



# How to build a compelling customer journey



- Sof Michaels
- VP Business Development



- Started in 2015. HQ'ed in Barcelona
- Europe's Leading Visual Commerce Platform
- 300+ global brands

# The challenge ?





Offline





Search

Recorte de ventana

Eulogi Bordo

¡15% de descuento en toda la web hasta este domingo!

FlashSeasonSale

- News
- Messenger
- Marketplace
- Shortcuts
- File Explorer
- Cashline
- Explore
- Groups 3
- Pages
- Events 1
- Friend Lists
- On This Day 2
- Pages Feed 20+
- Manage Apps
- Photos
- Games
- Offers
- See More...



Online

¡Últimas  
24h!

15% - FLASH SEASON SALE

¡Tu mejor oportunidad para hacerte con uno de nuestros diseños rebajados!

closca.com

Shop Now

Flash  
Season  
Sale



**The Consumer Journey has become more complex and marketers are struggling to create meaningful shopping experiences**

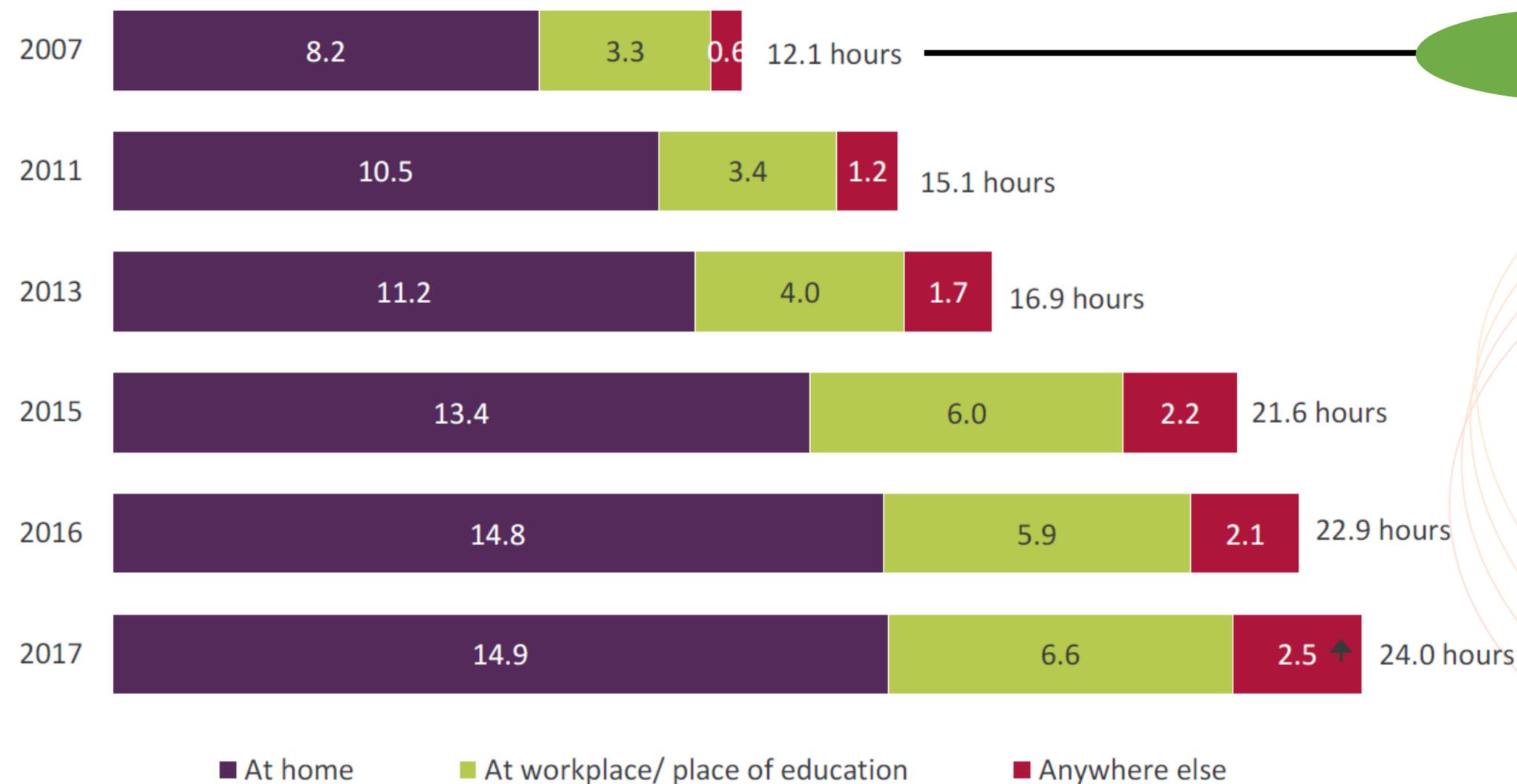


# Learnings from research



# 1. UK population is shifting in the way it's consuming and interacting

## Weekly hours online – UK Data



~2X

UK population is on average 3+ hours online a day

Source: "Adults' Media Use and Attitudes Report 2018" by Ofcom



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# 2. While online, social networking is something ever-present in people's lives

