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Zoom Media Leverages Optamark Branded Storefront for Revenue Growth



About Zoom Media

Zoom Media Group Inc. provides advertising services. The Company offers in-venue billboards for indoor locations such as health clubs, movie theatres, restaurants, and nightclubs. Zoom Media is an international media company that has been at the forefront of active lifestyle marketing since the birth of the movement. Zoom's media network includes more than 4,400 health club locations across the United States, Canada, and the United Kingdom. Zoom's digital media networks are measured by The Nielsen Company in North America and reach over 29 million unique consumers, in addition to millions more that are reached with digital and mobile media and custom promotions.

Challenge

Zoom Media operates in multiple locations across United States, Canada, and the United Kingdom. Their marketing team wanted to transfer its employee apparel program to online ordering system, so Zoom Media added a free open-source web storefront to meet the customer's online ordering requirements. As the business grew, Zoom Media realized the need to acquire a more sophisticated business portal.

Solution

After an exhaustive search, Zoom Media chose to implement Optamark Company Branded Storefront and personalization system in 2013.

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Results

Zoom Media is now effectively able to serve all their multiple locations print and promotional needs through a centralized portal where their employees from different locations can login, personalized designs and place orders.

Ordering uniforms for its new employees and replacement apparel for existing employees was a largely manual process with its previous vendor. During the new employee on-boarding process, shirts embroidered with the employee's name would be ordered by filling out a paper form, faxing it to corporate, who in turn transmitted it to the supplier. "Somehow, magically, shirts would turn up at the employee's location several weeks later," Jill Orcel explains. "Using a Optamark Company Branded Storefront made the process much more efficient, but we needed a more robust and functional storefront." Zoom Media looked at a variety of options and selected the Optamark Storefront solution with its built-in personalization template system. "A particular advantage for this customer," Jill says, "is Optamark's user roles. You can specify what permission levels each user has. Team members can only see a certain range of products and order shirts. Managers and assistant managers can order supplies as well as button-up polos and woven shirts. We also order custom apparel for employees that they can order and have the cost deducted from their pay check. It works beautifully and there is no more faxing. Instead, managers/approvers get an email when someone places an order, they click approve, and we handle the rest. It's a simple solution!" The employees are delighted with the process improvement, faster delivery time for shirts and other materials, and increased employee satisfaction. Zoom Media now offers a full range of printed, embroidered and other products to the client, some produced on demand and others fulfilled from inventory. "For example," Jill comments, "sites can order branded hats as giveaways, and we warehouse more than 50,000 of those for them. It's all tracked through Optamark Company Branded Storefront."