

the **zmags**
Experience

DISCOVER. SHARE. PURCHASE.

THOUSANDS
OF THE
world's most
innovative
brands use
zmags

TO DRIVE
PRODUCT DISCOVERY
AND GROW REVENUE.



DOUBLE YOUR
REVENUE! **4**

HEAT MAPS THAT
SHOW EVERY
TOUCH AND CLICK! **7**

PLUS >> THE
TRIUMPHANT
TALE OF
CELEBRATING HOME **3**



driving product discovery & shopping inspiration

Zmags helps some of the world's most progressive retailers and brands realize the revenue potential of emerging digital channels.

Our solutions let you design and develop personalized, interactive publications and campaigns for use across tablet, mobile, social and Web. By drawing on each channel's strengths, we create an engaging, immersive and consistently brilliant experience that:

- Drives product discovery
- Inspires more purchases
- Promotes brand loyalty

Inside these pages, you'll learn how Zmags can help you engage consumers more deeply — and thrive in our rapidly evolving digital world.

zmags 

a solution for every need

Whatever your digital publishing, marketing, merchandising or selling goals, Zmags can get you there.

Both Zmags Professional and Zmags CommercePro:

- Work seamlessly with any website or ecommerce platform.
- Meet the specific requirements of social channels, mobile devices and tablets.
- Have content management capabilities.
- Offer rich analytics and integrate with major Web analytics solutions.
- Simplify administration and management of your digital publications and campaigns.

Zmags Professional (for publishing or merchandising) lets you create an engaging, immersive digital content experience and guide customers to product discovery. Plus, it's easy to deploy your content across tablet, mobile, social and Web networks.

Zmags CommercePro (for ecommerce and fulfillment) enables you to turn all screens into a point-of-sale. Transform any digital environment — from Facebook and Pinterest to your catalog and website — into a storefront that encourages consumers to shop and buy uninterrupted.

most any format you like

You can use Zmags in a variety of formats, including:

- Catalogs
- Magazines
- Newspapers
- Brochures
- Circulars
- Newsletters
- Pamphlets
- Reports
- Immersive email
- Online ad campaigns
- Landing pages
- Microsites



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SUCCESS STORY
celebrating home

Celebrating Home is the nation's largest retailer of home decorating and entertaining products. Its seller network of 50,000 "designers" wanted a more powerful way to inspire purchase and discovery across all channels — Facebook, iPad, mobile and the Web. Zmags CommercePro for Multi-Level Marketers offered the ideal solution.



[Watch the video or see the Zmags case study.](#) »

the magic of discovery with zmags

Zmags clients have seen:

UP TO
5x
increase in page views

UP TO
40%
increase in order value

UP TO
2x
lift in conversion rates

92%
revenue uplift



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the future of commerce

What's your business doing to adapt to the shopping habits of today's consumer?

Suppose a tablet shopper in a relaxed browsing mood finds your brand. She's willing to spend but needs to be inspired before knowing what to buy. Sure, you could force her to navigate categories or input search terms on your website. But tablet users expect something more (an important fact, considering mobile and tablet shopping is the fastest-growing component of online commerce).

That's where Zmags comes in. Our solutions enable an online shopping environment that mirrors the intimacy of the in-store experience across all digital channels.

With Zmags, you'll delight your customers while:

- **Engaging** and guiding them effectively through your offerings.
- **Inspiring** them with rich imagery, content and video.
- Encouraging them to **share** discoveries with friends.
- Allowing them to **purchase** right off the page, wherever they are, no matter what the device.



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No one else is doing what Zmags is today. Please read on to learn more about what sets us apart.

the first interface of its kind zmags convergence

Zmags Convergence — included with both Zmags Professional and Zmags CommercePro — is a user interface that takes the digital shopping experience to a whole new level.

By harnessing the strengths of each digital channel, Zmags Convergence creates a uniformly gorgeous, liquid and immersive experience for your brand. Key features include:

The “Buy the Collection” capability, which steers shoppers to related products, displays the products in a single window and allows products to be placed in the shopping cart all at once or one at a time.



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SUCCESS STORY country walkers

Country Walkers offers 100+ worldwide itineraries for walking, biking, safari and other adventures. The company wanted to engage adventurers searching for trip ideas with interactive digital content that would bring its travel experiences to life. Rather than posting a flat PDF onto its website, Country Walkers chose Zmags Professional.

[Read the case study.»](#)



THE POWER OF ENGAGEMENT

The unique Zmags experience deepens consumer engagement, building affinity for your brand. In fact, consumers engage with a Zmags environment two to three times longer than with standard ecommerce sites.

is your business on pinterest?

More than 16 million people a month (and counting) are using Pinterest. Zmags can help you use this popular social bookmarking site to showcase your merchandise and even enable shopping and purchasing from your catalog.



Thanks to Zmags Convergence, nothing interrupts the discovery and inspiration process — not even purchases.

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deep and actionable analytics



Zmags offers superior tools to discover exactly how your customers are engaging with your brand.

By gaining rich and granular insight into real-world data, you can find out what's working — and what could be improved. You can also refine your design and marketing process to:

- Sharpen the connection between the brand identity and the consumer.
- Improve customer response.
- Present your products in the best possible light.
- Increase cart size and lift.

Better yet, Zmags integrates with major Web analytics solutions from Google, Omniture and IBM Coremetrics.

an unprecedented level of detail

Zmags generates incredibly useful data, such as:



Page-turn reports
See exactly how your customers are navigating the catalog.



Heat maps
Analyze every touch on every screen, including zooms, clicks and swipes.



Product shares
Learn who's spreading the word on Facebook, Twitter and more.



Total time spent
Determine customer engagement down to the second.



Cart size
Assess your marketing success.

what really matters is support

You can do amazing things with Zmags, no IT expertise required. Whether you're transforming a PDF into an interactive digital catalog or pushing that catalog across multiple platforms, we make it easy.

But if you're doing an advanced implementation — or even have questions about a basic one — we're here to help. Zmags customers can access the following services:

- **Customer support:** Expert technical engineers keep your Zmags publications and campaigns running flawlessly.
- **Business consulting:** Best-practice guidance along with training and strategic advice ensure you leverage Zmags most effectively.
- **Professional services:** Our flagship consulting service includes full-service project leadership, design professionals, analytic consultants and technical expertise.

“If you are looking for the best digital brochure or magazine partner to offer to your customers Zmags is it. Best technical. Best sales staff. Best looking.”

—Keith Burton, CEO
Burton Communications Group

zmags: the global leader

3,000
of the world's most progressive retailers and brands

1 million+
catalogs, brochures and magazines created

15 million+
visits/month

200 million+
page views per month



zmags 

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LEARN MORE.

| SHARE THIS.

| TRY IT NOW.

does your logo belong here?

More than 3,000 of the world's best retailers and brands — such as Lenovo, Kenneth Cole, Sears, Express and Neiman Marcus — have created brilliant digital experiences powered by Zmags.



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MEET Zmags

Zmags was founded in Denmark in 2005. Today, we are the world's top developer of digital solutions that drive discovery and inspire purchases across tablet, mobile, social and Web. The company is headquartered in Boston, Massachusetts, with sales offices in Canada, Denmark and Great Britain.

