Photoslurp

How to build a compelling customer journey

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- Sof Michaels
- VP Business Development

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

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The challenge ?

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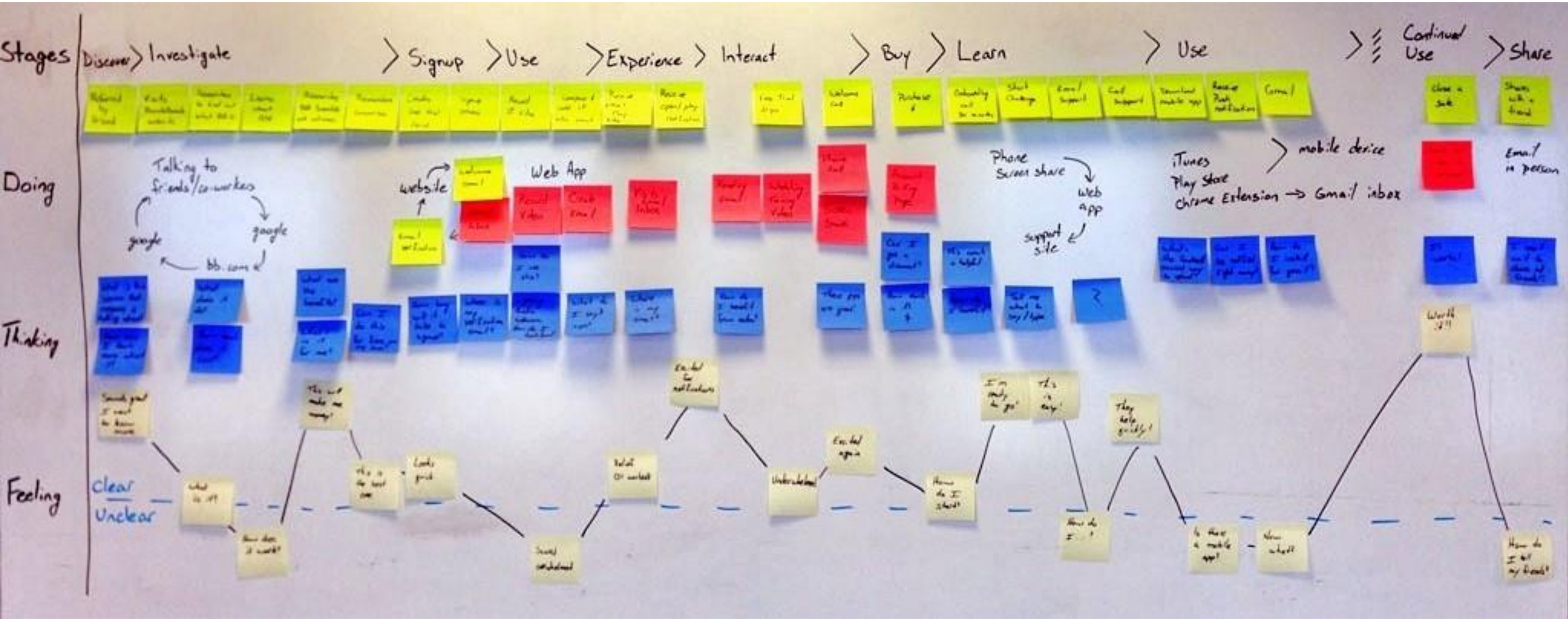

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Offline

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Search

Eulogi Bord

News

Mes

Ma

Short

Fie

Cashline

Explore

Groups 3

Pages

Events 1

Friend Lists

On This Day 2

Pages Feed 20+

Manage Apps

Photos

Games

Offers

See More...

