



Digital Lookbooks Are Strongest Conversion Path for Leading Fashion Brand, Driving +300% Lift Over Average

OBJECTIVE

Launch shoppable content on a single, streamlined platform that enables customers to purchase products in a click.

A leading fashion brand for women, desired to showcase their latest collections using visually rich, highly shoppable digital lookbooks, catalogs, and Instagram feeds. Initially, the company utilized in-house tools in combination with platforms provided by two separate providers. As a result, customer UX was less than ideal, load times lagged, and valuable in-house resources were tied up with time-intensive launches.

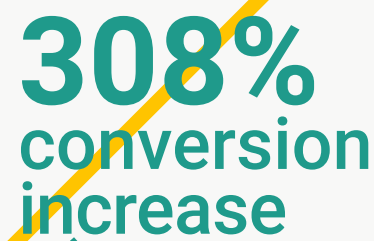
SOLUTION

Leverage Syndeca's cloud-based platform to quickly and painlessly publish transactional content with best-in-class UX across multiple mediums.

The fashion brand chose the Syndeca platform as its preferred tool for launching beautiful online lookbooks, catalogs and Instagram feeds because they wanted to capitalize on several valuable platform features.

Syndeca seamlessly integrates with existing technology and requires minimal in-house resources, empowering retailers to launch the platform rapidly and efficiently. It's low-maintenance and high-impact, offering instant shopping capabilities, lightning-fast load times for both static images and video, and sharing functionality for all major social networks. And finally, the Syndeca Platform allows customers to experience the same expertly designed UX regardless of whether they engage via desktop, mobile, or tablet.

In short, the platform provided the perfect solve to meet the retailer's objectives.



308%
conversion
increase

“ We needed a solution that would streamline our digital marketing efforts – and that would dazzle customers. The Syndeca platform more than exceeded our expectations. Our lookbook conversion rate is the highest we've ever seen. ”

– Digital Business Manager

Consolidating Digital Marketing Platforms Paves the Path for Better Shopping Experiences

“The transition to Syndeca has allowed us to easily create shoppable lookbooks to tell a more engaging brand story, by seamlessly linking products, integrating video, and enhancing the user experience.”

— Digital Marketing Lead



Digital catalogs, lookbooks, and shoppable Instagram: Three separate marketing mediums featuring the same hyper-intuitive UX design.

SUCCESS

Syndeca-powered digital lookbooks quickly became the retailer's strongest conversion path. Additionally, the platform successfully empowered the fashion brand to shorten load times, cut costs, and enrich the customer experience.

Lookbooks Inspire 308% Conversion Increase

Compared to the site average, customers who engage with the shoppable lookbooks during their journey convert at a 308% higher rate.

Faster Load Times

Images appeared on browsers across devices 10x faster with Syndeca — meaning customers spent less time waiting and more time shopping.

Cost Reductions

By utilizing a single platform for digital lookbooks catalogs, and Instagram feed creation, the fashion retailer cut down on technology costs and freed up internal resources.

Vastly Enhanced Customer Experience

The Syndeca platform allowed the fashion retailer to create a seamless shopping experience for its customers by implementing the same UX across all visual marketing mediums. Now their lookbooks, digital catalogs, landing pages, and Instagram feed share the same best-in-class “click, tap, buy” feature.

There's no reason to piece together visual marketing using multiple tools. The cloud-based Syndeca platform will do the trick beautifully — all via one incredibly easy-to-use interface.

Want to learn how to optimize your digital commerce experiences? Schedule a demo today.