inspiration, and now their website and content reflect this. Zmags Creator™ enables them to offer their customers an improved experience, interactive imagery, and a rich journey, rooted in their unique creativity and vision.

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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).