## Top 10 online activities [% internet users] of UK population – 2018 Data

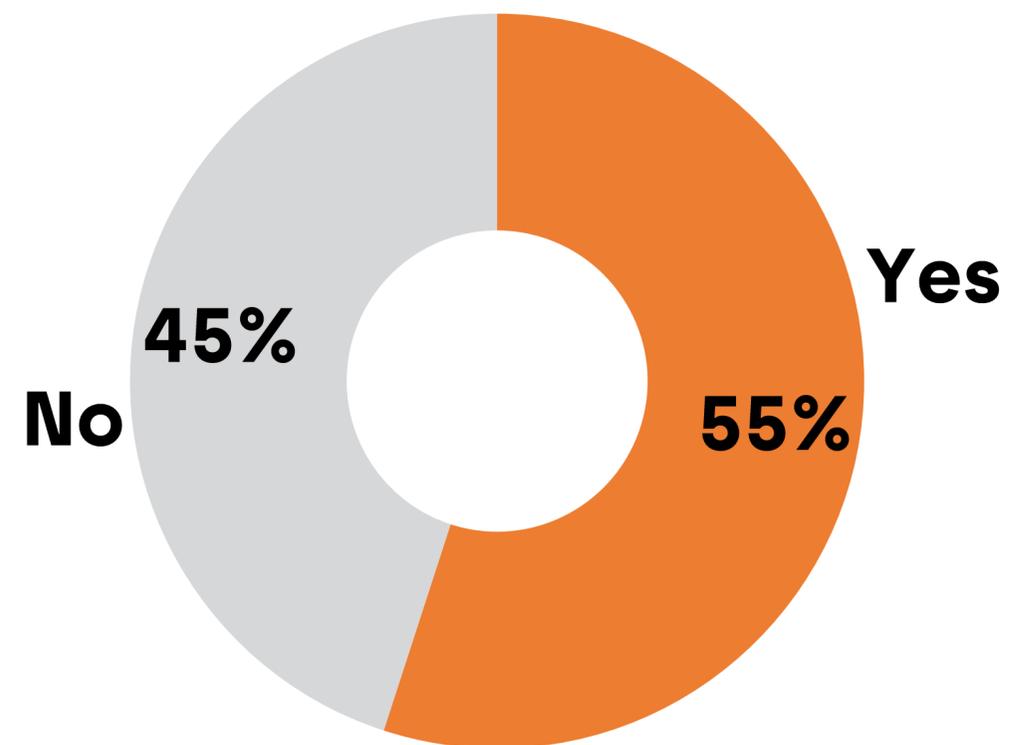


...and people spend 53% of their online time while social networking

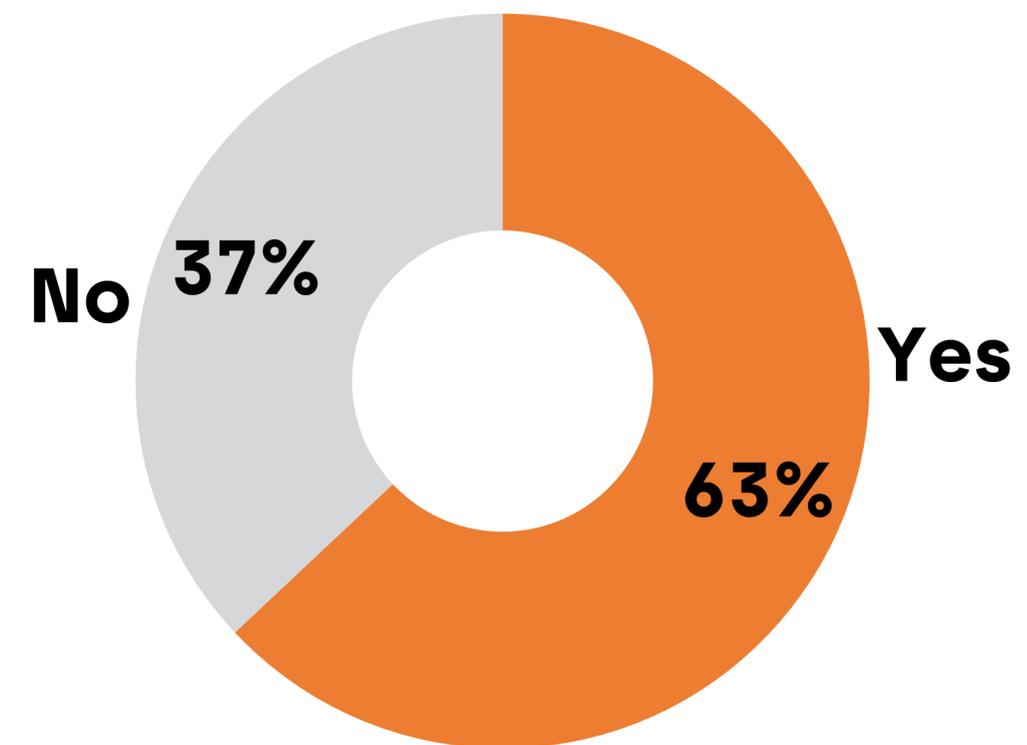
Source: Internet access - households and individuals 2019 Dataset by Office for National Statistics of UK and Digital 2019 United Kingdom Report by Hootsuite & We are Social

# 3. And this is clearly affecting how people are purchasing nowadays

52% of UK consumers search on social media before making a purchase...



... and 63% of people say they like to know other people's views and opinions online



Source: Data from Kantar Media's TGI Clickstream study Q2 2018 and <https://www.campaignlive.co.uk/article/social-closes-search-popular-method-researching-brands/1497191>

# 4. Branded content is becoming less inspirational towards purchasing

50% of people say: "Overall, the things brands post on social media are not relevant to me"

**LOS MÁS VENDIDOS**

Antes: ~~34,99€~~  
Ahora: **15,99€**

Antes: ~~43,99€~~  
Ahora: **19,99€**

Antes: ~~49,99€~~  
Ahora: **21,99€**



284 Me gusta

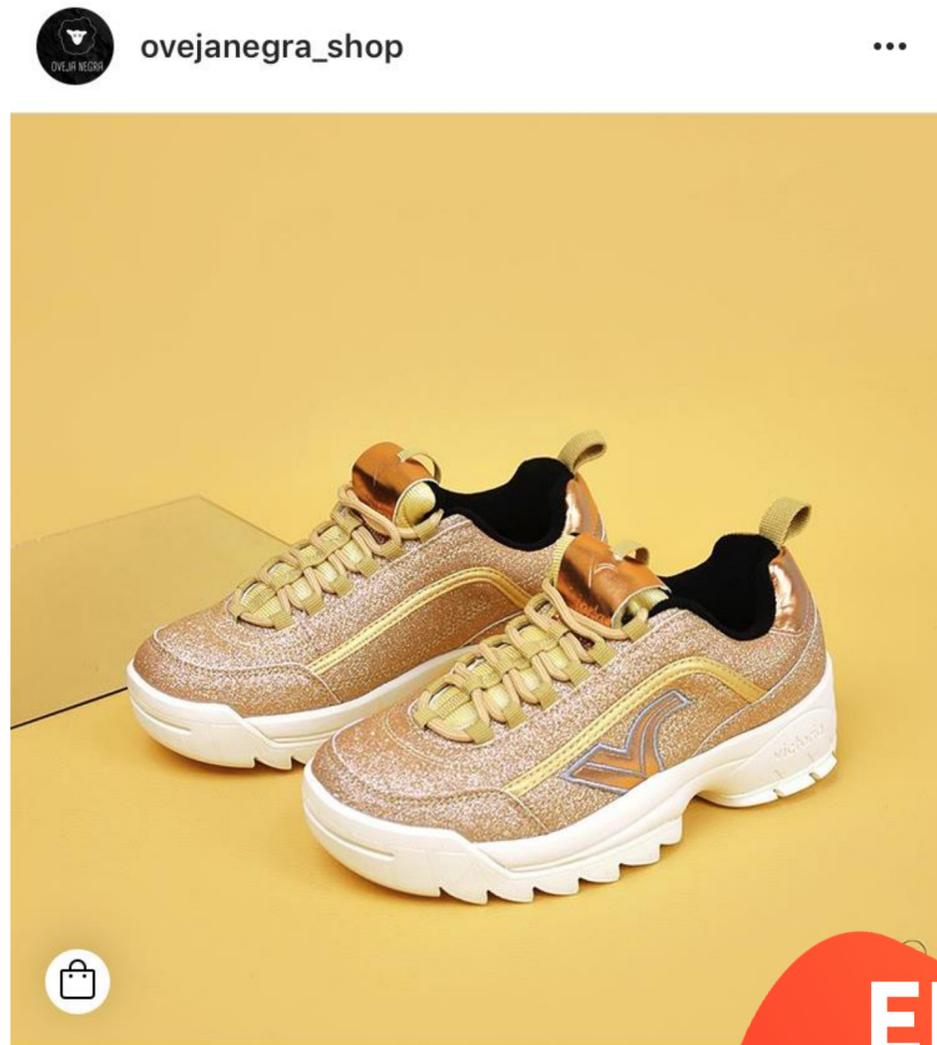
esta semana! ¿Te  
compradoras? ▶  
5,99 € Aprovécl  
DÍAS desde 5,99€  
nuestros artículo  
www.marypaz.co  
#masvendidosd  
#bestoftheweek  
#rebajasmarypa  
#rebajas #descu  
#compraya #shc  
#streetstyle #loc  
#cityMARYPAZ #  
#autumnwinter1!  
#AW15 #OI15 #u  
Compra ya este  
REBAJADO bus  
referencia ▶ 72  
Compra ya este  
PUNTA FINA RE  
bajo la referenci

