The Guide to Creator's Recent Platform Updates & New Releases

This past year has been an incredible journey for us at Creator by Zmags. We've updated our own brand and launched a new website so that we can better serve helpful content to our customers. As always, our aim is to provide industry insights, expert advice on trends, and information on tech innovations that will impact your business.

We also invested in our team by bringing on industry experts and talented tech innovators to consistently enhance our platform and provide customers with even more incredible features. Most importantly, all Creator content is native instead of using iframes, which means faster site speed and fewer errors. **Check out our updates and new releases:**

Design File Conversion

Upload ANY (and we mean any) design file type to your site in seconds. Save up to 90% of the usual development time by uploading the designs with all the fonts, layers, and complex graphics in one go. Giving you the flexibility to design in the tool of your choice and upload it directly onto your site. Learn more about our patent-pending design file conversion tool.

Interactive Email

Increase email-generated revenue, CTRs, (click through rates), and ORs (open rates) by making your emails interactive and shoppable. Animate images and add as many hotspots and buttons as you want. Combining stunning product photography with the power of multi-merchandized interactivity will turbocharge your conversion rates. See the power of Interactive Email.

Site Performance

Site performance is a top priority for our customers, so it's ours too. With our recent updates, we saw an improvement of up to 110% in performance page speed scores. Learn more about how we have achieved such outstanding results.

Creator Pros

Your time (and your team's time) is valuable. Let the Creator Pros be an extension of your team so you'll generate more interactive and shoppable digital experiences to drive more revenue faster. Maximize the value of your tech stack while spending your time where you want, without adding an expensive headcount with Creator Pros.

Updated HTML Text Widget

Utilizing live text on your site is a must-have for great SEO. Our enhanced text widget allows you to use custom fonts, stylize how you want, add HTML tags, and even hyperlinks. Learn how our robust text tool enables you to optimize your websites.

We believe that no designer or marketer should be limited by their tools, and every KPI should be outperformed. This is why we will continuously have more exciting platform enhancements and updates to make your life and job easier.