Create

Ad · Page · Group · Event · Fundraiser

Online

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

shSeasonSale

15% - FLASH SEASON SALE

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

closca.com

Shop Now

Flash Season Sale

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

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Learnings from research

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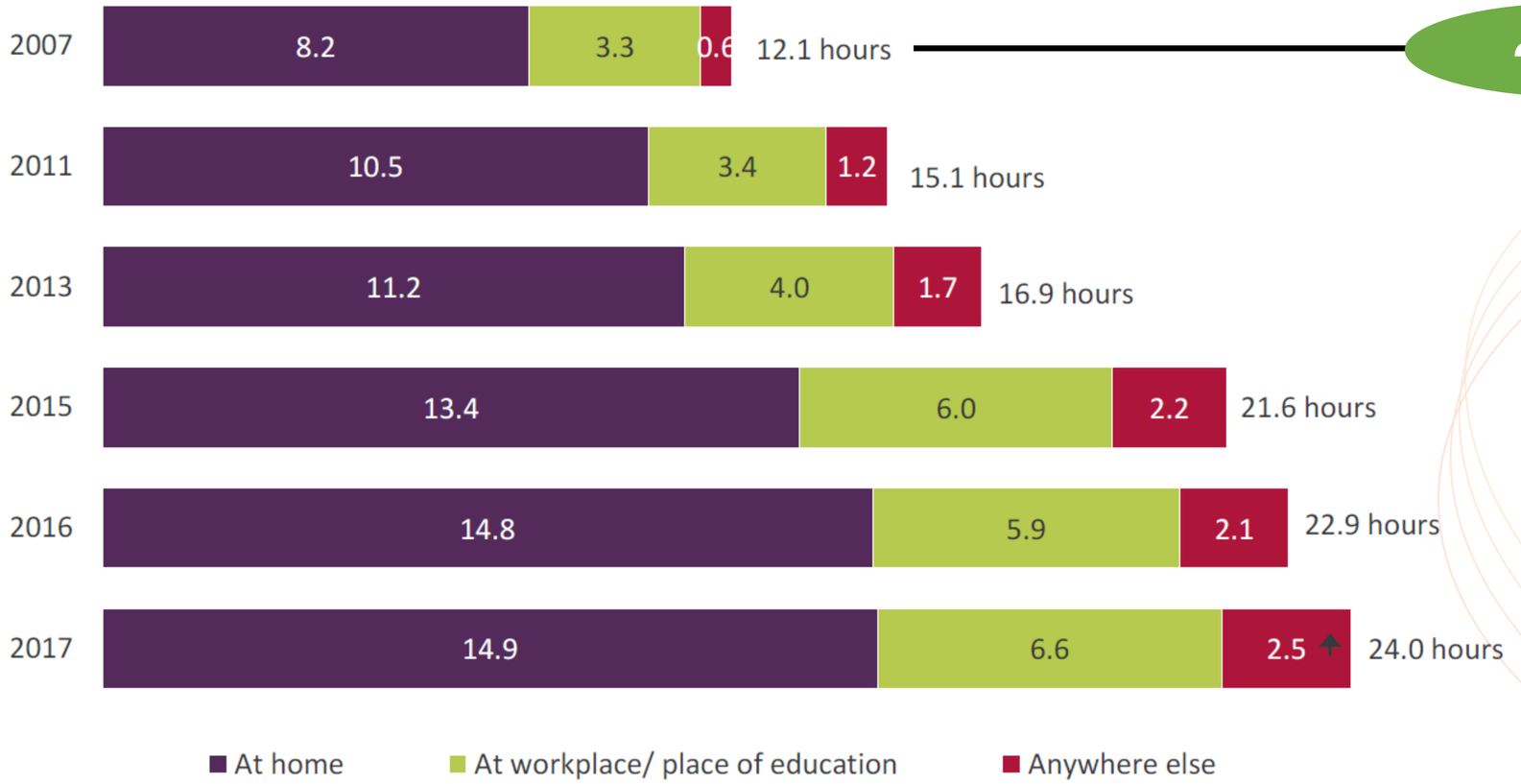
1. UK population is shifting in the way it's consuming and interacting

