MAR18-13B

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

OBJECTIVE

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

Sana Safinaz, Pakistan's leading fashion brand for women, desired to showcase their latest collections using visually rich, highly shoppable digital catalogs, lookbooks, 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.
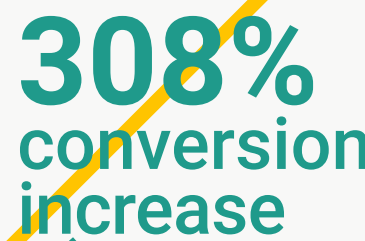
SOLUTION

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

Sana Safinaz chose the Syndeca platform as its preferred tool for launching beautiful online catalogs, lookbooks, 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 internal digital marketing efforts — and that would dazzle customers. The Syndeca platform more than exceeded our expectations. Our digital catalog conversion rate is the highest we've ever seen."

—Moeed Sheikh, Sana Safinaz
Digital Business Manager

Consolidating Digital Marketing Platforms Paves the Path for Better Shopping Experiences

"The transition to Syndeca has allowed us to recreate catalog content from its traditional form to a more engaging brand story, by seamlessly linking products, and enhancing the user experience and conversions."

—Sidrah Ahmed, Sana Safinaz
Digital Marketing Lead

Luxury Collection
PKR 4,890.00

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

SUCCESS

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

Catalogs Inspire 308% Net Conversion Increase

Compared to the site average, Safinaz customers who engage with the digital catalogs 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 catalog, lookbook, and Instagram feed creation, Sana Safinaz cut down on technology costs and freed up internal resources.

Vastly Enhanced Customer Experience

The Syndeca platform allowed Sana Safinaz to create a seamless shopping experience for its customers by implementing the same UX across all visual marketing mediums. Now their 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.

Visit **syndeca.com** to discover how the Visual Commerce Cloud can drive results for your business.

SYNDECA