

Crafting the Ideal Digital Experience:

## LUXURY & JEWELRY

Unlock the Rewards of Luxury & Jewelry Consumer Satisfaction  
Through Impactful, Agile & Seamless Digital Experiences





# The Importance of the Digital Experience In Luxury & Jewelry

From designer handbags to diamond rings, the products making up the luxury and jewelry industry are overtly tangible. Much of their value comes from touching, feeling, and holding them.

So, as the industry drives toward a more digital presence, how can brands recreate—or perhaps elevate—the in-person shopping experience through screens? Differentiation, personalization, and value-centric consumer journeys will be key.

## Differentiation From The Competition

Consider your past experiences with luxury and jewelry brands. Don't they all feel relatively similar? For a variety of reasons, the majority of companies adopted a familiar approach to the consumer experience. Website design, merchandise display, the checkout process—everything is virtually identical from one brand to the next.

The ability to differentiate both an identity and consumer experience will allow particular brands to emerge as leaders. How can your brand engage with consumers differently? How can you present a unique experience for customers?

## Personalization

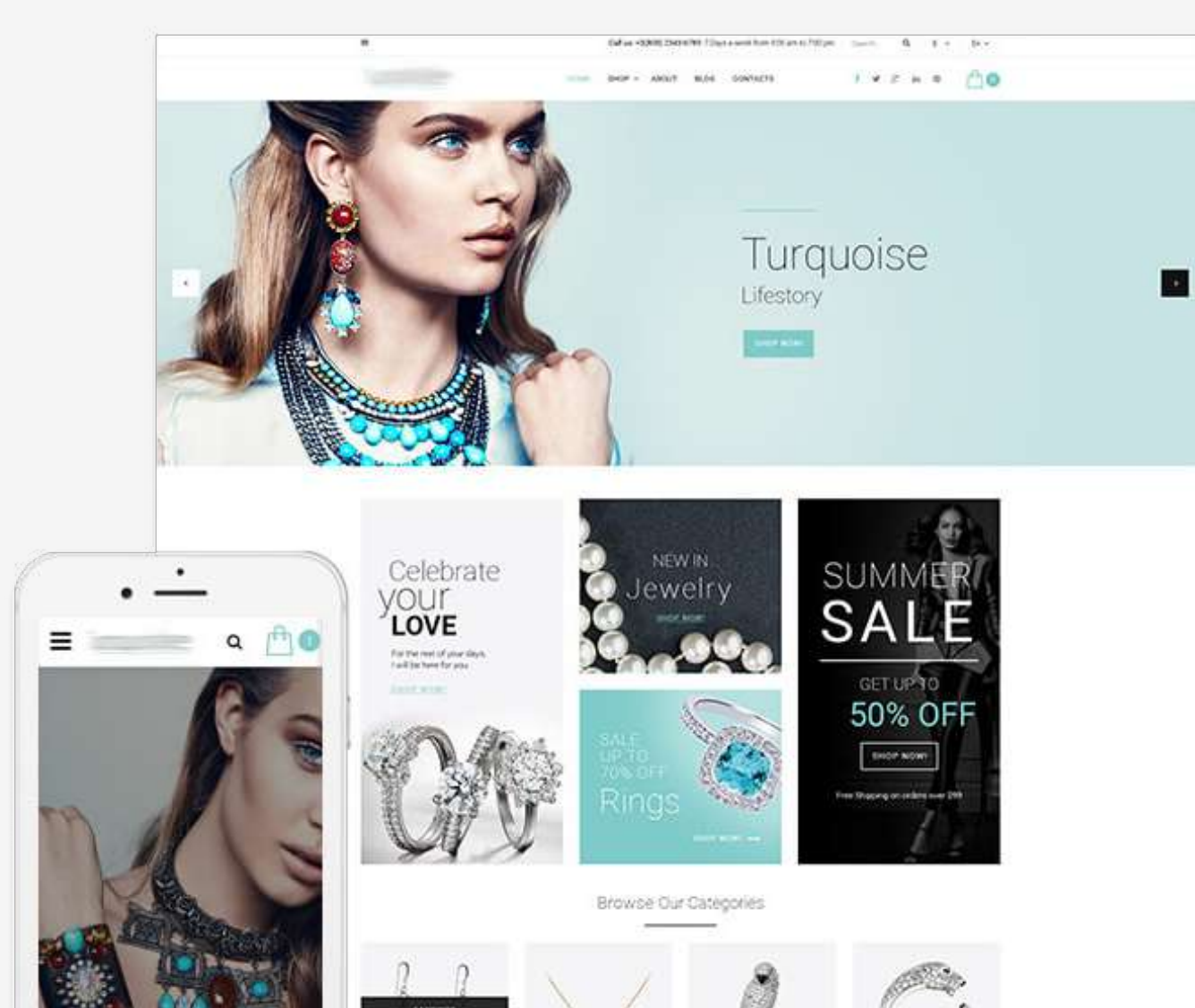
By measuring and studying a consumer's behaviors and tendencies, you gain the ability to cater content, products, and messaging to your audience individually. This type of hyper-personalization will be the future of digital luxury.