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

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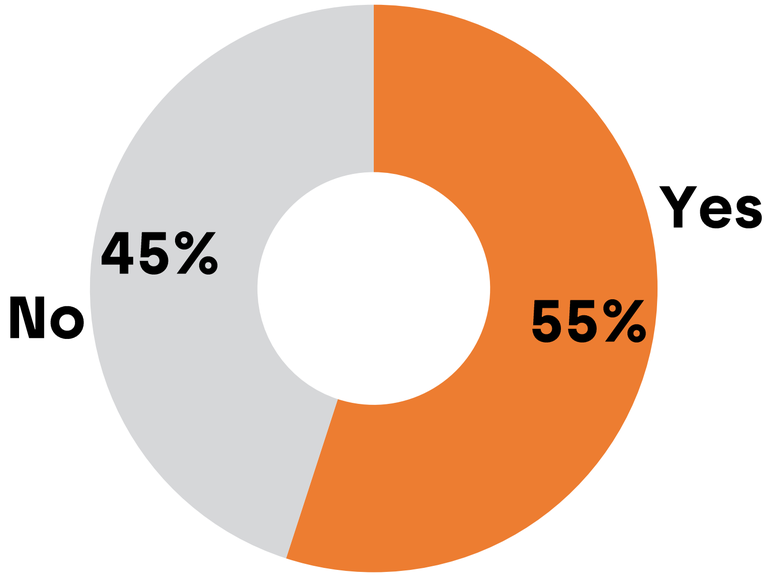
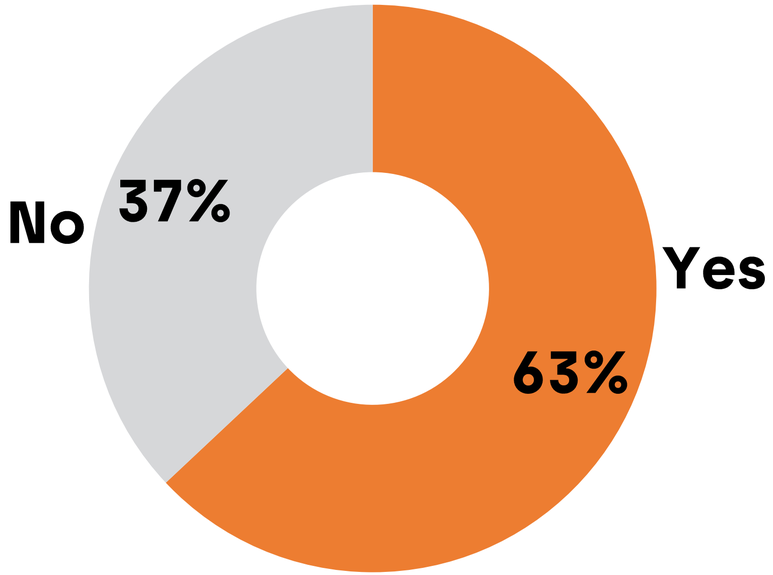
3.And this is clearly affecting how people are purchasing nowadays

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

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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*"

