

THE DIFFERENCE BETWEEN 'NO' AND 'ANYTHING IS POSSIBLE'

creator™
by zmags®

MACKENZIE-CHILDS



75%
increase in
engagement

58%
increase in
time on site

64%
increase in
site traffic

100%
boost in creativity
and ability to create

The Challenge

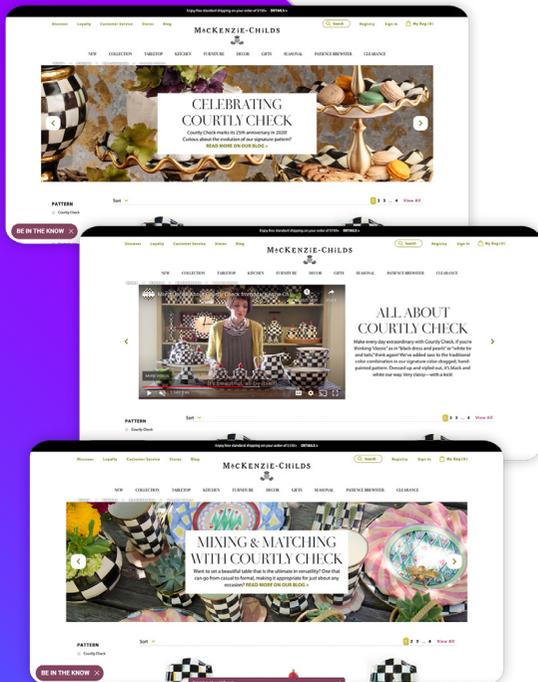
Rigid and limiting templates stifle creativity and hinder brand identity.

A Restrictive Development Process

MacKenzie-Childs is a world-renowned comprehensive home furnishings brand. Based on tradition with a beautifully unique twist - every item they create is hand-painted and detailed in the most extraordinary ways. Their brand identity needs to reflect the joy in their work and commitment to colorful and charming design. For years, MacKenzie-Childs created stunning merchandized catalogs, however those carried a high cost and limited reach. Due to this, they strategized a way to develop a more significant digital presence that would drive growth and revenue.

Without an in-house development team to bring their one-of-a-kind brand to life, they had to rely on expensive third parties. Working with developers proved problematic with both process and time commitment. Moreover, being restricted by regimented and limiting templates stifled their creativity.

MacKenzie-Childs found that many of the things they were dreaming up in their creative and marketing meetings just weren't feasible to accomplish. The high cost of outsourcing combined with the amount of time it would take to do something out of the box and engaging while being essential for their branding identity wouldn't generate a return on investment.

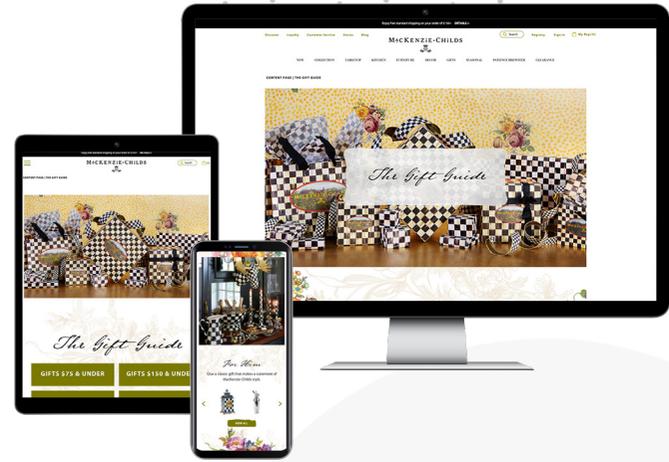


“ It’s been easy and efficient and empowering. Because I think that’s a theme of what we’re talking about is that it gives us the ability to make things come to life that we hadn’t before. ”

- Nicolette, eCommerce Manager

The Solution

Unlocking creativity and enabling page building in-house with an easy-to-use tool.

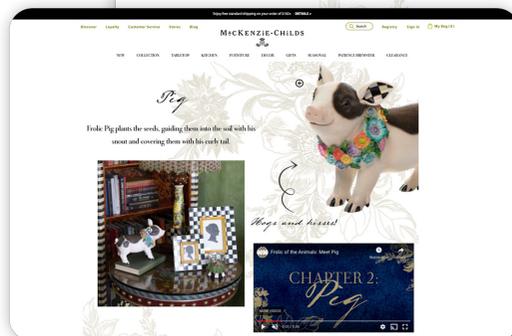
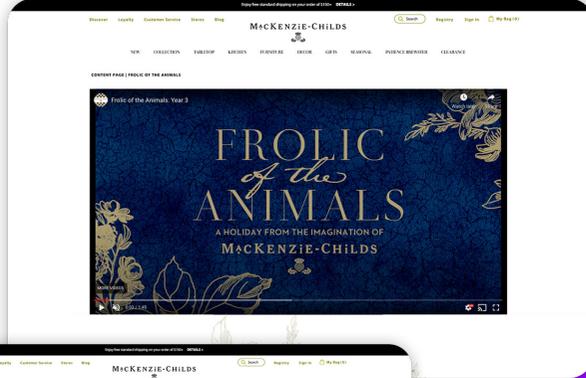


Unleashing The Power of Creativity

MacKenzie-Child’s business goals involved building out a comprehensive content strategy, which Creator has enabled them to execute. Before they were only creating content for social media and email, now being able to serve interactive and compelling content on their website has been a game-changer. No longer needing to outsource development meant that their designer could create and publish content in-house. Creator allowed them to realize their branding dreams and are now only limited by their imaginations.

