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## Neiman Marcus drives lookbook conversions via shoppable enrichment

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*Lindsey Wixson for Neiman Marcus' The Art of Fashion campaign*

By STAFF REPORTS

Department store chain Neiman Marcus is increasing conversions made through its more than 150 annual lookbooks by introducing enhanced shoppable elements.

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Neiman Marcus is working with rich media marketing technology firm Zmags to design and publish shoppable lookbooks on its ecommerce site, a move that will likely benefit the retailer as the holiday's approach and consumers browse its iconic Christmas Book ([see story](#)). For retailers, shoppable content has presented opportunities to generate sales through branded content that serves to heighten the consumer journey.

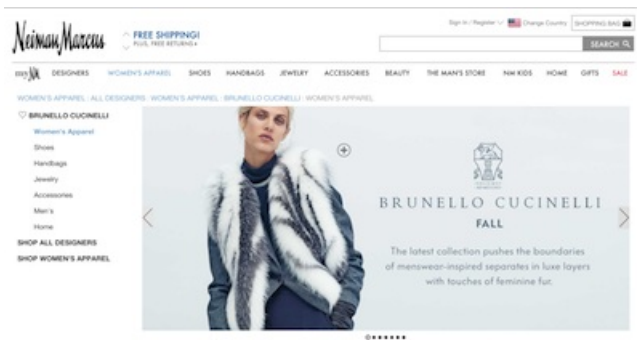
Shop till you drop

With more than 150 lookbooks produced annually, Neiman Marcus uses this content to highlight the high-end merchandise available on its Web site.

As explained in a brand statement, there have been technological limitations of ecommerce platforms that have prevented richer shopping functionality in Neiman Marcus' lookbooks. The cost of custom coding for example, has resulted in traditional grid layouts for shopping.

For a luxury retailer such as Neiman Marcus, this less-than-ideal customer experience has meant fewer conversions and lost sales. But, through the use of Zmag's Creator, the retailer has been able to make shoppable content "faster, easier and less expensive to create and deploy rich shopping experiences without involvement from IT," according to Brian Rigney, CEO of Zmags.

Thus far, Neiman Marcus has launched 5 lookbooks in a 6-week period and then followed with another 45 in 12 week's time. Through the 50 lookbooks launched, Neiman Marcus has seen strong customer engagement metrics.



### *Neiman Marcus lookbook for Brunello Cucinelli*

The lookbooks, produced using Creator, saw 3 million page views and 10 percent of those activated the quick view experience that starts the purchasing process.

"Zmags Creator enables us to maintain our merchandising leadership while avoiding significant technology costs and risks," said Peggy Trowbridge, vice president merchandising Web store at Neiman Marcus. "Creator also enables us to deliver an enhanced customer experience that has proven to increase sales.

"We are very satisfied with the levels of customer engagement and the return on investment that we have achieved with Creator and are excited to expand its use within our organization," she said.

Zmags' case study on Neiman Marcus can be found [here](#).

Digital think tank L2 recently found that, in a surprising finding, traditional department stores sometimes make more effective investments in online content and ecommerce than pure digital players.

Although ecommerce-only outlets far outpace retail brands with bricks-and-mortar locations in using shoppable content, on the whole they do not consistently use the best practices across all platforms. This means that every brand has an opportunity to emerge as a leader in cultivating brand identity and leveraging online content to generate sales ([see story](#)).