Source: Kantar TNS Connected Life 2017

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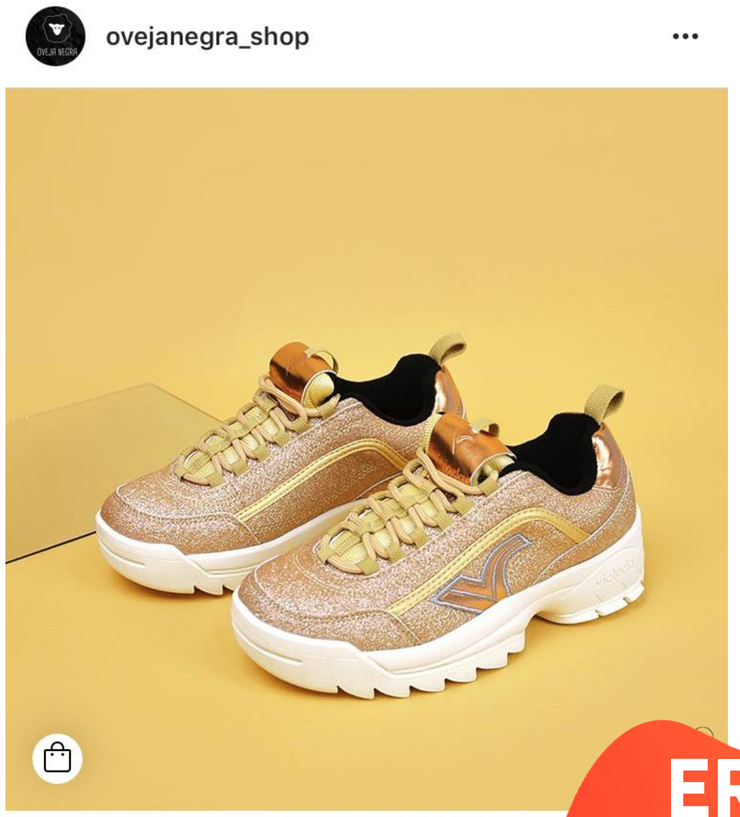
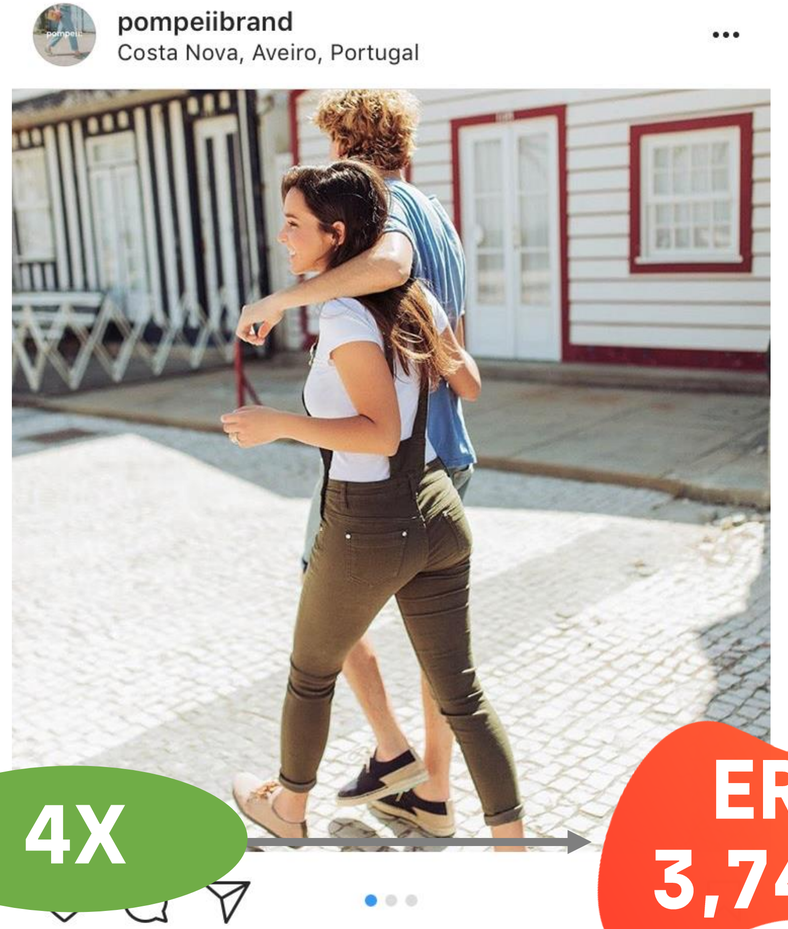
5. Consumers crave authentic experiences and more inspiring content



ER: 0,85%

4X



ER: 3,74%

Source: Instagram (03/06/2018)

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So, where is this content?