Source: Kantar TNS Connected Life 2017



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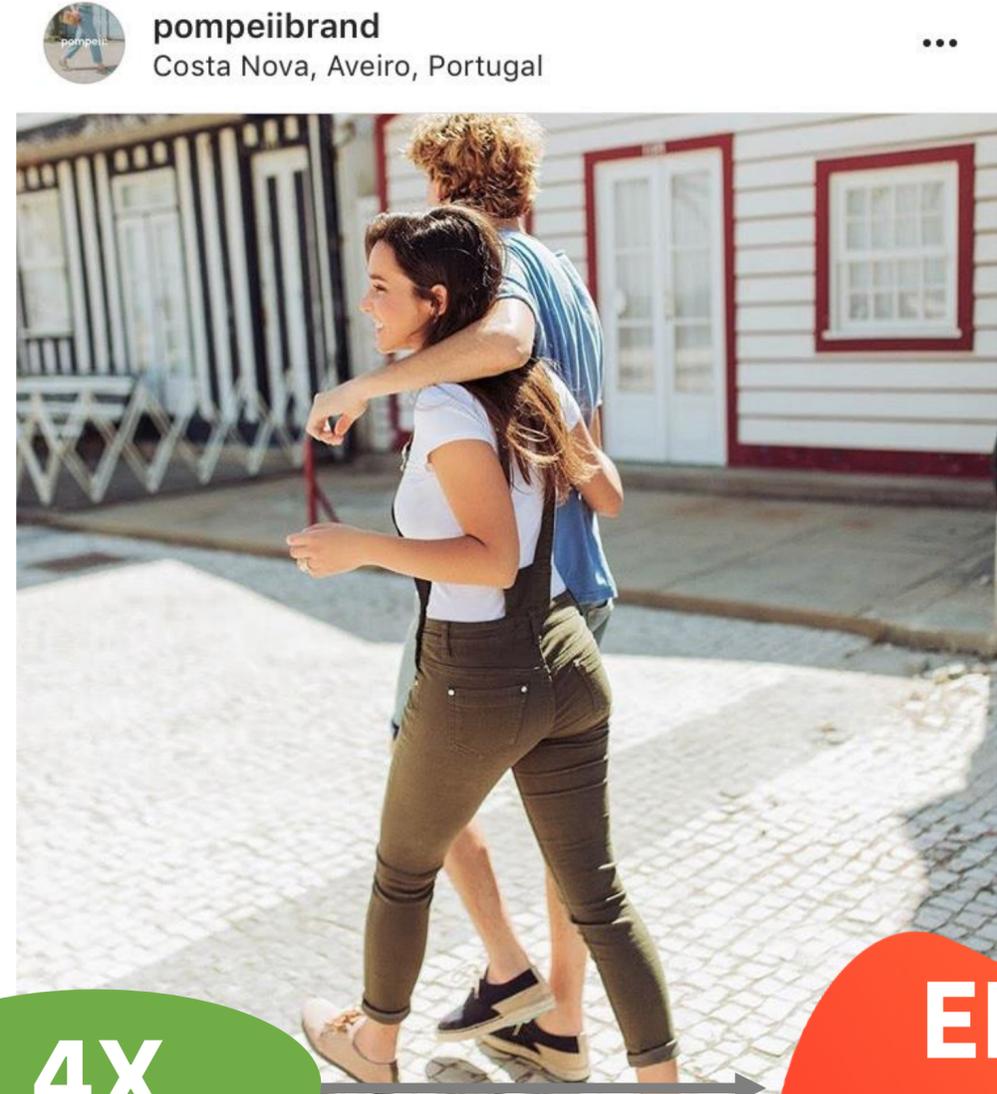
# 5. Consumers crave authentic experiences and more inspiring content



272 Me gusta

ovejanegra\_shop Súper brillantes ✨ Las nuevas @victoria\_shoes son sólo aptas para las chicas más originales ¿eres tú una de ellas? Ref: 090266.

ER:  
0,85%



4X

Le gusta a martamullor y 6.102 personas más  
pompeibrand Spot the square... #pompeibrand #letstry

ER:  
3,74%

Source: Instagram [03/06/2018]

