

# Shoppable Lookbooks Drive 62.5% Increase in Spend for Luxury Department Store

## CHALLENGE

Transform visual content into highly shoppable media—without straining internal resources.

Anticipating the needs of their increasingly mobile customer base, a nationwide luxury department store began collecting valuable editorial content in the form of lifestyle and product imagery. The retailer desired to capitalize on their visually rich media, but faced limited internal resources. They wanted a low-cost solution for creating digital lookbooks that would turn product images into shoppable media, fast.

## SOLUTION

Leverage Syndeca's powerful platform to produce interactive digital lookbooks at lightning-fast pace.

The retailer commissioned Syndeca to produce lookbooks weekly. The new workflow eliminates the need for internal IT involvement and takes one-half of the time previously required—including QA and deployment. It also frees their marketing team for other projects. The lookbooks feature vertical scrolling landing pages with embedded video and Quick Views to shop directly from images successfully driving engagement and substantial ROI.

## RESULTS

The luxury retailer achieved increased average spend per customer—plus a significant reduction in cost and time to market.

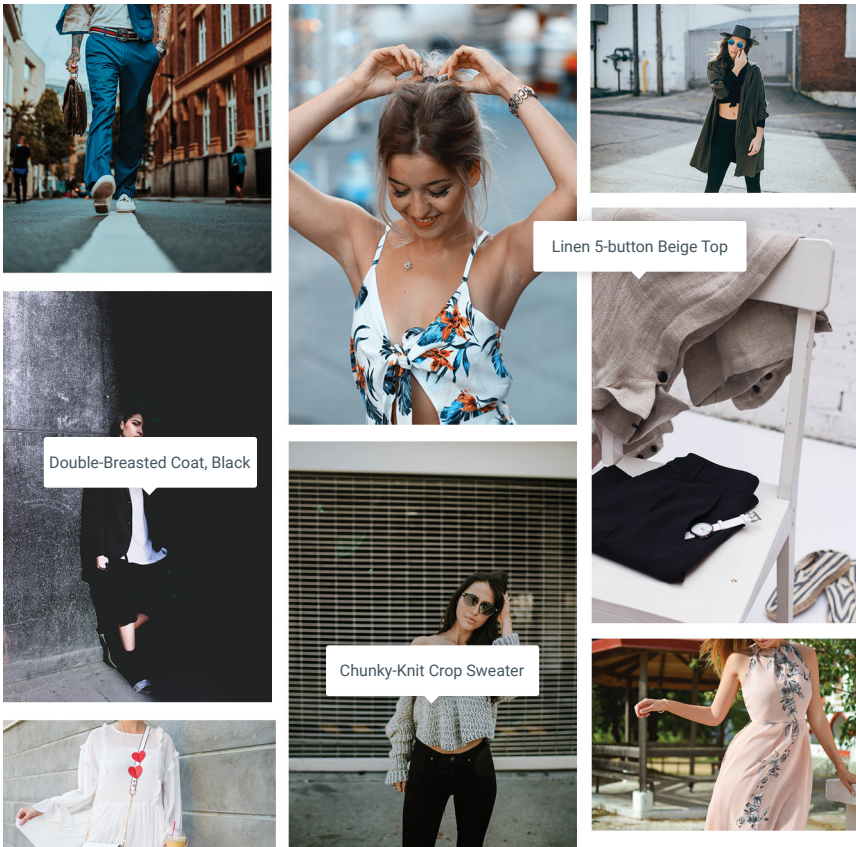
### 62.5% Increase in Spend per Customer

Shoppers visiting the Syndeca-powered experiences spent 62.5% more on average than those who shopped lookbooks developed in-house, which did not include Syndeca's product-level tagging for shoppable images.

### 50% Reduction in Time to Market, 60% Reduction in Costs

The Syndeca platform empowers the luxury retailer's creative team to launch lookbook content in half the time of a typical project—with a 60% reduction in development costs. The combination of these benefits allows the team to take on additional projects to further the brand's reach.

# Shoppable Content Drives High-Value Engagement at a Low Cost



Well-designed lookbooks encourage increased customer interaction—and dollars spent per customer—for minimal overhead. And though this particular retailer requested zero internal resource involvement, the platform also works for businesses that desire a more hands-on approach.

Regardless of preferred workflow, convenient features like automatic updates for new data/inventory and the capability to instantly push a new asset live with no internal IT involvement alleviate strain on internal resources, and ensure that all inventory is available for shoppers to purchase in real time.

## Benefits of Lookbooks

### Unlimited Length

Vertical scroll feature allows brands to display as much visually rich content as their hearts desire.

### Easily Embed Shoppable Videos

Include eye-catching video, either via on-page play or using lightbox/modal experience.

### Seamless Shopping

Drive engagement with tags that lead customers down a clear path to purchase.

### Flexible Format

No rules apply for design; mix typeface and imagery in creative ways that surprise and delight customers, using the creative tools your team know and love.

### No Coding

Forget the need for engineering and QA. Syndeca delivers desktop and mobile optimized experiences with no programming required. Just upload, tag and publish.

### Showcase Content in a New Light

Express a brand's personality in fun and exciting ways that serve the dual function of generating more website revenue.

Visit [syndeca.com](https://syndeca.com) to discover how the Visual Commerce Cloud can drive results for your business.