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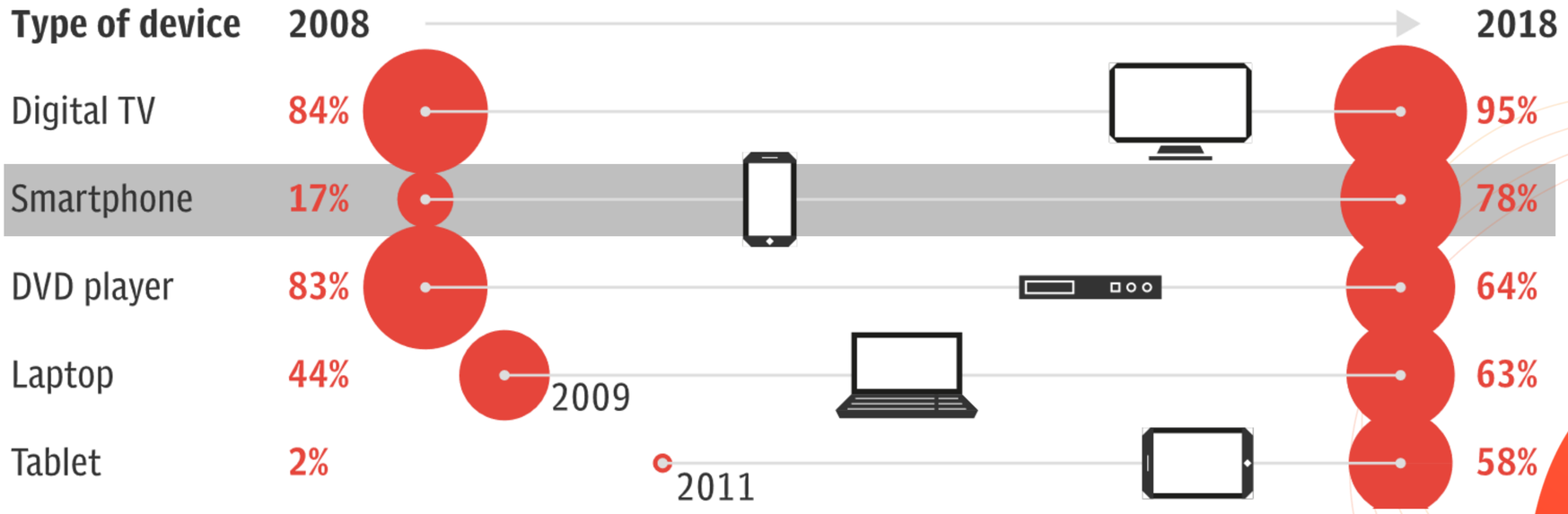
6. People are mostly online whilst they are on their smartphone

