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Catalogs.com launching Dynalog catalogue at Magic

August 14, 2015 (United States Of America)



Internet based Catalogue shopping portal Catalogs.com, is introducing the Dynalog dynamic catalogue to designers and retailers at the Las Vegas Magic trade show beginning August 17, 2015.

“The highly interactive, responsive digital catalogue platform will become available to high-end apparel, footwear and accessory brands at Magic,” a press release said.

According to marketing expert Kapost, interactive content is 23 per cent more likely to educate buyers, 33 per cent more effective at differentiating a brand and 21 per cent more likely to be shared across social networks than passive content.

With interactive products and descriptions that respond to user behaviour, the Dynalog fits all those metrics and, according to Ion Interactive, generates conversions about 70 per cent of the time.

“Magic is an extremely popular show and is the place for up-and-coming and established designers and companies to make connections,” Richard Linevsky, co-founder of Catalogs.com said.

“We are introducing the Dynalog at the show because it’s proven extremely useful for fashion retailers such as Jockey, Bebe, Jos. A. Bank and Trina Turk,” Linevsky added.

“One of the reasons Dynalog has become so popular among retailers is that it’s simple to update, is mobile friendly, and is extremely cost-effective in delivering an online shopping experience,” the company too added.

The Dynalog is responsive to smart phones, tablets and laptops and is already in widespread use across the fashion, food and home decor industries.

The shift is indeed necessary, particularly when it comes to the fashion industry as millennials in the US with their purchasing power, spend 51 per cent of their time browsing on mobile devices, according to Smart Insights.

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Between July-December 2014, the number of people accessing retail sites from a combination of mobile and desktop devices jumped 4 per cent, an almost unprecedented growth. (AR)

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