To personalize the shopping experience at scale, interactive and shoppable technologies will play a pivotal role.

## Value-Centric Customer Journeys

Whereas brands in other industries are obsessed with building the value of a product or service, brands within the luxury and jewelry industry should be focused on growing the perception of the brand itself.

How? Every aspect of the digital customer journey should be designed to elevate the brand's value. From imagery and video to interactivity like quizzes or shop-the-room assets, every aspect of content on desktop, mobile, email, and social must include consistent and curated messaging.





# The Brand-Consumer Digital Relationship

The modern luxury and jewelry consumer is more equipped and capable than ever. That evolution is also manifested in new consumer expectations, buying circumstances, and values.

“Any luxury or jewelry brand without a clear record of sustainability and social responsibility is now out of the game.”



## Luxury & Jewelry Consumer Expectations

### Brand Over Product

When a consumer is searching for a new handbag or piece of jewelry, they don't focus on particular items. Instead, they seek out the most reputable brands. Which brand is most authentic, most socially responsible, and most timeless? That's why luxury and jewelry brands must seek to elevate brand perception more so than product perception.

### High Price Tags

Although luxury and jewelry prices have risen, consumers still expect to pay more for better brands and products. Refrain from lowering front-end prices to earn a wave of new clientele, as that price movement will dilute the brand over the longer term.

### Benefits of Meeting Consumer Expectations

By nature, each industry has unique advantages and challenges. For luxury and jewelry, one fantastic advantage is that consumers are willing to reward you by meeting high price points if your brand is willing to meet their expectations.

Luxury and jewelry consumers are also willing to offer loyalty to great brands. In fact, 70% of these consumers say they would join a loyalty program if offered by luxury or jewelry brands that meet their expectations.

### Expertise

With information readily available and past experiences, luxury and jewelry consumers are more informed than ever. Those consumers expect the brand to convey even more expertise in order to establish value.

### Sustainability & Social Responsibility

Any luxury or jewelry brand without a clear record of sustainability and social responsibility is now out of the game. 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.





