

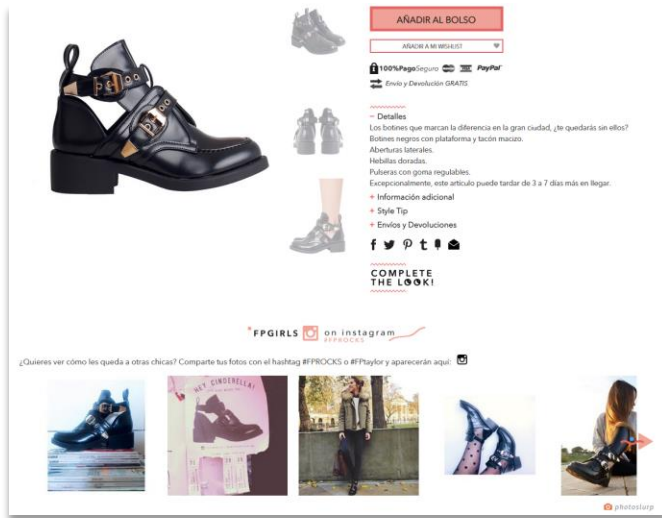


## Solutions

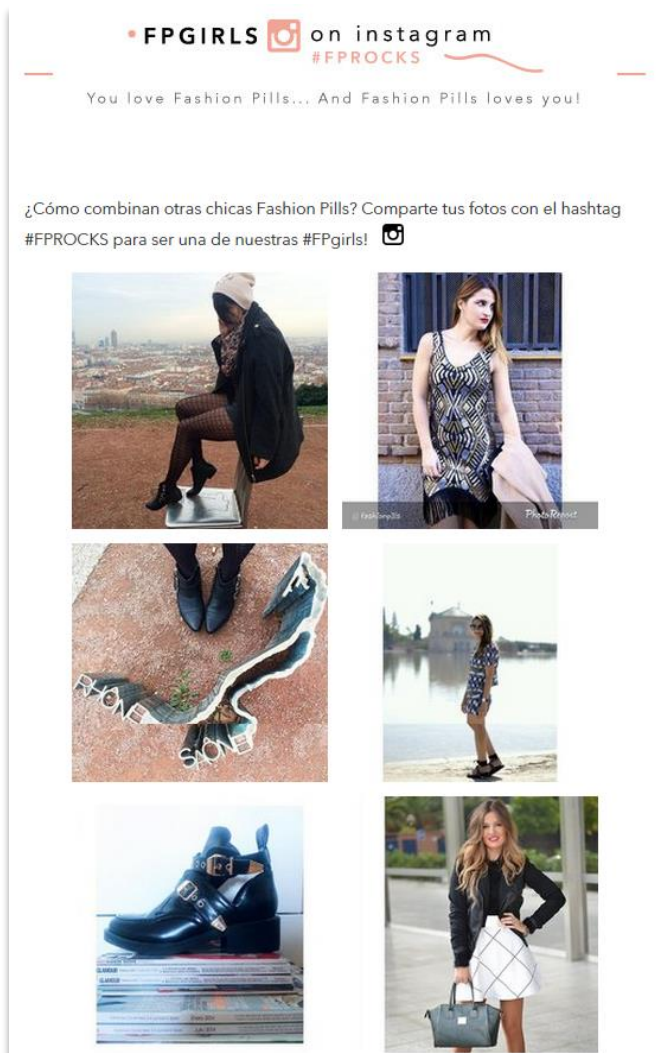
Fashion Pills has spent substantial effort on building a community following on social media, which provided a significant amount of existing user generated content and allowed the retailer to bring these into their E-commerce store immediately.

Leveraging Photoslurp’s visual commerce platform, Fashion Pills was able to quickly retrieve existing as well as new photos from their hashtags across the major social networks, review them, and finally show the best ones on their homepage and product pages using the customizable widgets provided by the platform.

The retailer’s product catalog contained more than 1500 products at the time of implementation, and hundreds of products were added, changed and removed on a weekly basis in seven different languages. Using Photoslurp’s internationalization features and ability to sync with all major E-commerce platforms, it was a breeze to ensure the ‘Shop This Look’ feature was always up to date, allowing customers to buy the looks they love in their own language. “It was absolutely essential for us to partner with a provider that could keep up with our constantly changing catalog, in all the languages we support” says Maximiliano Urnezus, the CTO and co-founder of Fashion Pills.



The Carousel widget used on all of Fashion Pills product pages



Gallery widgets are used in a mosaic style layout on Fashion Pills lookbook and special campaign pages

The real-time collection of user generated content across social media allows Fashion Pills to create a connection with their clients they had no means to before. “The response from customers that have taken pictures of themselves wearing our clothes, tagging it with our brand’s hashtag, and seeing those pictures on our website a short while later has been extraordinary”, says Urnezius that is excited by this new way of communicating with their customers while at the same time offering potentials a much wider range of photos for a product than a typical photo shoot would have provided.