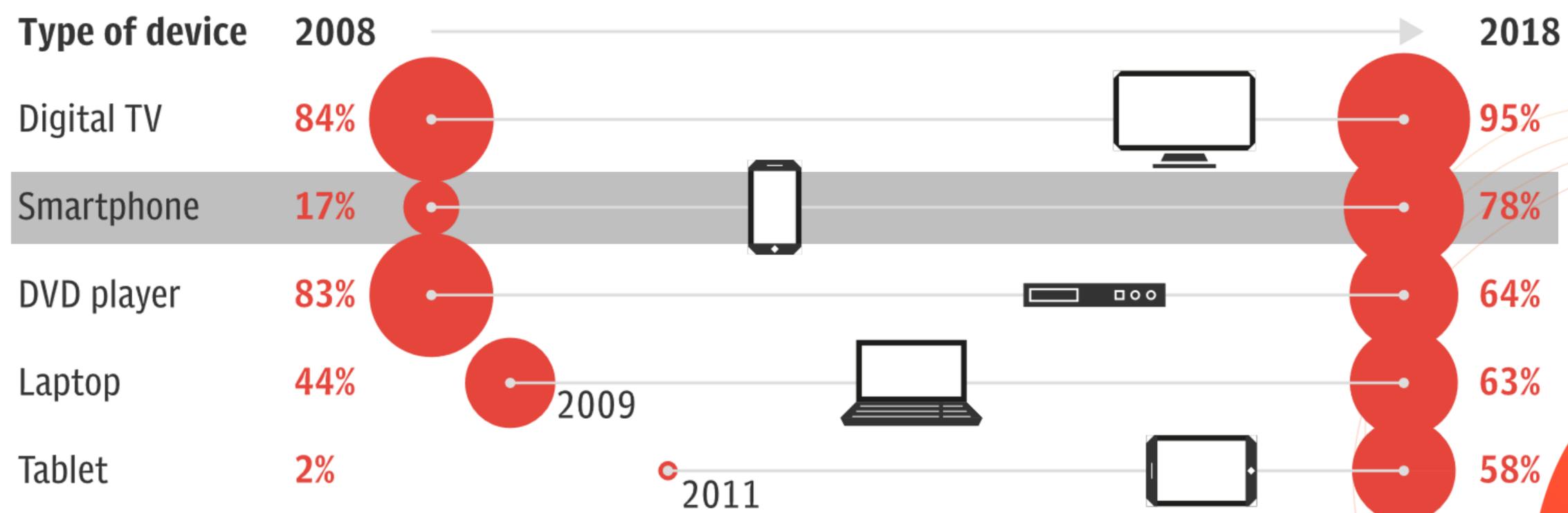


# So, where is this content?



# 6. People are mostly online whilst they are on their smartphone

## Top 5 devices owned by UK population

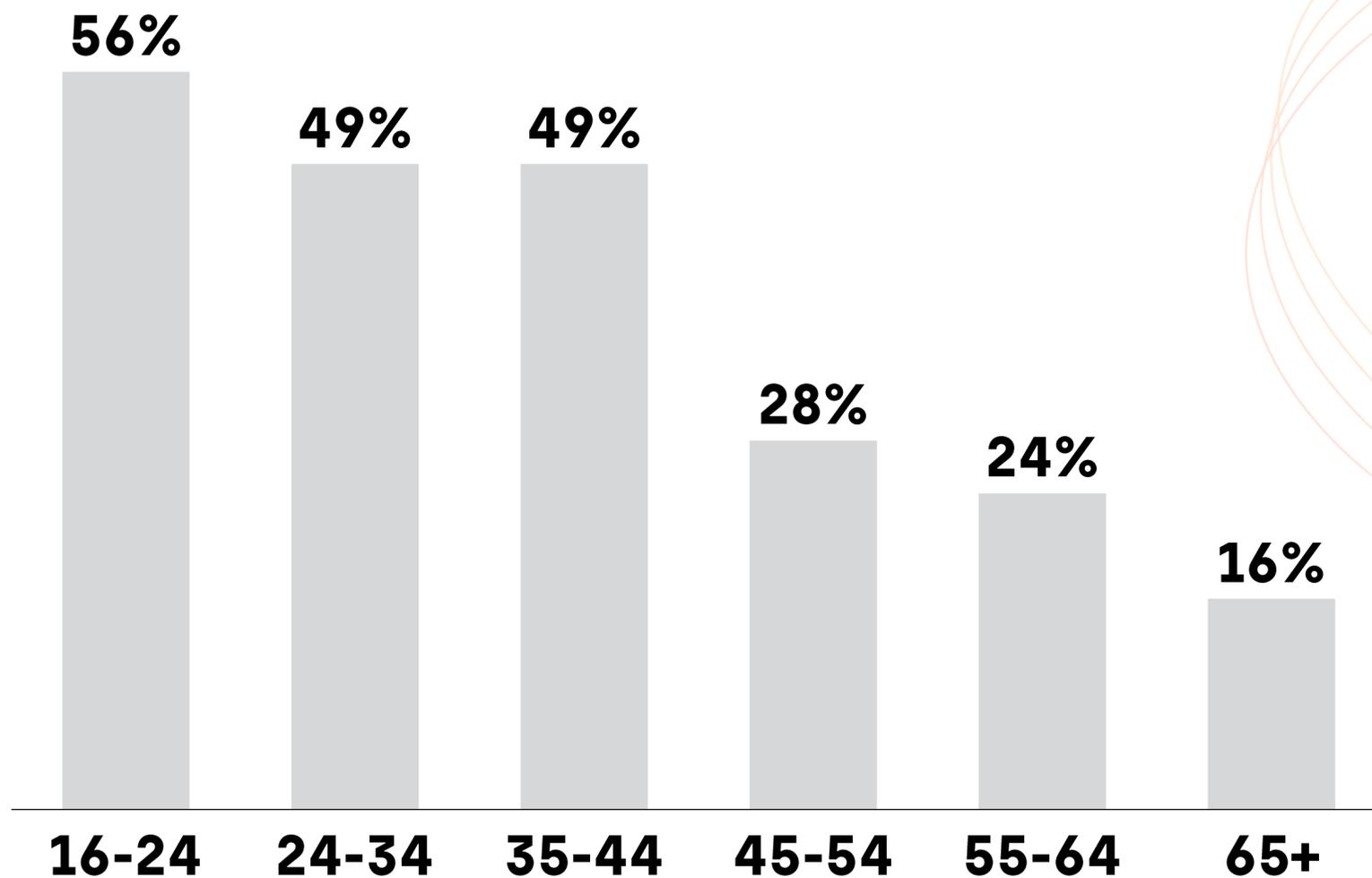


**78% of UK population has their smartphone at their side day and night**

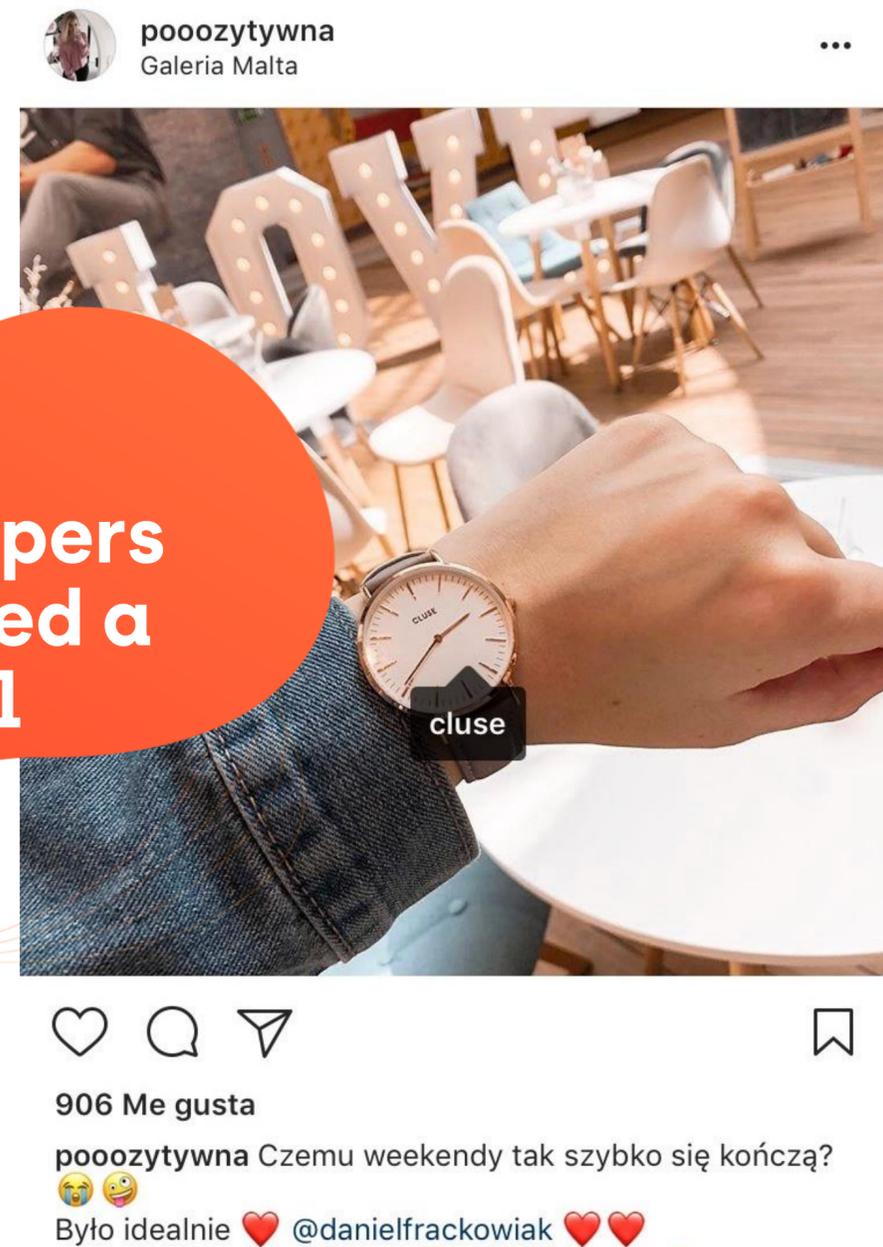
Source: "Adults' Media Use and Attitudes Report 2018" by Ofcom

