

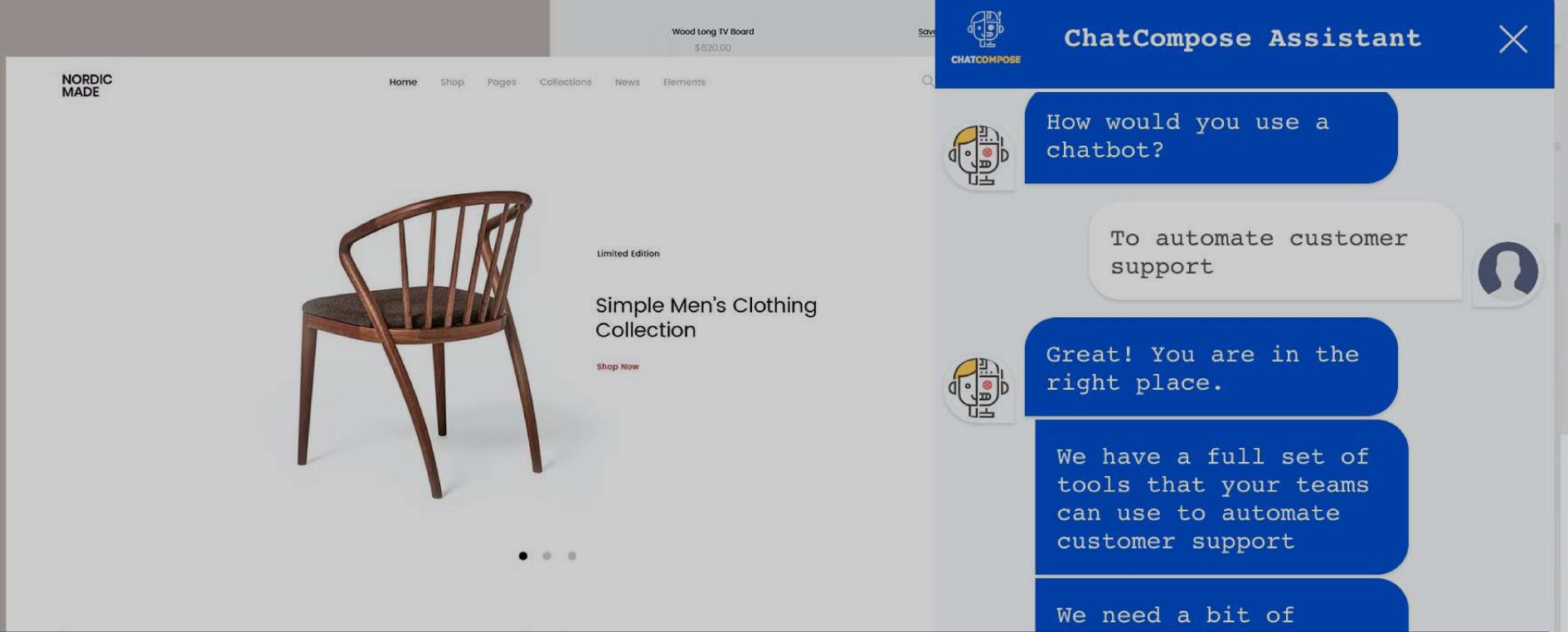


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# Crafting the Ideal Digital Experience: **FURNITURE & HOME GOODS**

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Leveraging Value-Adding Tech to Create a  
Personalized Digital Consumer Experience That  
Elevates the Brand-Consumer Relationship



# The Value of Interactive Digital Experiences in Furniture & Home Goods

Now more than ever, furniture and home goods consumers expect an ideal digital shopping experience. Before making a purchase, they want to know they're getting a great product at a great price from a great brand. On top of that, consumers want to feel like they can trust the company from which they're buying.

Through email, social, web, and mobile content, furniture and home goods brands have the chance to elevate the consumer experience through convenience, interactivity, and much more.

