

# GIFT GUIDES THAT CONVERT

creator™  
by zmags®



380%

increase in  
creative output

300%

increase in  
conversions

50%

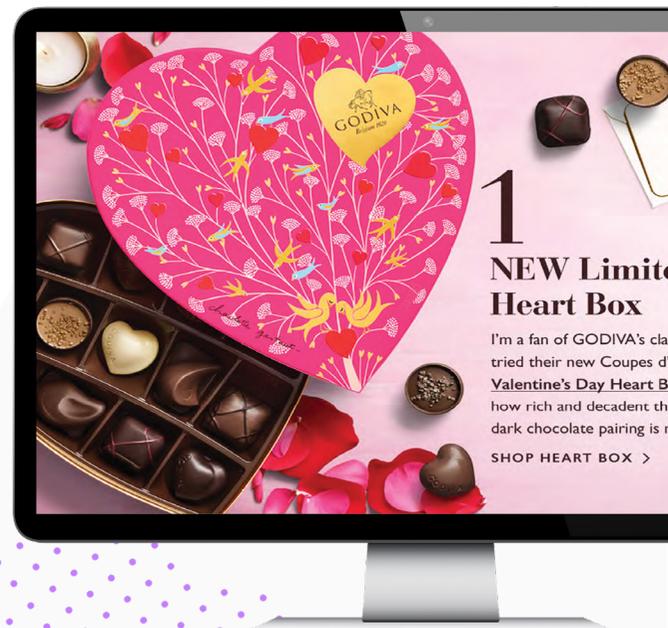
time saved

## The Challenge

Godiva's ecommerce team aspires to deliver conversational and lifestyle-driven digital experiences that engage their customers as a part of the Godiva brand experience. But with a small team, Godiva has been limited in their ability to create and launch experiential content with robust digital functionality.

With a growing customer demand to learn more about Godiva's heritage, product quality and production processes, as well as interactive content such as recipes and entertaining tips, Godiva struggled to launch this scope of digital content on a regular basis. Intending to further expand content in 2016, Godiva needed a scalable solution to generate rich content for an elevated site experience.

As content-driven marketing has gained strategic importance at Godiva, they knew their current model simply would not scale. They needed to get more content up faster and make it easy for any member of their team—and even others at the company—to design and publish amazing experiences without any need to code.



# The Solution

Upon seeing Creator™ in action, the Godiva team realized that Creator™ could solve many of their immediate needs. Its drag-and-drop functionality reduced the amount of coding needed. Creator™ has a Salesforce Commerce Cloud cartridge, meaning it integrates with their ecommerce platform for easy “shop the look” functionality, and it simplified publishing rich content pages. The tool was easy for nontechnical staff to learn, including the marketing team, allowing for updates at any time of the day.

Having just hand-coded a time-consuming new gift guide for Christmas 2015, the team was eager to compare that process with their inaugural Creator™ campaign, Valentine’s Day 2016 — one of Godiva’s biggest campaigns of the year. Celebrity spokesperson Eva Longoria anchored the campaign and Godiva used Creator™ to build an online lookbook showcasing Eva’s top six gift picks. As compared to historical online celebrity appearances, this campaign generated a 300% conversion rate lift year over year.

“This campaign helped to bring excitement to our website in a way we could not offer in the past,” said Christine O’Brien, site merchandise manager who manages Godiva’s digital campaigns. For the first time, the team has the creative freedom to focus on building an amazing experience without worrying about the back-end coding.



“

Creator™ has enabled our small team to make a big impact. We’re now delivering more elevated experiences for our customers online, while at the same time dramatically reducing the effort needed to create those experiences.

”

– Mick Burchfield, CRM & Digital Marketing Director

## The Results

In the first few months of using Zmags Creator™, Godiva has already realized a 380% increase in productivity and creative output—and they expect that number will only increase as more colleagues are brought onto the team and participate in the Zmags platform.

O’Brien notes that Creator™ enables her to be at least 50 percent more productive. And beyond just building more experiences, she sees the platform as helping the team deliver better experiences. Adding rich elements like videos, animations and social sharing is as simple as drag-and-drop, and they’re not chained to rigid templates anymore.

Moving to Creator™ has also fundamentally changed how the team works. They are now able to spend more time thinking about their content strategy. They have more bandwidth to dig into metrics to find out what’s working and what’s not, and they can reflect site changes on demand. After only a few months of use, Godiva is already planning how to utilize more of Creator™’s capabilities to drive even better customer experiences and higher ROI.



creator™  
by zmags®

zmags.com  
facebook.com/zmags  
twitter.com/zmags  
linkedin.com/company/zmags

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

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).