# 7. Whilst on smartphone people upload content on social media and tag a brand!

% of UK population that has "Uploaded content created by them to a website to be shared" in the last 3 months



74% of UK shoppers have hashtagged a brand on social media



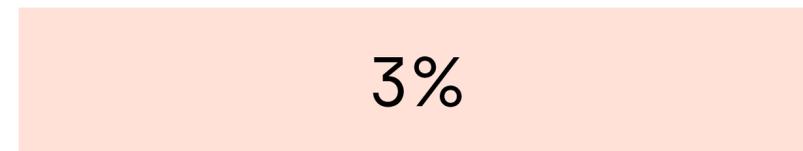
Source: "Internet access - households and individuals 2019 Dataset" by Office for National Statistics of UK and "Earned Content Report 2018" by Internet Retailing

**What happens when this content is integrated into an eCommerce?**

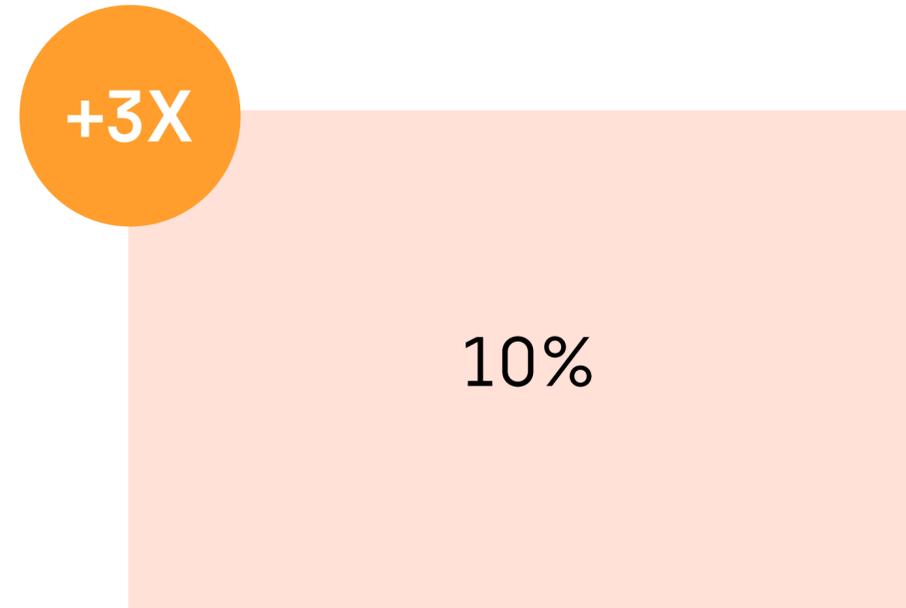


# 8. Consumers are 3X more likely to make a purchase after clicking on Visual UGC

Avg. % conversion rate  
by type of content



**Brand Content**



**Social Content - UGC**



Source: "Converting Customers 2018" [Photoslurp] and mellerbrand.com



**Visual UGC** is a key element towards  
**inspiring and boosting sales** within the  
**customer shopping journey**



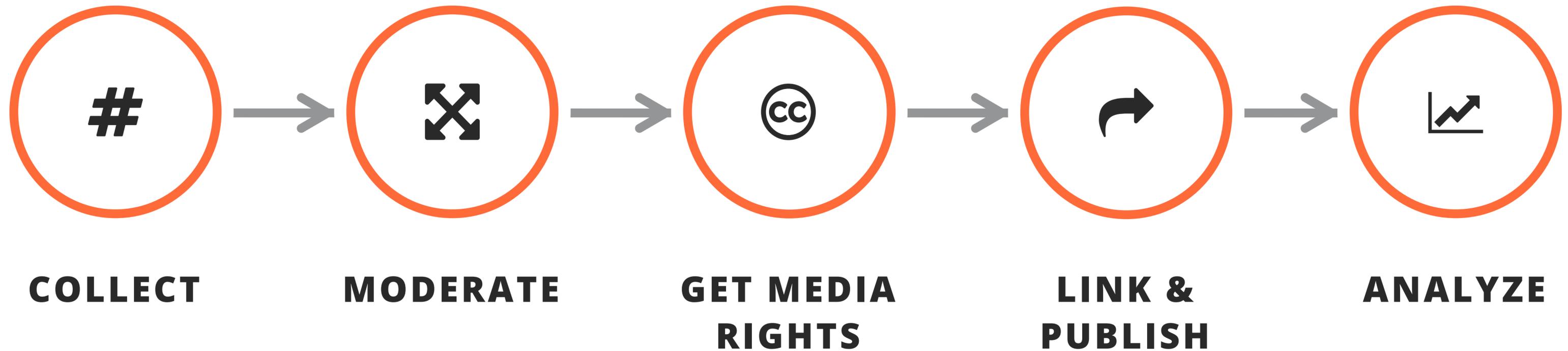
# How we enable brands to succeed?