## The Consumer Journey Is Vital

The digital revolution has increased the importance of building better consumer experiences because they directly correlate to engagement, brand perception, and sales. Consider that 86% of buyers are willing to pay more for a great experience and 73% of buyers say that experience is an important factor in the purchasing process.

In many cases, the consumer experience is even more important than advertising. According to StarDust CTG Group, 65% of buyers find a positive experience with a brand to be more influential than great advertising.

## Consumers Live Online

62% of buyers shop online at least once per month. That's why it's imperative to optimize the consumer journey with a digital focus. And it's not just enough to cater to your audience on email, social, web, and mobile. You must also gain an intimate understanding of consumer behaviors. For example, did you know that the primary reason for eCommerce cart abandonment is high shipping costs? This sort of information allows you to make better decisions, such as rolling some of the shipping cost into the product price.

## Leveraging Digital Technology

To keep pace, furniture and home goods brands must be prepared to leverage digital tech to enhance the consumer experience. Through digital assets like chatbots, companies have the ability to remove obstacles and streamline the buying process. Brands can now simultaneously educate consumers and move them along the buying process. That's why roughly 80% of brands worldwide either use chatbots or plan to use chatbots in the near future.

# The Brand–Consumer Digital Relationship

Furniture and home goods consumers demand more because they have many options. To separate from the rest, an individual brand must meet every expectation while establishing a strong relationship with the customer.

## Furniture & Home Goods Consumer Expectations

### A Smooth Path to Purchase

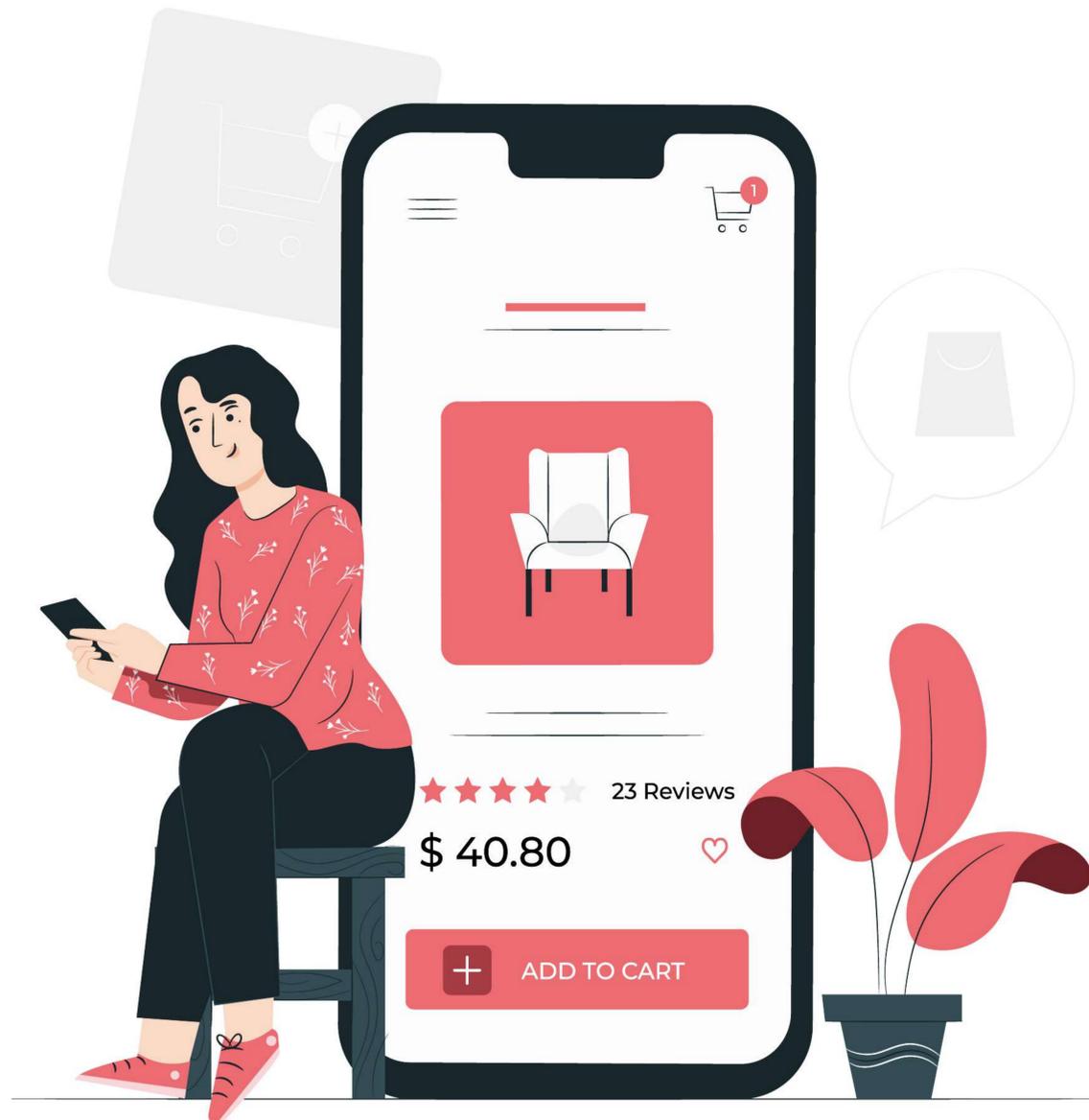
There was a time when shoppers would walk into a store and make a purchase. Their expectations stopped there. Now, furniture and home goods consumers demand that brands go beyond the purchase by informing, guiding, and empowering the shopper. Which material is best for that individual? Is there a tutorial video that can turn the arduous process of setting up this couch into an easy, perhaps enjoyable one? Companies now have the opportunity to add value to the purchase with intuitive digital content, which customers reward with brand loyalty and repeat purchases.