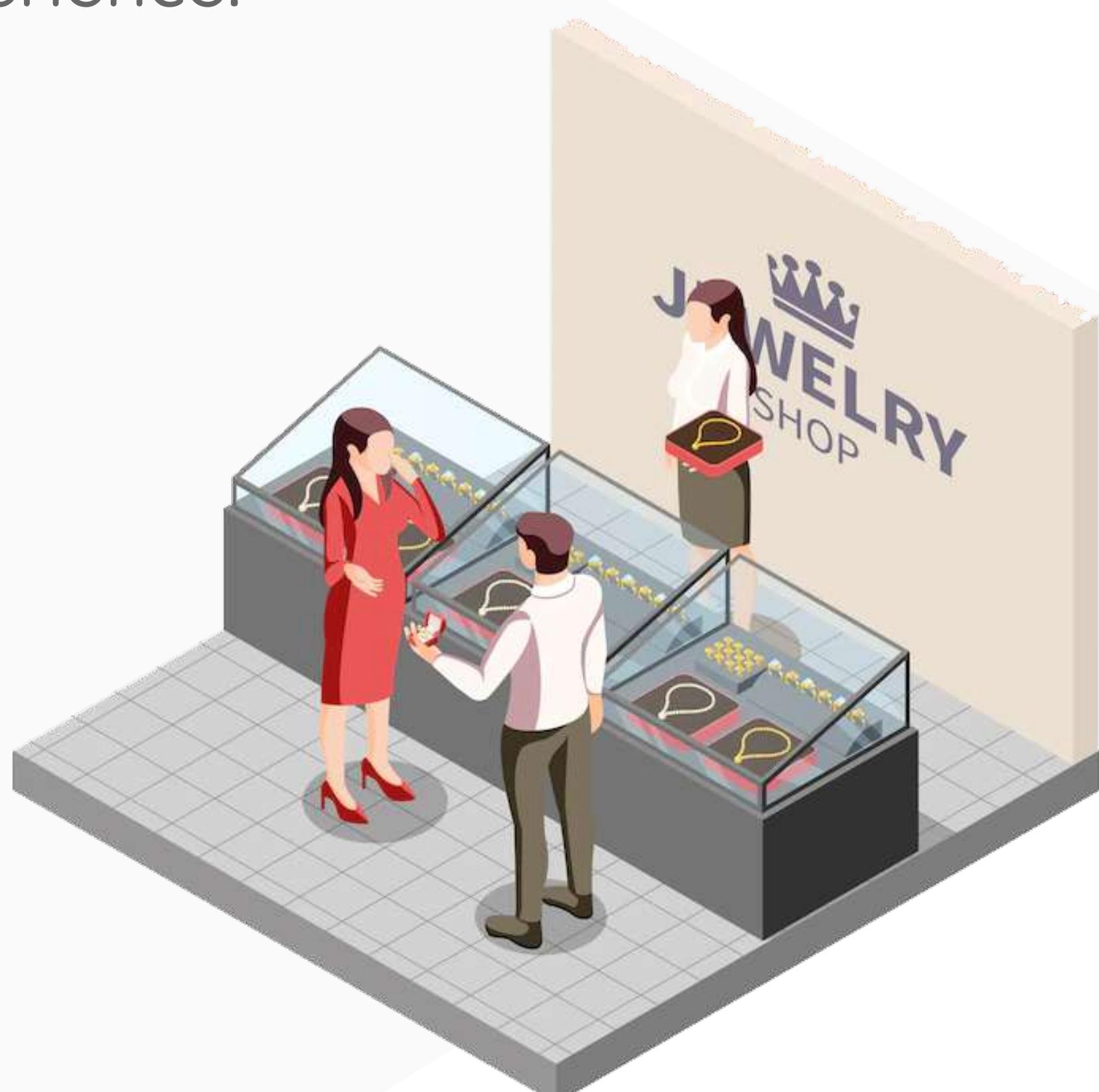
# Luxury & Jewelry Brand Pain Points

## Purchase Frequency

The products sold by luxury and jewelry brands are far from everyday commodities. In fact, they're often annual or semi-annual purchases. So, when high price points lead to low order frequency, how do brands maintain a healthy, consistent relationship with their customers?

## Recreating the Excitement of In-Person Shopping

As the world continues to be more digital-centric, luxury and jewelry brands face the challenge of manufacturing the excitement and allure of the in-person shopping experience. Brick-and-mortar stores have the advantage of customers falling in love with an item when they try it on. 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.



## Brand Dilution

While loyalty programs can increase customer retainment, they introduce a new problem. Will regular loyalty discounts train consumers to only purchase when an item is on sale? And will regular discounts or similar rewards dilute the brand's perception? How can brands find other ways to build a strong relationship with customers without sacrificing perceived value?

## Why Luxury & Jewelry 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.

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# 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

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

Now more than ever, luxury and jewelry 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

Luxury and jewelry 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: Delivering Unlimited Creativity for Increased Engagement & Conversions

The team behind a global luxury brand had grand creative ambitions without the means to execute. Rigid templates limited the stories they could tell, and repetitive page designs resulted in relatively high bounce rates. The team turned to Creator for total control and creativity regarding the publishing of content, all without the need for dedicated IT resources. Image mapping, carousels, and other interactive content allowed this brand to create new experiences.

As a result, their "Meet the Brand" landing page saw an 80% decrease in bounce rate and a 41% increase in generated revenue. Their customers immediately began responding to this new storytelling content, resulting in a 34% increase in average session duration.

creator™  
by zmags®



# HOW TO GET STARTED

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Ciara R. ★ ★ ★ ★ ★

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. You are making an easy workflow for me. As a designer, you are constantly maintaining a billion projects at once, and ZMAG allows you to optimize your time by making it so easy to use. You never feel like you are spending too much time in Creator.

Creator by Zmags is helping luxury and jewelry 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?

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



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