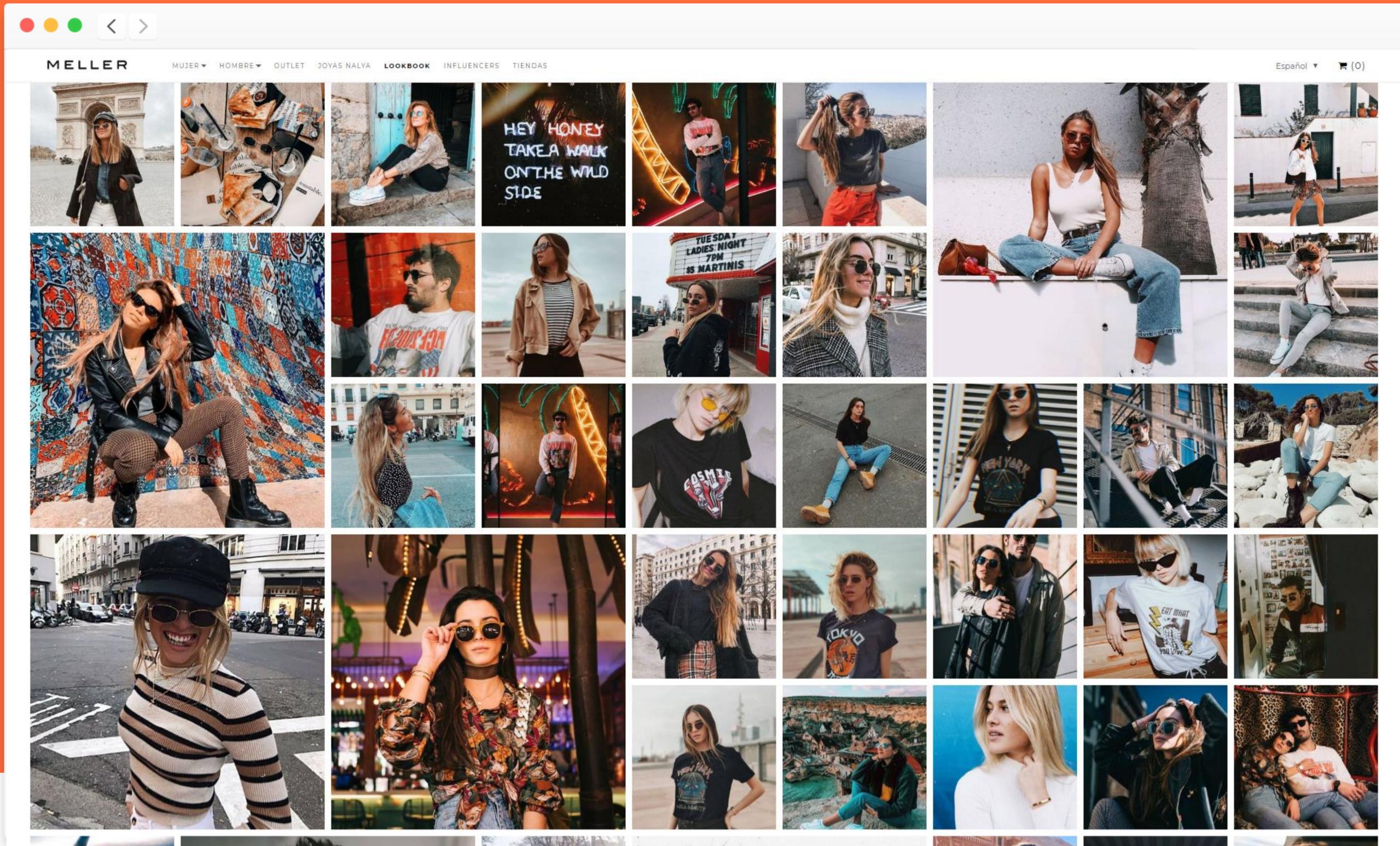


Photoslurp enables brands to increase online sales by integrating Visual UGC into their online customer's journey



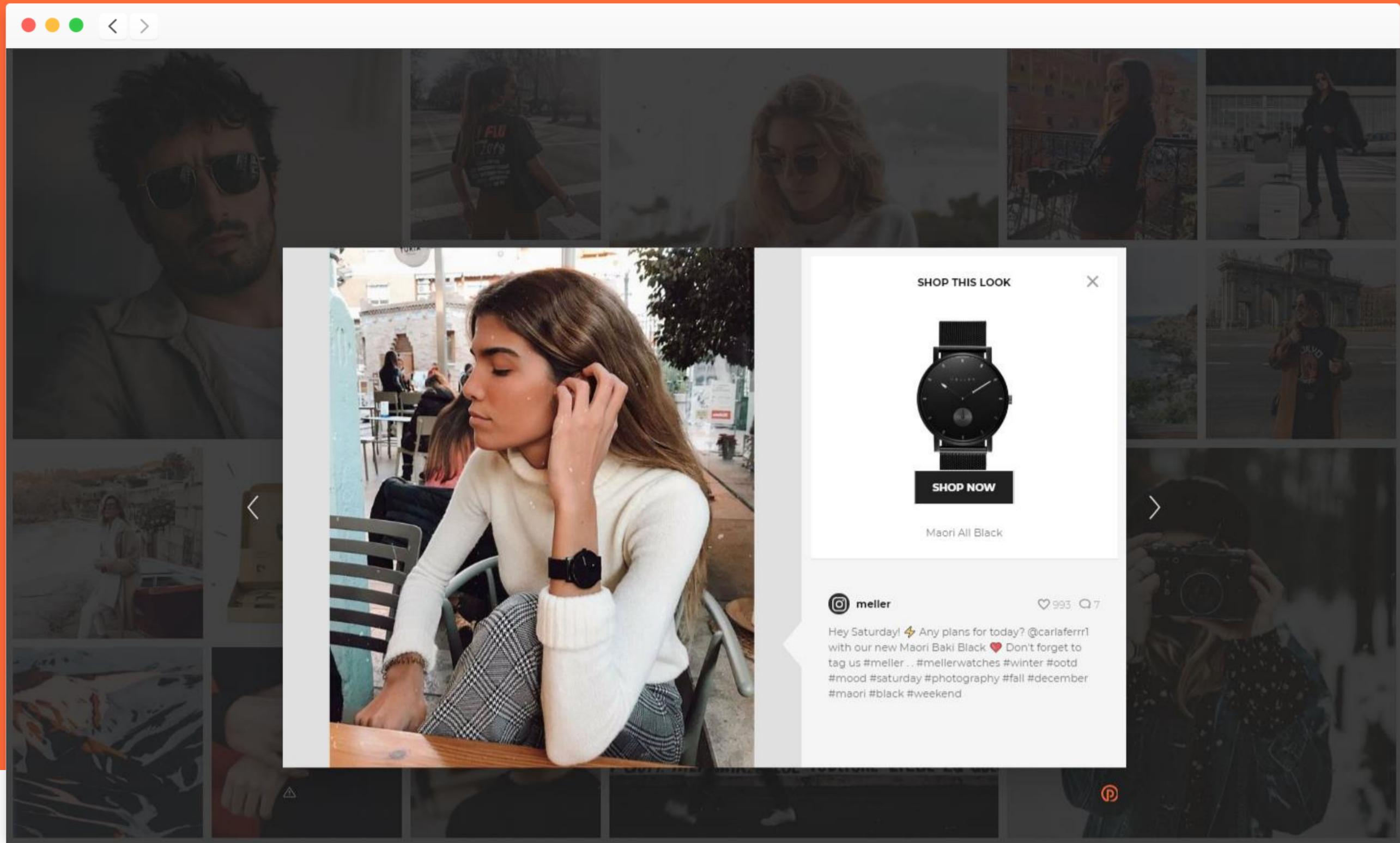
# A complete toolset to make this happen seamlessly





# Social content integration in a Community Lookbook





## Social content made shoppable

**+11% increase  
in Conversion  
Rate on PdP**

The screenshot displays the Meller eCommerce website interface. At the top, the navigation bar includes the Meller logo and menu items: MUJER, HOMBRE, OUTLET, JOYAS NALYA, LOOKBOOK, INFLUENCERS, and TIENDAS. The language is set to Español and the cart is empty (0).

The main product area features a large image of the 'MAORI ALL BLACK' watch with a black mesh strap, priced at 99€. To the left, a vertical carousel shows three smaller images of the watch. To the right, a section titled 'AÑADE OTRA CORREA' (Add another strap) offers three options: All Black Leather (+32€), Camel Black Leather (+32€), and Green Black Leather (+32€). A black button labeled 'AÑADIR PRODUCTO >>' is positioned below these options.

Below the product details, a 'SHOP THE LOOK' section is highlighted with an orange border. It contains a horizontal carousel of seven images: a woman in a black top, a man in a black jacket, a close-up of the watch on a wrist, another close-up of the watch on a wrist, a close-up of the watch on a wrist, a man sitting on a shopping cart, and a close-up of a hand. A right arrow indicates the carousel can be scrolled.

At the bottom, the 'DETALLES DEL PRODUCTO' (Product Details) section is visible, with two buttons: 'CARACTERÍSTICAS' (Features) and 'ESTILO' (Style).

Service icons at the bottom of the product area include: 1 A 3 DÍAS DE ENVÍO, ENVÍO GRATIS PARA COMPRAS (+55€), POLÍTICA DE DEVOLUCION DE 14 DÍAS (FAQ), PAGO 100% SEGURO, and 2 AÑOS DE GARANTÍA.