### Going Beyond the Purchase

While consumers have virtually limitless access to information, they expect a simple buying process in which almost nothing is required of them. This means as few clicks and consumer info required as possible. Put simply, consumers want it to be easy to buy once they decide to purchase.

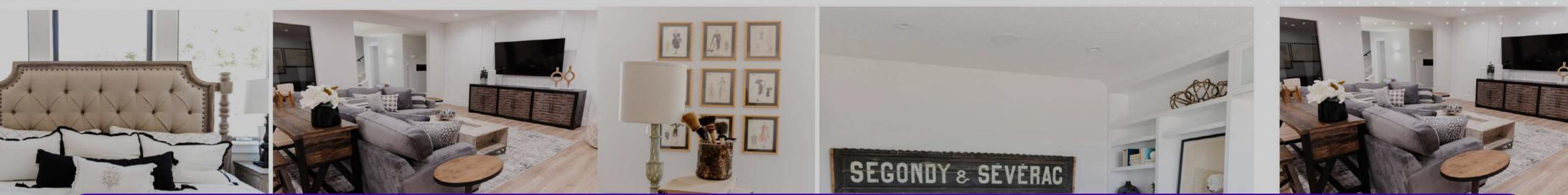
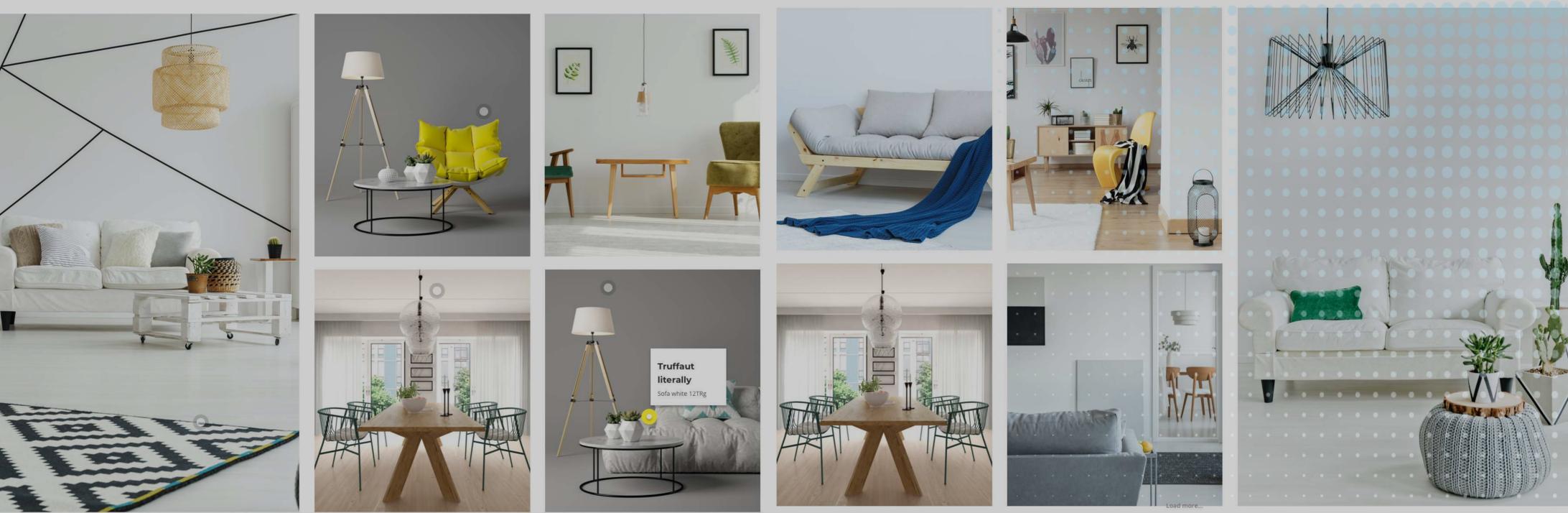
### Easy-to-Use Tech That Adds Value

When shopping digitally, consumers gain advantages that wouldn't otherwise be available. For example, shopping from the comfort of home allows a consumer to visualize how a piece of furniture would look in his or her living room. Consumers expect brands to offer these virtual experiences on both web and mobile. Convenience and quality are demanded. Consumers want to be able to see how items look in their homes, then switch the color of that item at the click of a button.



## Meeting Consumer Expectations Paves the Path to Success

Meeting consumer expectations is a minimum requirement to success. Even when every box is checked, the most successful brands will leverage rich, interactive digital experiences to build lasting relationships with their consumers. Through all digital channels - email, social, web, and mobile - brands must constantly strive to add value and garner loyalty in order to emerge as quality furniture or home goods options.



