



How Somfy increased their downloads by 57% in just 8 months



INTRODUCTION

As a leader in connected home equipment, Somfy aimed to elevate digital customer experiences and strengthen its brand presence. They revolutionized their resellers content experience through strategic integration with Smint.io.

OBJECTIVE

The goal was to address challenges in customer interaction with the assets stored in the Digital Asset Management System. Enhance DAM user interaction, modernize brand appearance, and establish a distinctive brand presence.

CHALLENGES

Somfy encountered obstacles in improving customer experience due to evolving needs, challenges with the DAM system, and a goal to enhance Brand recognition through visually appealing experience.

Key Data

Industry: Manufacturing

Use Case: Media Center

Number of Portals: 1

Content Source: Fotoware Alto (Picturepark)

CUSTOMER FEEDBACK

"The Smint.io team consistently impresses with rapid responses, making us feel genuinely taken care of whenever questions arise."

Marketing Manager

Results

- ✓ Increased brand recognition across all content customers
- ✓ Streamlined usage and heightened engagement
- ✓ Improved end-user experience

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