# Social content integration in an eCommerce Product Page

# With Photoslurp marketers can build a more compelling customer journey to boost sales

eCommerce



SocialAds



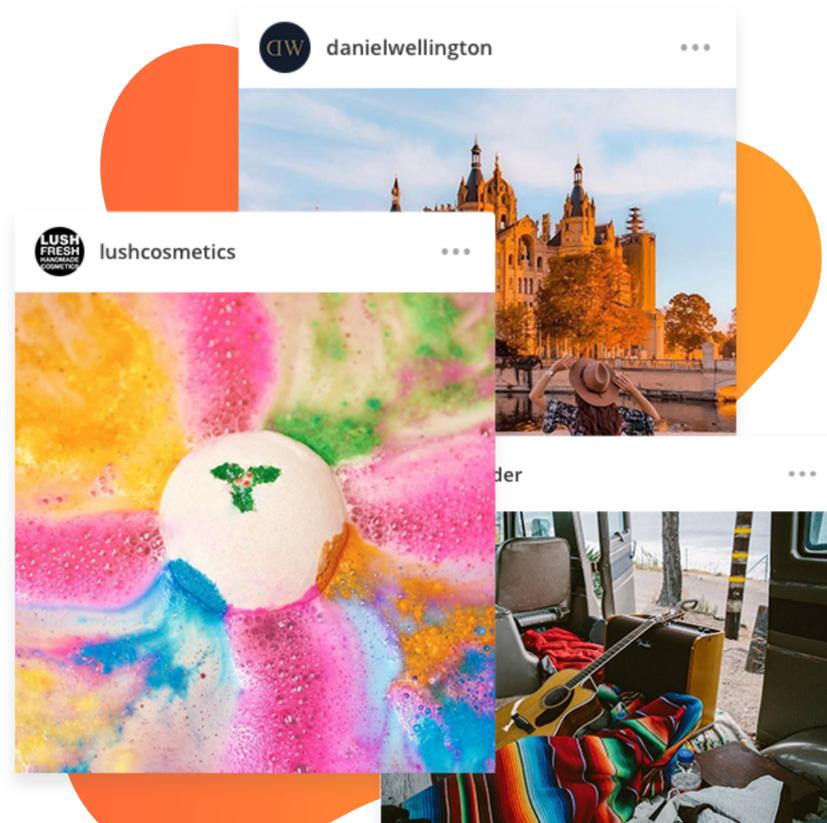
Blog



eMail



Offline



 **+15% Conv. Rate on Product Page**

 **+5% Average Order Value**

 **+20% CTR on Ads**

 **7% decrease in returns**

 **Increased brand exposure**

# Social Ads



Brandfield is dé online specialist op het gebied van style items! Shop nu jouw horloges, sieraden en meer!

[See Translation](#)

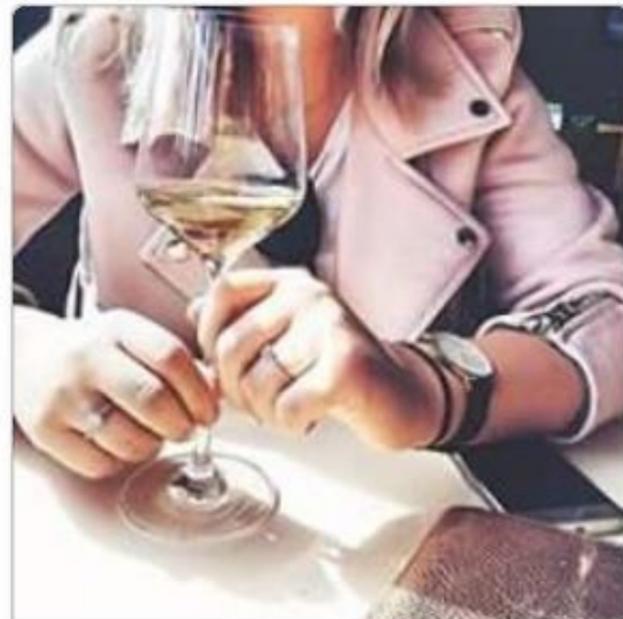


Shop Now



Brandfield is dé online specialist op het gebied van style items! Shop nu jouw horloges, sieraden en meer!

[See Translation](#)



**Brandfield | style items**

Shop Now

Maak je outfit comple...



**Brandfield items**

Maak je ou

**+33% increase in CTR on Social Ads campaigns**

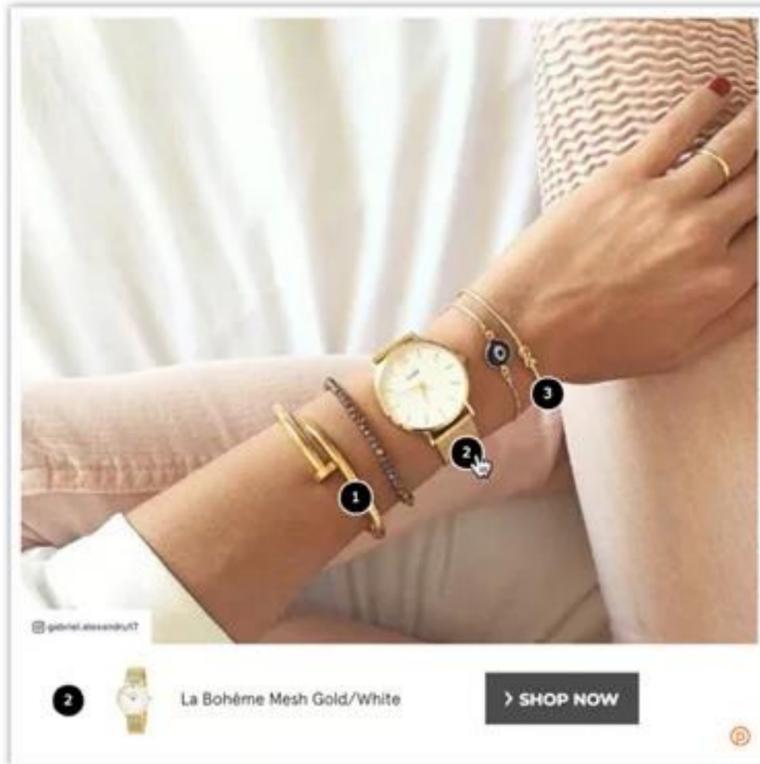
Source: Brandfield and Photoslurp



# Blog & Editorial Pages



Your brand has been encouraging customers to post photos and videos with your products on social media through your brand hashtag. It's been a fruitful strategy to get customers engaging further with your brand on Instagram and Facebook, but, so far, that content has remained completely on social media. Now's the time to ask: where can your customer content go from here? How about into your eCommerce website and product pages utilizing a User Generated Content platform!



**User Generated Content (UGC)** is 5x more likely to convert than professional content and is a powerful way to interact with your customers through *authentic* engagement.

