



"Working with Annex Cloud has been a success and a pleasure. The Commerce implementation was easy. Annex Cloud's Customer Team worked directly with our integrator to ensure that our integration was seamless. The dashboards are easy to use and we are seeing an increase in our conversion rate."

Em Weingarten, Marketing Director, Melissa & Doug



A seamless Demandware integration gives Melissa & Doug a way to inspire customers with engaging visual commerce content.

Challenge

Melissa & Doug came to Annex Cloud while planning a new site launch that involved a move to Demandware. They knew that their customers were thrilled with their products, and that they frequently shared their love on platforms like Instagram. Consequently, the Melissa & Doug team wanted to bring this great user generated content (UGC) into their digital hub as well as make the content shoppable. In addition, they wanted to use a marketing solution that fit in seamlessly with their new Demandware platform.

Solution

Annex Cloud designed, implemented, and continues to moderate a customized Visual Commerce solution for Melissa & Doug. Visual Commerce is an advocate marketing solution that leverages the authenticity and power of customer photos.