# Furniture & Home Goods Brand Pain Points

## Shopping With No Clear Target

Consumers often want a personalized experience or a clear path to the thing they want. That's a problem when it comes to the furniture and home goods industry, which is where consumers often shop without knowing precisely what they want. To alleviate this pain point, brands must guide consumers with ideas, such as shop the room guides or inspirational galleries.

## Understanding Product Quality

When shopping in a store, consumers can touch an item to evaluate its quality. When shopping digitally, consumers have a more difficult time discerning quality and justifying the price tag. The simple solution is to gain the trust of consumers. How? In addition to high-quality product photos and videos, place your customer reviews front and center. Also feature any quality assurance badges or seals to better convey product quality.

## Facilitating a Personal Experience

How can a furniture or home goods brand recreate the personal touch of an in-store salesperson when the entire buying process is done online? Consumers want to feel like their preferences are understood, which means discovering who your consumers are. Use chatbots and questionnaires to ask questions, provide personalized recommendations, and offer concierge services.

## Why Furniture & Home Goods Leaders are Turning to Creator by Zmags

Creator by Zmags is the only Digital Experience Platform (DXP) built exclusively for marketers. It's the fastest way to easily publish and optimize digital experiences across any channel, better leverage and maximize the value of your existing tech stack, and turbocharge eCommerce sales.