## RELATED CONTENT

[How online footwear brands employ User Generated Content to boost eCommerce performance](#)

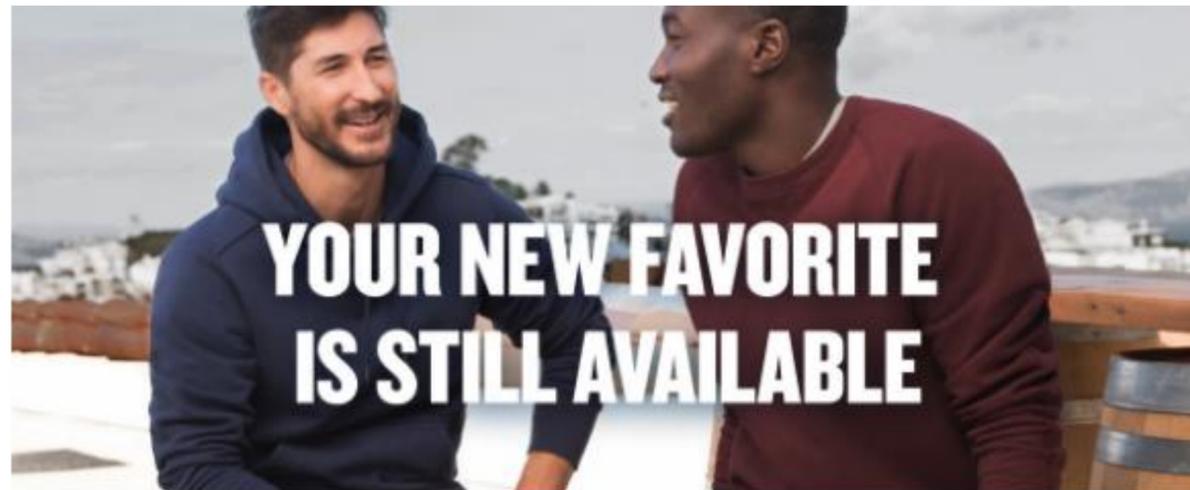
[How to embed an Instagram feed into your eCommerce store to increase engagement and conversions](#)

[\[PODCAST\] Social Circles featuring Tentsile](#)

Drives highly qualified traffic to eComm



# Emails & Newsletters



We noticed you left something in your cart, and wanted to make sure you have all the information you need before you complete your purchase.

Questions? Concerns? Please don't hesitate to [contact us](#).

[RETURN TO CHECKOUT](#)

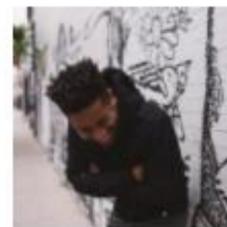
Classic Full Zip

QTY: 1

Size: L

Price: 89.00

[RETURN TO BAG](#)

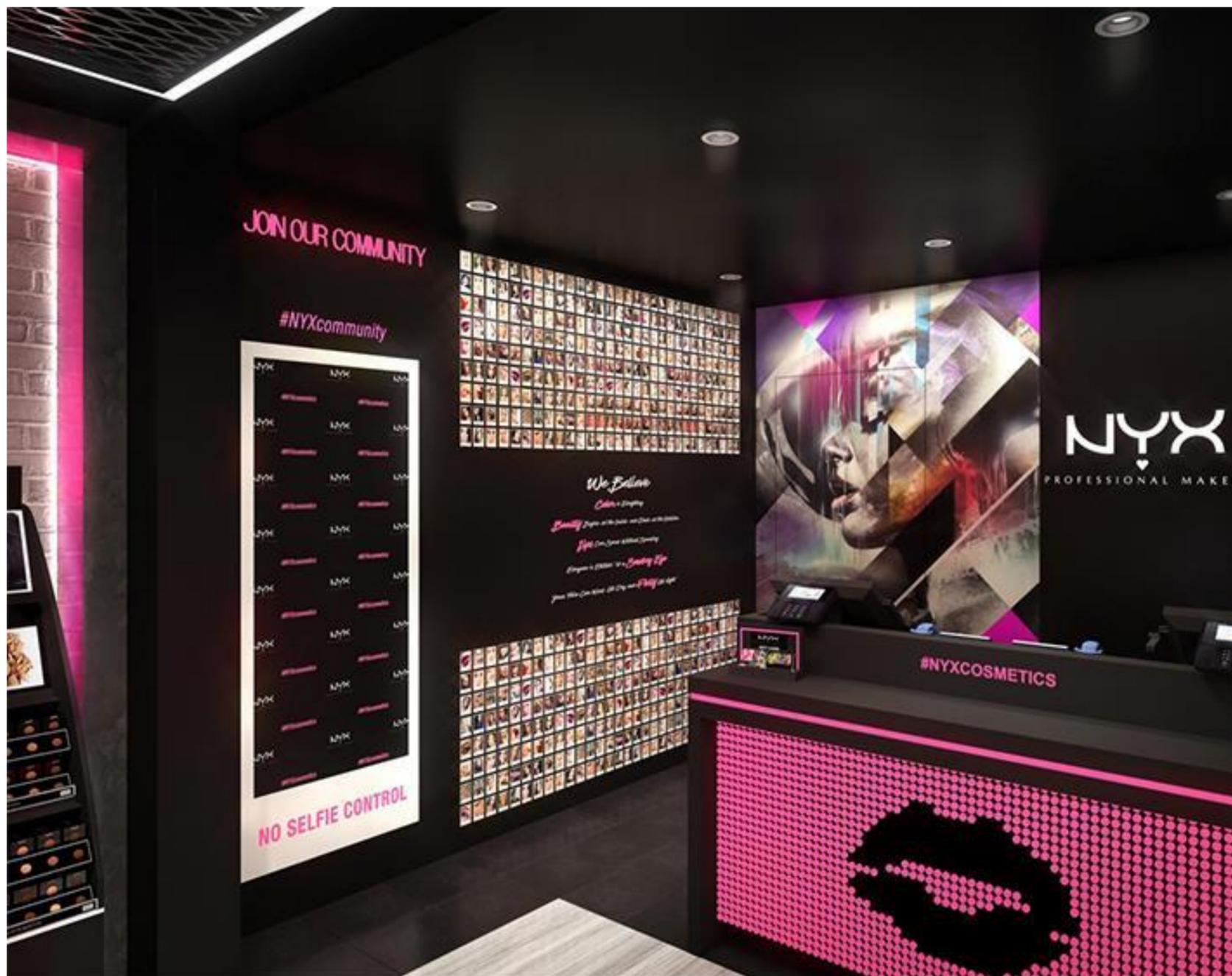


2X increase  
in CTR

Source: <https://www.mytotalretail.com/article/increase-email-revenue-user-generated-content/>



# Offline / In-store Displays



Source: Olapic & NYX

**4X increase in  
conversion rate  
after interaction  
in store**

# Photoslurp is trusted by 300+ global brands

CLOTHING

FOOTWEAR

JEWELLERY &  
ACCESSORIES

SPORTS

BEAUTY

FURNITURE &  
HOME DÉCOR

Folli Follie

Loake  
SHOEMAKERS

LINKS  
LONDON

OSPREY

YVES ROCHER

Denby  
1809

Salsa  
JEANS

Castaner

UNO<sub>de50</sub>

hummel

BIRCHBOX

RIVIÈRA MAISON

boboli

NELSON

Bell & Ross

SIGGG<sup>TM</sup>  
SWITZERLAND

ISDIN

Kave  
Home

INSIDE

UNISA  
SPAIN

CLUSE

TOTTO

Maquillalia  
TU TIENDA ONLINE DE BELLEZA

LÉKUÉ

# Today's Key Takeaways

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**1**

**Traditional content is less inspiring towards driving engagement and CTR on every step of the customer's journey**

**2**

**Visual UGC is proven to increase conversion rate and AOV**

**3**

**The content is already there for you to create that compelling customer journey!**



→ **sof@photoslurp.com**

→ **www.photoslurp.com**

