

Case Study | Education

POWERFUL MICROSITES THAT DRIVE DONATION

creator™
by zmags®

Penn
UNIVERSITY of PENNSYLVANIA

80%

campaign donations raised
by Creator™ experience

\$2,800

raised in one Creator™
built campaign

The Opportunity

The University of Pennsylvania had an interesting content opportunity; the School and Center Annual Giving Support and Parent Outreach and Development teams in Central Development at Penn were excited to create new and exciting experiences for their audiences to encourage donation and engagement. Their advancement initiatives were ambitious, and they wanted their campaigns and web presence to reflect this vision.

To effectively reach these goals, they needed the content creation process to be streamlined. Making changes or updates to the various university giving websites required adding to an already long queue of action items. They wanted to wholly own their campaigns, without having to bring in their web development teams for simple updates or bring in their outside agency for larger changes.



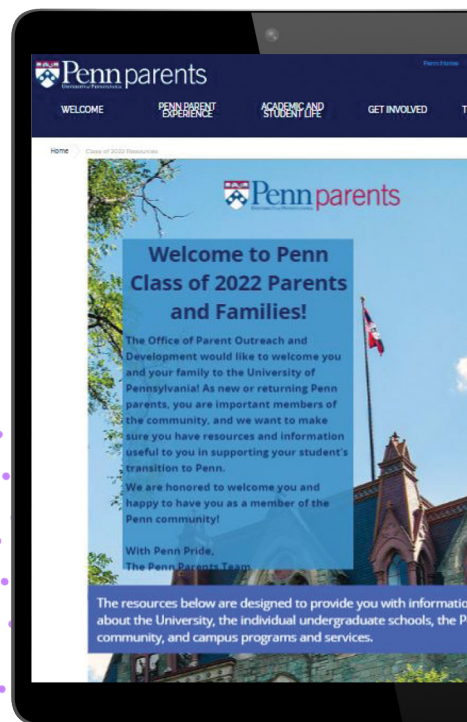
The Solution

To simplify this content creation process, the department turned to Creator™ by Zmags to bolster their content and advancement initiatives. They had already been utilizing Zmags' online catalog platform Publicator and recognized the opportunity to take the next step and deploy Creator™ as well. The team wanted to create engaging microsities and landing pages for their donation campaigns as well as make their marketing content more interactive, and saw that with Creator™, they could do this all themselves.

After a brief onboarding period with Zmags, they were hands-on with the tool and ready to publish rich content without any downtime. They deployed two projects to kick off their Creator™ use – a newsletter for Penn Parents, and an event microsite. Both these experiences were created without their web teams, meaning they could own the campaigns completely.

“ We are excited to have something that enables us to create more engaging and interactive content for our audiences. It's visually appealing, easy to use, easy to update, and gives much opportunity for creativity.

– Malini Ragooopath, Associate Director of Creative Communications & Digital Strategy ”

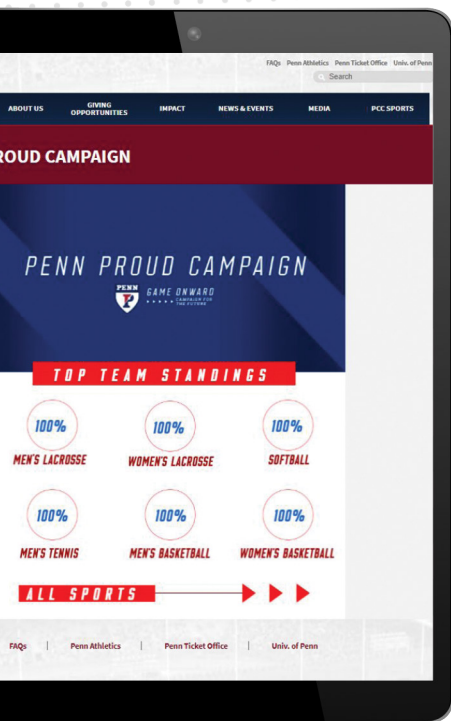


The Results

Creator™ by Zmags has given the University of Pennsylvania Development and Alumni Relations department the ability to rapidly and easily create microsities, newsletters, fundraising campaign landing pages, welcome packets for Penn Parents, and more. And because all content updates can be done within Creator™ by a single person, their workflow is streamlined and faster than ever.

For the Penn School and Center Annual Giving Support team, the results speak for themselves. A month-long fundraising campaign in collaboration with Penn Athletics called Penn Proud incorporated a Creator™ experience for the final week; during that week, over \$2,800 was raised from 167 donors – 80% of the total donations generated. Creator™ proved itself to be a significant driver of donations for this campaign. To continue this momentum, the team plans on using Creator™ to build a resources hub and a digital honor roll, as well as continuing to create micro-sites for their various campaigns.

With Creator™ by Zmags, the Penn team is creating rich content fast, and producing at their full potential. Their workflow has been streamlined, and they can be truly guided by their creativity.



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