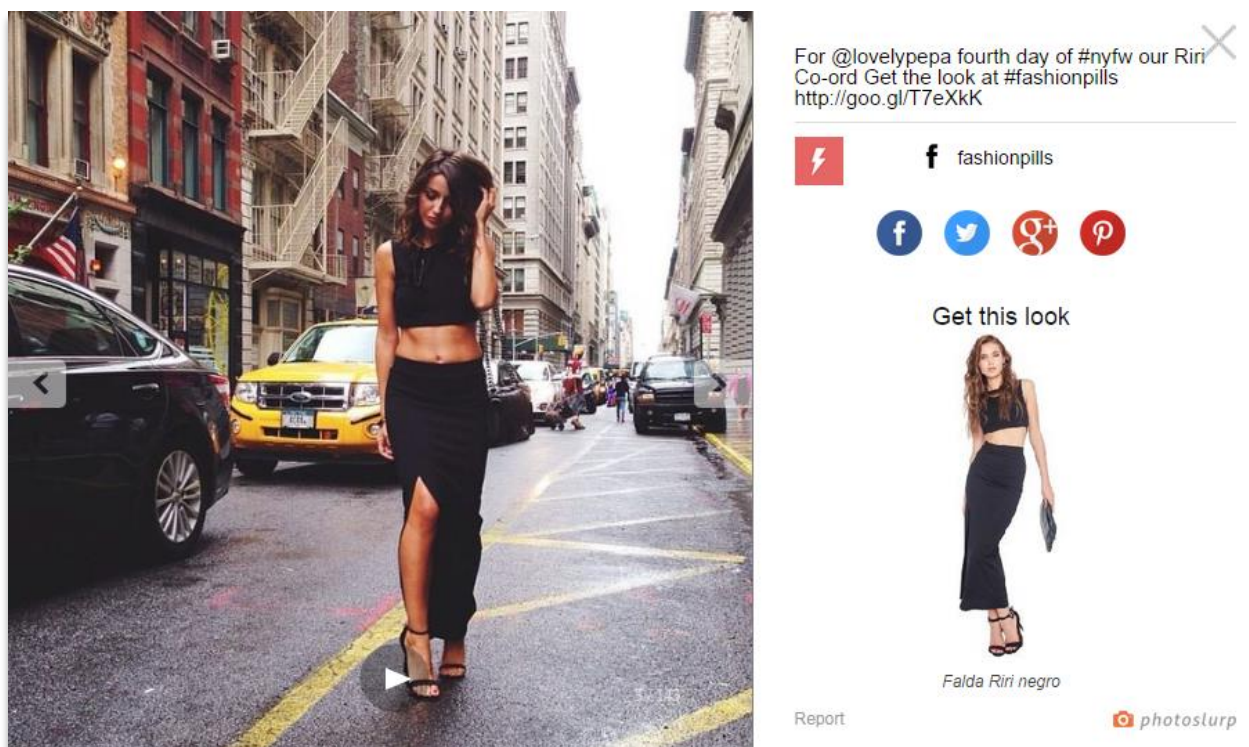
The Fashion Pills Lookbook, now with more than 400 customer photos, acts “as an inspirational and creative corner showing how others are wearing and combining our clothing and accessories, a feature that fits our brand’s model perfectly” says Urnezius.

## Results

The results after only two months of using the Photoslurp platform have been significant. After collecting more than 2500 customer photos from across Instagram, Twitter and Facebook, Fashion Pills had 400 photos that fit their brand image and were placed on various locations on their website. Customers that interacted with these photos

on product pages were 4.3x more likely to convert than those who did not – a significant conversion rate increase.

During this time Fashion Pills has been able to increase their brand awareness on social media, and customers are increasingly sending in more photos to take part in this new form of communicating with them and expressing their choices. 16.28% of all customers had interacted with customer photos before making a purchase, indicative of the substantial interest in this new form of social proof.



The Photoslurp lightbox that allows customers to 'Shop This Look' as they view customer photos



## At a Glance

### Challenge

To further enhance the visual nature of the Fashion Pills E-commerce website by integrating UGC from social media into their shopping experience.

To increase social media awareness and the amount of photos being created about the Fashion Pills brand

### Solution

Partnering with Photoslurp, and utilizing their visual commerce platform to manage the collection and display of visual UGC created around Fashion Pills and their products.

Automatically link customer photos with Fashion Pills ever increasing product catalog through product specific hashtags and the 'Shop This Look' feature.



4.3x

Conversion Rate Increase on Product Pages



16.28%

Of Customers Interacted With UGC Before Purchase



2449

Number of Photos Collected From Instagram & Facebook



406

Photos Approved and Published to Website

## About Photoslurp

Photoslurp is Europe's first visual commerce platform enabling brands to collect, manage and display customer photos from across social networks. An extensive toolset including a media rights framework and detailed analytics features aid brands in integrating social media into their online shopping experiences and identifying their biggest brand evangelists.

Photoslurp's frontend widgets are designed to be integrated into high traffic E-commerce systems, and have been optimized for tablets and mobile devices.

More information at [www.photoslurp.com](http://www.photoslurp.com)