Creator eliminates your need for coding, IT, development, or agency resources. As a result, you stay in control of the digital experience and have the capability to match your target audience's changing needs with maximum efficiency.

# Why the Benefits of Creator Matter to the C Suite & Other Decision Makers

**200%**

Increase in eCommerce conversions

**87%**

Decrease in bounce rates and abandoned carts

**30%**

Savings on third party costs

**400%**

Increase in interactive experience output

**Now more than ever, furniture and home goods brands need a flexible, agile, and lightweight digital experience platform. Why?**

- ✔ Rapid deployment saves your team time, which can be spent on other marketing initiatives.
- ✔ Ease of use and flexibility allow you to meet the changing needs of your target audience.
- ✔ Customization (such as custom calls to action) directly increases conversion rates.
- ✔ Interactivity, including animations, hotspots, and multi-merchandising shopability, keeps consumers engaged throughout the consumer journey.
- ✔ Custom email experiences create stronger relationships with your subscribers.

## Shortening the Path to Purchase

Furniture and home goods consumers don't want to participate in a marathon of pages, clicks, and links. They want a direct interactive experience in the palm of their hand. Through a flexible and personalized experience, you can streamline a customized consumer journey for a quicker path to purchase. Quickviews and on-page add-to-cart buttons simplify the buying process.

## Adaptability That Moves the Needle

We live in a world of headless eCommerce where your content hub must be able to serve limitless points of engagement between brand and audience. Native apps, social commerce, web apps, voice commerce—these all represent interfaces used by visitors to interact with your business.

In this world, your digital presence can't afford to be restricted by technology. Your digital processes must cater to both technical and non-technical teams. The only path to measurable success (conversions, sales, retention, etc.) is through a suite of digital solutions that are open, agile, and easily connected to the rest of the tech stack.

## Case Study: Signature Hardware Created a More Complete Customer Journey to Double Conversions

Signature Hardware realized they were limiting their own profit potential by featuring an incomplete customer journey. While the brand could consistently attract organic searchers looking for specific products, they fell short when customers wanted inspiration, guidance, or product education. Signature Hardware traded in restrictive CMS templates for Creator to streamline the content production process.

As a result, more team members were able to create and publish content without the need for coding expertise. And with more content, Signature Hardware was able to establish more meaningful relationships with their customers, leading to a 100% increase in conversions.

# How to Get Started

Creator by Zmags is helping furniture and home goods marketers create immersive digital experiences without the need for any IT involvement. Creator delivers the sort of flexibility and capability that keeps you in control of the creative process while keeping shoppability at the core of every experience. With Creator, what used to take four hours now takes just 15 minutes, all while optimizing ROI.

Ready to optimize every consumer engagement with Creator by Zmags?

## Follow us on all social platforms for more inspiring content



Visit [CreatorByZmags.com](https://CreatorByZmags.com) to Request a Demo

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**Nobis**

**Director of eCommerce**

The team behind Creator is world-class, available to help day or night if required, but the tool is very easy to use. It has given us the capability of publishing high-quality page experiences in hour versus weeks.

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**Ricki's**

**Content Manager**

Not only does it allow the design and marketing team to create more engaging content for our customers, but it does so without the need for any in-depth knowledge of coding, or involvement from our development team. Features that might typically take a while to introduce on our site are now added with ease.

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**Ciara R.**

**Graphic Designer**

Creator by Zmags is helping eCommerce marketers create immersive digital experiences without the need for any IT involvement. It delivers the sort of flexibility and capability that keeps you in control of the creative process while keeping shoppability at the core of every experience.

## Trusted by the World's Most Innovative Brands

**See's  
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**TIMEX GROUP**

**COLE HAAN**

**CLARINS**

**HOM  
FURNITURE**

**GODIVA  
Belgium 1926**

**Mitchell Gold  
+Bob Williams**