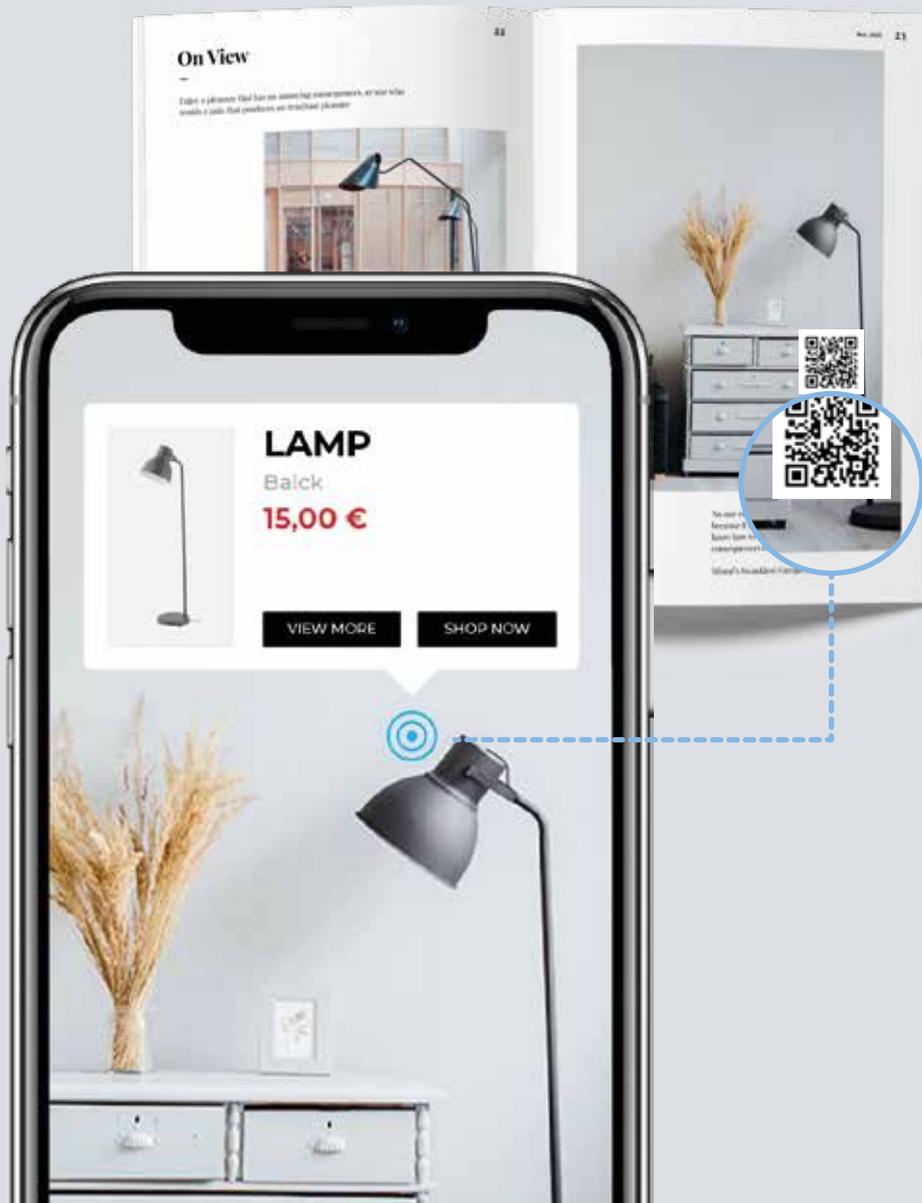# LOOKCAST

Provide a true omnichannel shopping experience.

Reduce production costs of **printed materials** and improve your ecommerce **customer experience** with a single tool.

Improve quality and reduce costs

Creating print quality product pages is a long and expensive workflow that often doesn't benefit from a connected product data source, demanding large effort and resources.

◎ Lookcast provides maximum flexibility, adapting to the brand's workflows and keeping true to the brand identity.

