

INCREASING CONVERSIONS BY 100% THROUGH DYNAMIC CONTENT

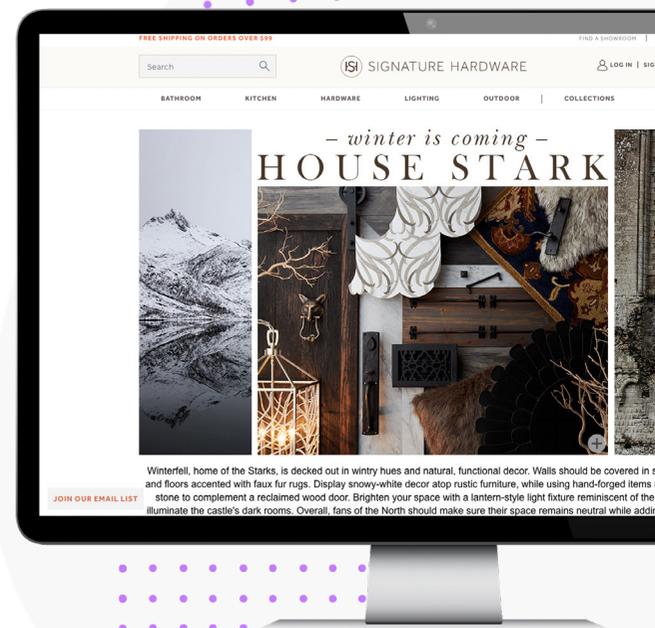
creator™
by zmags®

ISI
SIGNATURE
HARDWARE

The Opportunity – The Dreaded Customer Journey “Dead End”

Signature Hardware is a brand with strong heritage and identity. Their ecommerce website has historically flourished when it came to organic search-sourced sales. A shopper on the hunt for a very specific product was easily serviced by their website, which relied heavily on catalog category pages. But for the shopper who was looking for something more – guidance, inspiration, or education – the customer journey wasn't as simple. Because of restrictive CMS templates, the content the marketing team was creating was basic, yet still difficult to build and hard-code.

On top of this design conundrum, Signature Hardware was faced with unique inventory challenges. With their products being sold across a wide variety of channels, they found their inventory constantly fluctuating. To avoid causing links on their articles to lead to “dead ends,” creating a frustrating experience for their shoppers, they tried not to merchandise directly to product pages so as not to have to manually audit for out of stock links – an increasingly time-consuming task, taking members of their team away from important content projects. In order to scale content marketing efforts, the content could only reference products at a category level to limit the number of links to be audited, which stifled creativity and the opportunity to generate direct revenue. They needed a way to manage the inventory that was featured outside the catalog on their website to ensure the customer journey remained smooth and effortless to travel.



The Solution – Inventory Alerting That Empowers Creativity

To fully realize their content goals, Signature Hardware turned to the Creator™ by Zmags platform. With Creator™, they saw their content production process streamlined. And the tool's ease of use meant that more people on the team could create and publish content, regardless of their coding experience. With this new flexibility, they now have the bandwidth to expand their creative reach and focus on more ambitious endeavors. Their content is dynamic and interactive, reflecting the vision of the brand. They can create long-form “shop-the-look” content that is rich, uniquely creative, and high-converting without a single line of code. And with live text, Creator™ allows them to generate even more SEO-friendly experiences versus ones using text embedded into images.

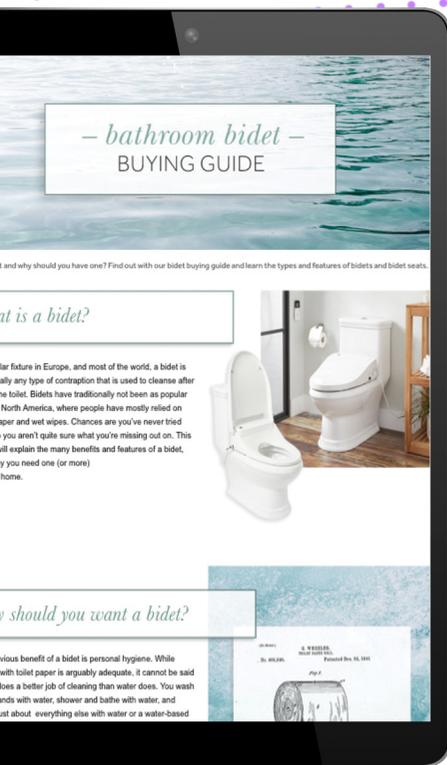
Best of all, Creator™'s Inventory Alerting feature has completely transformed how they track inventory across their website. What was once an arduous and manual process of checking every link on every page is now automated through alerts for out-of-stock products. Instead of spending up to a week searching for these broken links, they can redirect their time to higher priority projects. By integrating with their live inventory feeds, they can create content for time-sensitive trends and sales without worrying about the negative impact of out-of-stock products.

The Results – Increased Conversions and a Streamlined Workflow

The creative power of the tool, combined with the ease and efficiency of Inventory Alerting, has had tremendous effect on the Signature Hardware team. They are able to increase their content output – and the quality of that content – without changing the size of their team. Their content production time has been reduced by 75%, freeing up their time to expand their marketing strategy.

Inventory Alerting has completely changed how they plan and execute campaigns. They can easily track which products featured in their content have gone out of stock, allowing them to update any broken links across their site. These “dead end” links had previously proven to derail the consumer experience and deter shoppers from purchasing. Now, they can keep up with trends and sales. A great example is their popular Game of Thrones experience. Pre-Creator™, they couldn't keep up with the broken links. Now, they're confident their customers are receiving the best online experience possible. And it shows, as they've seen direct revenue from entrances into the updated Game of Thrones experience since implementing it in Creator™. They've even found Inventory Alerting to be a convenient method to track data issues, an unforeseen but welcome result of the tool.

Signature Hardware has transformed both their online content, and their internal processes. They now have a streamlined workflow that encourages creativity, and an online customer journey that encourages purchases.



creator™
by zmags®

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

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