

# Take a Look Inside the July 2020 CounterSketch Update



2020 has been an overwhelming year with lots of change that has forced us to learn how to approach familiar tasks in very different ways. Like building relationships with your customers when you can only see their eyes because a mask obscures the rest of their face. However, I hear from most of our users that you are improvising and learning new ways to solidify your relationships and add value.

CounterSketch has always sought to help the consumer visualize the finished custom design and provide an experience that allows the consumer to be involved in creating one of a kind pieces of jewelry.

The 2020 CounterSketch update continues on a theme of simplifying and improving the user experience without diminishing the consumer's engagement or excitement.

We are excited to hear how these new features impact your ability to use CounterSketch.

## Updated User Interface

CounterSketch is even easier to navigate; you can find what you are looking for and apply filters seamlessly. The fresh look gives you a smoother, more cohesive interaction with the software, fewer clicks, and better results.

## **Lab-Grown Diamonds**

Now, you can shop Stuller's entire inventory of large and melee lab-grown diamonds to add to your custom CounterSketch designs. You are providing a diamond alternative and another price point for your customer to consider.

## **Render Previews**

Render previews allow you to review a draft of your render before completing the entire render to ensure that you have selected the best options for your render. Now, you can see what you are going to render without waiting for the render to complete so you can make adjustments and save time.

## **Standardized Render sizes for Social Media**

Choose the platform where you plan to share your render, and CounterSketch will automatically update the size and resolution for the image for that platform, ensuring that it looks impressive on your social page.

## **Updated Order Screen**

The updated order screen helps you see what information still needs to be completed so that you can submit your orders quickly without reviewing options you may not need. We have also enhanced our communication with Stuller's API for faster pricing.

## **Curated Collections**

Added in March, this feature allows you to merchandise the CounterSketch library so that it reflects your customers and

their taste. Create a personalized tile on the CounterSketch start screen to highlight your brand. Behind the tile with your logo, select styles that are prevalent in your business. Never before has it been so easy to adapt CounterSketch to your business.

With lots to see and learn, be sure to take advantage of the CounterSketch playlists on our [Gemvision Corp YouTube channel](#).

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Which CounterSketch updates are you most excited about? Let us know in the comments below!