◎ Thanks the integration with its own PIM, brands can create with Lookcast accurate content of high quality.

◎ Graphics department keep using its tools (like Adobe InDesign) for creating templates and customizing outputs.

◎ Lookcast can automatically generate content with typographical quality like catalogs, brochures, user manuals and product data sheets.

Reduce the gap between emotion and conversion.

The Lookcast's **lookbooks** are digital catalogues that provide a real shopping experiences.

◎ Lookbooks allows consumers to discover and buy products directly from the marketing content, without interfering with the media.

◎ All products can be connected to the e-commerce automatically, providing integrated experiences on each channel.

◎ Videos of fashion shows, campaign or events, can be collected in Lookcast to provide a shopping experience fully integrated with the brand contents.

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15,00 €

VIEW MORE   SH

Track the customer journey

Lookcast traces the customer journey in each channel, facilitating the move between the traditional to the online channel.
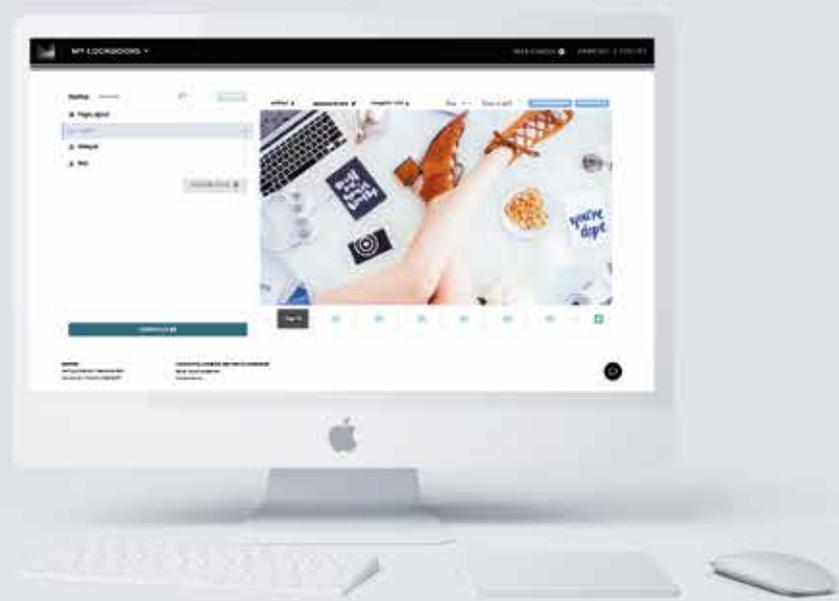
◎ Thanks to immersive and product centered navigation experience offered by Lookbooks, it's possible to track all turning point interactions in order to enrich **customer journeys** and collect meaningful insights related to **interests and product preferences.**

◎ Lookbooks can be sent as content in marketing campaigns designed and orchestrated in Marketing Automation platforms.

◎ Thanks to Lookbooks, it's possible to manage in a simple and effective way customers registration process during Marketing events, raising registration number and guiding all the following follow-up actions thanks to Lead Qualification and Marketing Automation tools.

◎ Lookcast provides a connector with SAP Marketing Cloud.

Platform

◎ Lookcast easily integrates with existing brand solutions and systems like PIM, with no impacts on the company organization and keeping the data quality.

◎ The platform is simple to use, with a user friendly interface that doesn't require special skills. It's available on cloud and it's ready-to-go.

◎ Thanks to the collaboration with Techedge, SAP global partner, we developed a certified connector for the SAP Commerce solution.

Available on the **SAP App Center**

About us

LOOKCAST is an innovative technological company **born in Chicago (IL) in 2012.**

The idea was to transform the **lookbook** from an object born for traditional channels into a digital tool.

LOOKCAST's mission is to **drive brands beyond the eCommerce**, to evolve the traditional catalogues into interactive digital experiences, to deliver customers an engaging shopping experience.

ITALIA

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