
Tommy Bahama | Lexington Home Brands economically markets thousands of products using DYNALOG™



Challenge

- Find an economical way to reach more home furnishings customers
- Need to showcase thousands of products using rich images and lifestyle photos
- Flexibility for multiple campaigns with analytics for strategic marketing



Solution

Targeted email campaigns deploy Dynalogs with custom covers for A/B/C testing

► Economical customer engagement

- Show more product with more pages
- Produce 2-3 times the pages for a fraction of budget
- Viewers look at 27 out of 36 pages
- Dramatically increased on-site times
- 75% engagement rate with shoppers linking over to product pages
- Increased sales

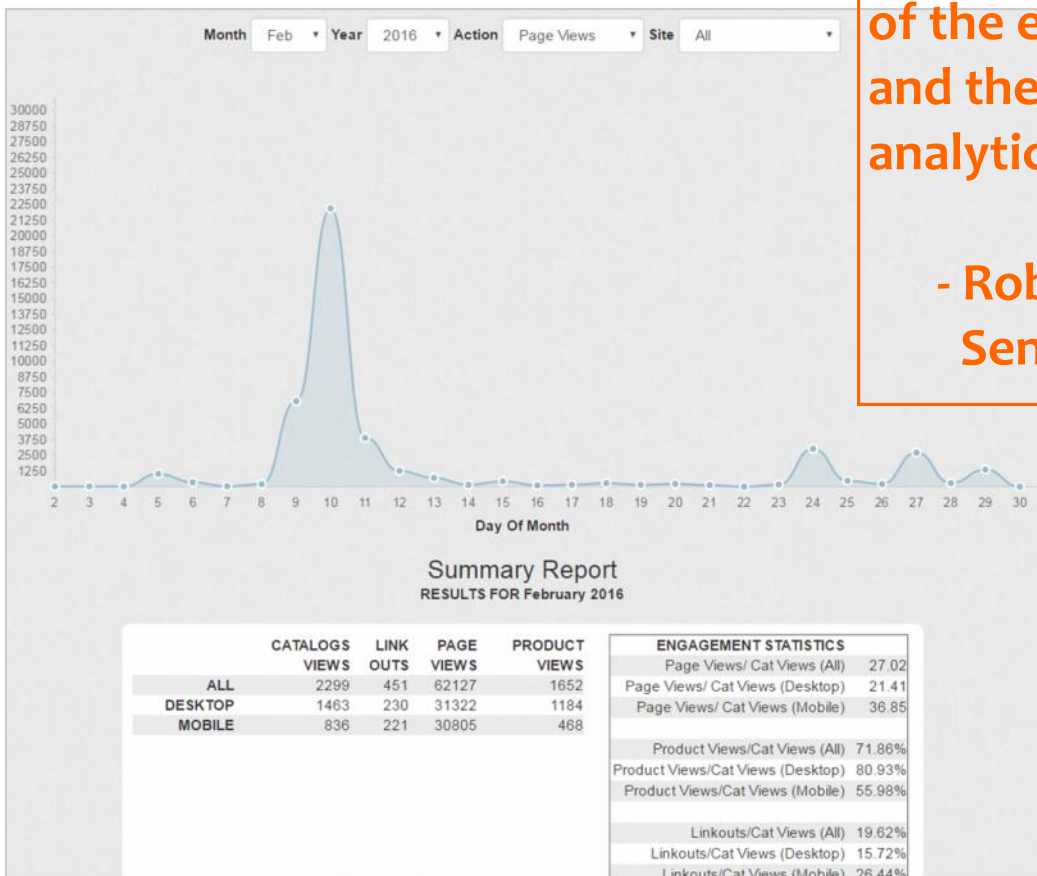


Dynalog delivers:

- Financial efficiencies
- Useful analytics
- Superior customer engagement
- Remarkable ROI

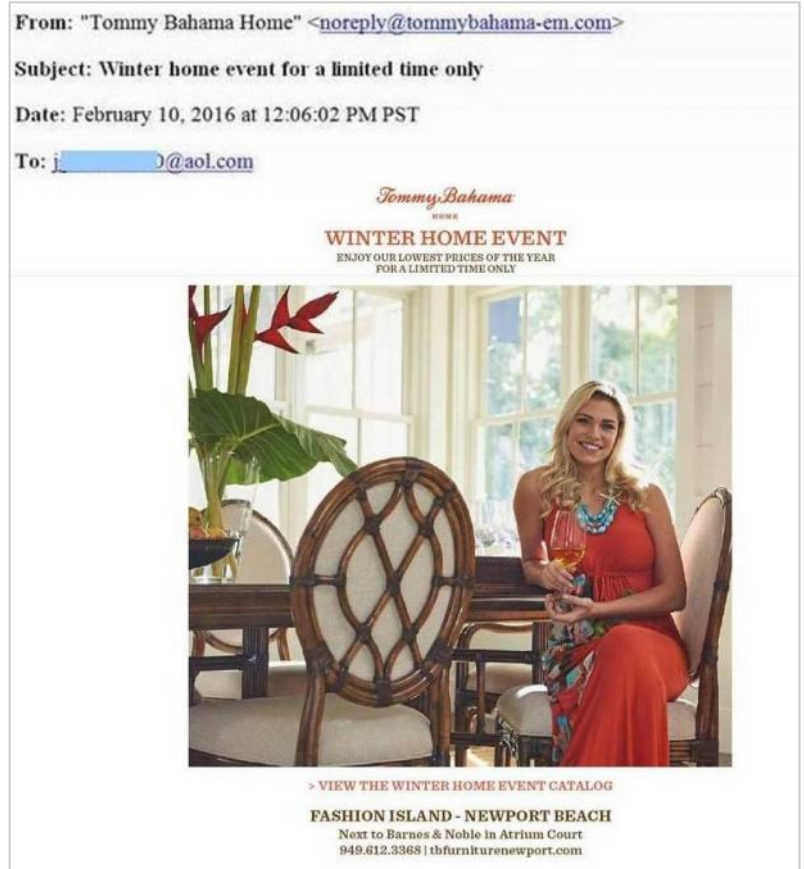
“Dynalog is probably the most effective tool I have ever seen in terms of the efficiency of cost and the ability to look at analytics.”

- Robert Stamper,
Senior VP Marketing



Outcome

Tommy Bahama regular schedules simultaneous deployment of multiple DYNALOG™ digital catalogs via targeted emails with a variety of offers for a number of separate product lines.



DYNALOG
powered by  Catalogs.com

800.599.0669

[Click to Schedule a Tour](#)