



Case Study

PLOW & HEARTH

Gaining Efficiencies With an Optimized Workflow and New Technology

Founded as a lone country store in 1980, Plow & Hearth is now a multi-million dollar, industry-leading brand. Through catalog and digital sales, the indoor and outdoor home goods retailer built its success on honesty, integrity, environmental consciousness and excellent customer service.

IMPACT

Published **74%**
more catalog pages per year

Reduced creative hours
on content by **27%**

Annual capacity increased
for web change requests from
400 to 4,000

CHALLENGE

Early on, Plow & Hearth was one of the fastest growing national companies because of effective catalog marketing. To take advantage of the digital environment, Plow & Hearth entered e-commerce in 1998 — but the brand's content management system (CMS) was built for print.

The platform that they were using was more of a content repository than a management hub, and couldn't scale effectively. Teams shared and edited files through email. Mistakes and redundant steps were common and expensive. Through acquisition and expansion, Plow & Hearth grew quickly and had even more content to create.

SOLUTION

The retailer knew it needed a CMS to integrate print and digital. Quad's process optimization experts implemented Marketer's Studio — a proprietary, centralized CMS. The technology aggregated all marketing content, and made it possible to quickly produce content for multiple channels without sacrificing creativity and flexibility. However, Marketer's Studio still needed skilled managers to take full advantage of the technology to make the process faster and simpler.

See how we can help.

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