



creator<sup>TM</sup>  
by zmags®

Crafting the Ideal Digital Experience:

# RETAIL & ECOMMERCE

Establish robust consumer relationships, enhance brand perception & create an easier path to purchase through immersive digital experiences.



# The Importance of the Digital Experience in Retail eCommerce

In 2021, retail eCommerce sales amounted to approximately \$4.9 trillion worldwide, showcasing the massive scope of a vital industry. Despite its size, retail eCommerce has time and again shown that it can change at a rapid pace.

Crowds that used to flood shopping malls now cruise websites from the comfort of their home. And with such a transition comes the need for retail eCommerce brands to adapt. Convenience, consistent branding, better consumer journeys—these are all aspects of the digital experience that must be delivered across web, mobile, email, and social.

## The 24/7 Shopping Experience

Gone are the days when customer interaction began and ended at the doors of brick-and-mortar stores. Now, 62% of online buyers shop online at least once per month. The shopping experience has no end. From browsing a website or sending emails to posting on social media, consumers have 24/7 access to brands. To succeed, your brand must be prepared not only to engage with consumers, but to offer a seamless consumer journey throughout all digital channels.

## Personalization

By measuring and studying a consumer's behaviors and tendencies, you gain the ability to cater content, products, and messaging to your audience on an individual basis. This type of hyper-personalization will be the future of digital marketing. To personalize the shopping experience at scale, artificial intelligence technologies will play a pivotal role.

## A Greater Focus On the Customer Experience

The digital revolution hasn't just required a better consumer experience; it's also raised how customer experiences correlate to conversions, brand perception, and more. Consider that 86% of buyers are willing to pay more for a great consumer experience. And 73% of buyers say the consumer 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.



# The Brand–Consumer Digital Relationship

To excel, retail eCommerce brands must recognize the need to not only attract new customers, but to nurture, guide, and establish relationships with those customers. Meeting expectations is no longer enough; only by exceeding those consumer expectations can companies disrupt marketplaces and emerge as leaders.

## Consumer Expectations

### An Interactive Experience

Retail eCommerce consumers don't want to be passengers—they need to be the star of their buying journey. For brands, that heightens the value of placing the consumer in control through interactive experiences, such as multi-merchandising shoppability. By engaging with consumers in direct ways, you can further immerse them in your brand.

### Sustainability & Social Responsibility

Any retail eCommerce brand without a clear record of sustainability and social responsibility is losing. Consumers expect not only for their brands to exhibit sustainable practices and social responsibility, but to clearly put those things front and center in their messaging.

### Rewards of the Ideal Digital Journey

By creating a digital experience that meets the demands of your audience, you'll be rewarded with brand loyalty and engagement. And when consumers trust you as a brand, they're far more willing to purchase from you now and in the future.



### A Seamless Brand Experience

Speaking of brands, the same identity and voice must extend to all aspects of the digital experience. Consumers expect all digital touchpoints - social, website, email - to be consistent throughout the experience.

### A Relationship Beyond the Purchase

Now, eCommerce consumers expect brands to go beyond the purchase by informing, guiding, and supplementing the shopper. Which product option is best for that individual? Is there a tutorial video that can turn the arduous setup process into an easy one? Companies now have the opportunity to add value to the purchase with intuitive digital content.

# Retail eCommerce Brand Pain Points

To excel, retail eCommerce brands must recognize the need to not only attract new customers, but to nurture, guide, and establish relationships with those customers. Meeting expectations is no longer enough; only by exceeding those consumer expectations can companies disrupt marketplaces and emerge as leaders.



## Creating Rewarding Digital Interactions

According to McKinsey & Company, online customer interactions have risen from 36% in 2019 to 54% in 2020. As those interactions continue to increase, brands have to find ways to make the consumer feel as understood as they would if the interaction took place in person. A negative interaction means the loss of business. A rewarding interaction can earn you a lifelong customer.

## Recreating the Excitement of In-Person Shopping

As the world transitions to a digital-centric norm, eCommerce brands face the challenge of manufacturing the excitement and allure of the in-person shopping experience. Brick-and-mortar stores have the advantage of the try-it-on factor. How can this be replicated when the shopping experience occurs online? Shop-the-room assets, interactive content, and more can be used to supplement the digital shopping experience.

## Customer Loyalty

Although 81% of consumers want to form a relationship with a brand, most consumers (54.7%) are only loyal to one to five brands. And just how vital is brand loyalty? 81% of consumers make buying decisions based on their level of trust. 65% of brand purchases come from repeat customers.

## Why eCommerce 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 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, eCommerce brands need a flexible, agile, and lightweight DXP. Why?

- ✔ Rapid deployment saves your team time, which can be spent on other marketing initiatives.
- ✔ Ease of use and agility allow you to respond to seasonal trends, current events, and more.
- ✔ Customization (such as custom calls to action) directly increases conversion rates.
- ✔ Interactivity, including animations, hotspots, and multi-merchandising shoppability, keeps consumers engaged throughout the consumer journey.
- ✔ Custom email experiences create stronger relationships with your subscribers.

### Shortening the Path to Purchase

eCommerce consumers don't want to participate in a marathon of pages, clicks, and links. They want a direct interactive experience sitting 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. For example, 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: Creator Turned Godiva's Small eCommerce Team Into a Creative Powerhouse

Godiva struggled to meet the growing demands of its consumer base. With a small team, Godiva was limited in their ability to create and launch experiential content with robust digital functionality. Creator's drag-and-drop capabilities immediately unlocked a world of creativity for the Godiva team, allowing a relatively small team to publish rich digital content pages without limitation or the need for coding.

As a result, Godiva realized a 380% increase in productivity and creative output, and experienced a 300% jump in conversions.

# How to Get Started

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★★★★★

Ciara R.

Graphic Designer

It is simple to use. Without putting too much effort, you can easily drag in the graphics you want, all while making it user-friendly and appealing. I wish I could take what I create in InDesign and easily import it into the creator. This way, I can focus more on the interactive user end of things. Keep your vision organized by creating files for each creator file....

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★★★★★

Adam B.

Zmags makes dynamic page building simple.

Zmags has made dynamic page building much more manageable. Additionally, the similarities between tools and functions in Zmags and other editing programs such as Photoshop, which I use daily, made the acclimation process much shorter. The ability to hyperlink several products from one image hugely influenced our decision to partner with Zmags. It's a bit of a challenge configuring the alignment of layers, whether it be text or type. This can, at times, lead to a slightly wonky page....

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. 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?

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