MacKenzie-Childs is now creating campaign pages, homepage designs, banners, and landing pages. In addition, the ability to merchandize products in their own unique way means that they can engage customers with compelling storytelling experiences. With all the areas Creator is used on their website, like embedded videos, shoppable content, beauty/lifestyle images, and product carousels, everything is shoppable and interactive. In a Creator experience, customers can see a stunning lifestyle image and from that image, add the items they want into their cart, without the need to go looking for them individually on another page.

For MacKenzie-Childs, one of the most appreciated aspects of Creator has been the guidance they received. Anytime they’re making an experience, their Customer Success Manager (CSM) has made herself available at any point when they’ve had any questions or needed additional support.



The Results

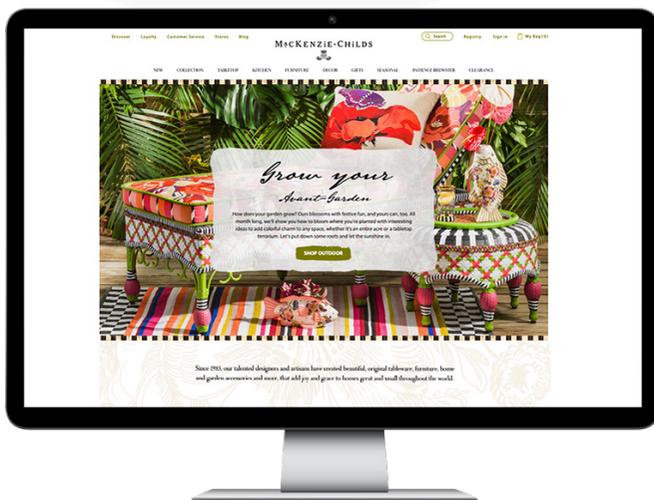
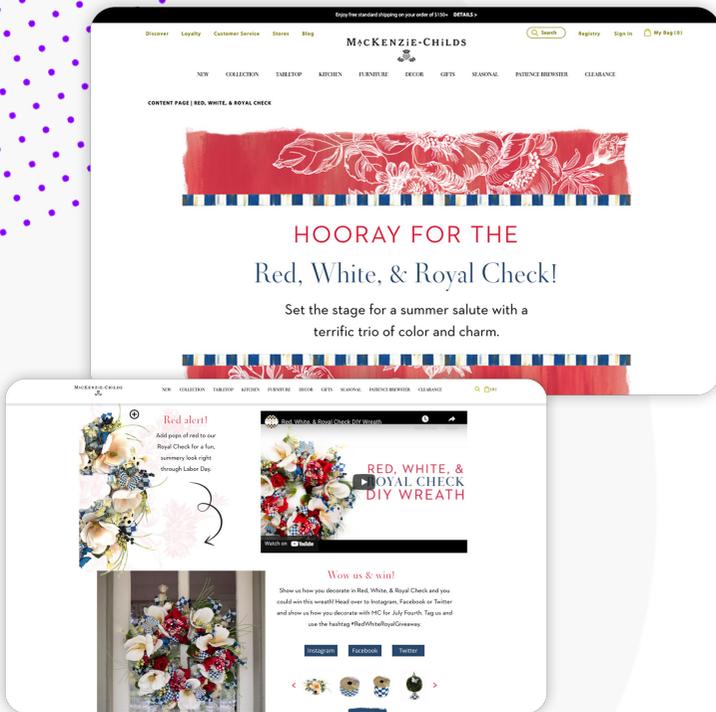
Increasing engagement and driving conversions through interactive design.

The Unstoppable Power of Branding

One of the most significant results MacKenzie-Childs experienced after implementing Creator was an internal change – a new creative drive. The exciting prospect of no longer using limitation as an excuse. As the eCommerce Manager, Nicolette, always felt like she was the black cloud raining on their parade and saying, ‘I’m sorry, that’s a great idea, but we can’t. The development will take too long and it’ll be too expensive.’ But the tune has changed, and now she can say, ‘Hey, we have a way to do it now.’

They expected to drive people to spend more time on the website because customers can interact with experiences, but the 75% increase in engagement and 58% increase in time spent on the page exceeded even their highest expectations. With the ever-evolving dynamic and interactive content being created by MacKenzie-Childs, their landing pages designed in Creator had the same number of visits as their homepage. As a result, they are now exploring ways to implement Creator on their homepage.

With a developed, well-rounded digital strategy that embodies the company branding from social, email, and their website, MacKenzie-Childs is no longer stuck in the past with printed catalogs but engaging with a much broader customer base online. On last year’s Red, White, & Royal Check landing page an incredible 64% of visitors interacted with the page and went to a product detail page (PDP). We are all looking forward to comparing last year’s [Red, White, & Royal Check](#) landing page with the new one being released this year.



“ The constant improvement to the platform has made it amazing to work with. A platform keeping up with the times has been refreshing. ”

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