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

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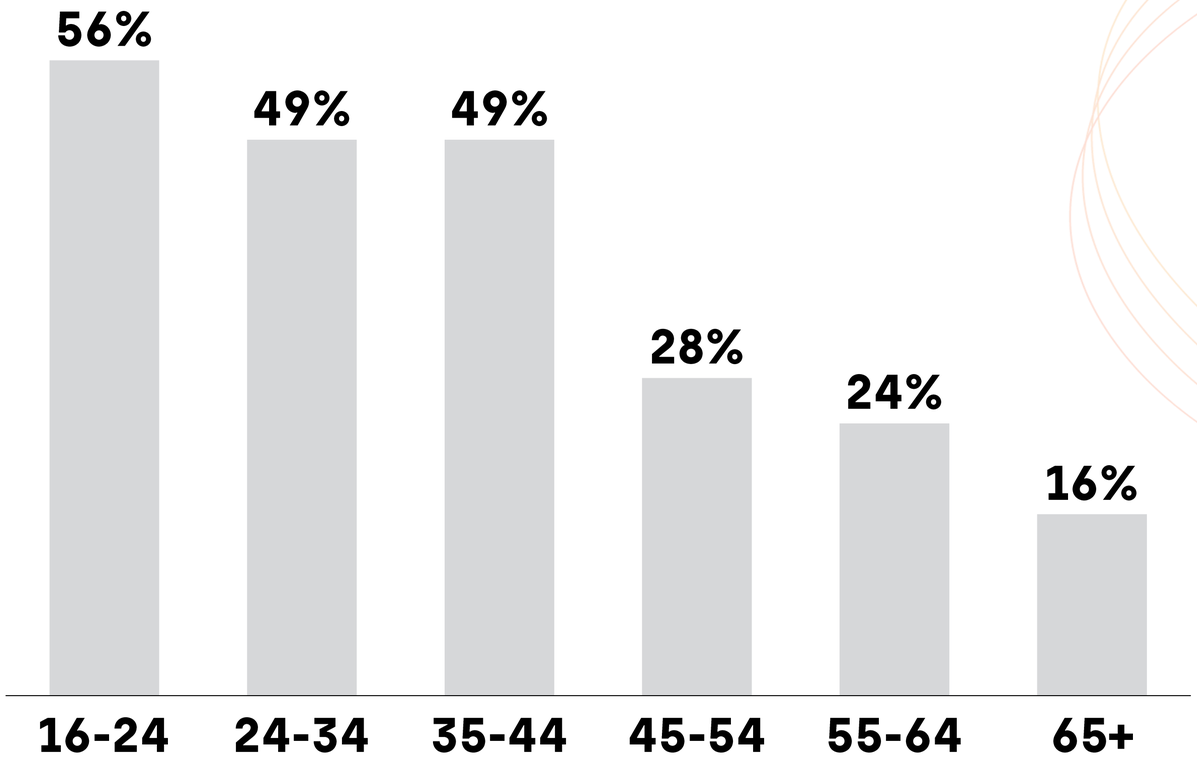
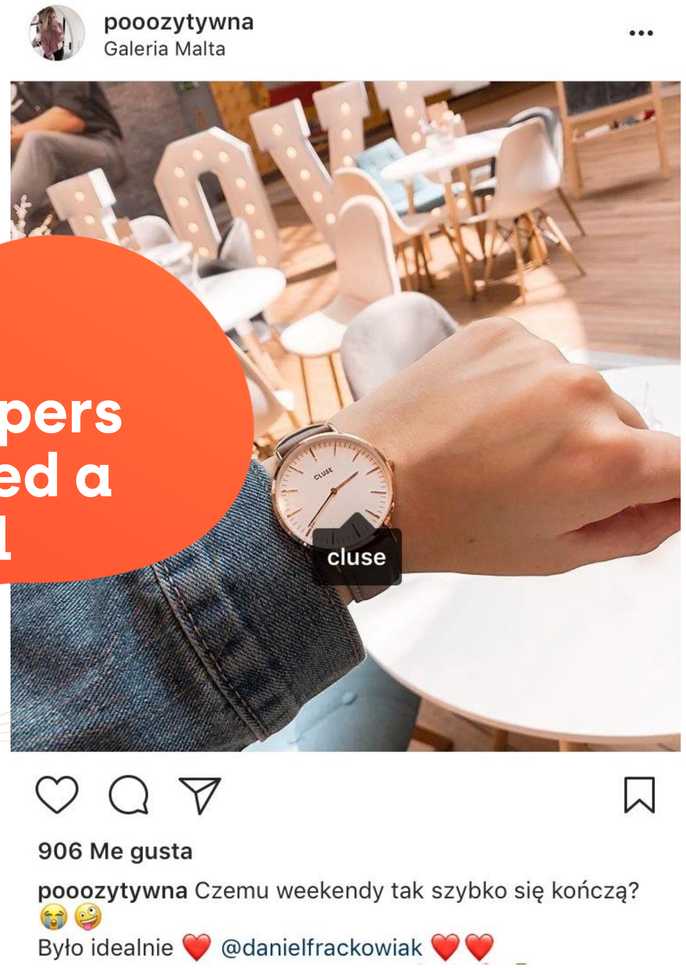
7. Whilst on smartphone people upload content on social media and tag a brand!

% 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

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What happens when this content is integrated into an eCommerce?

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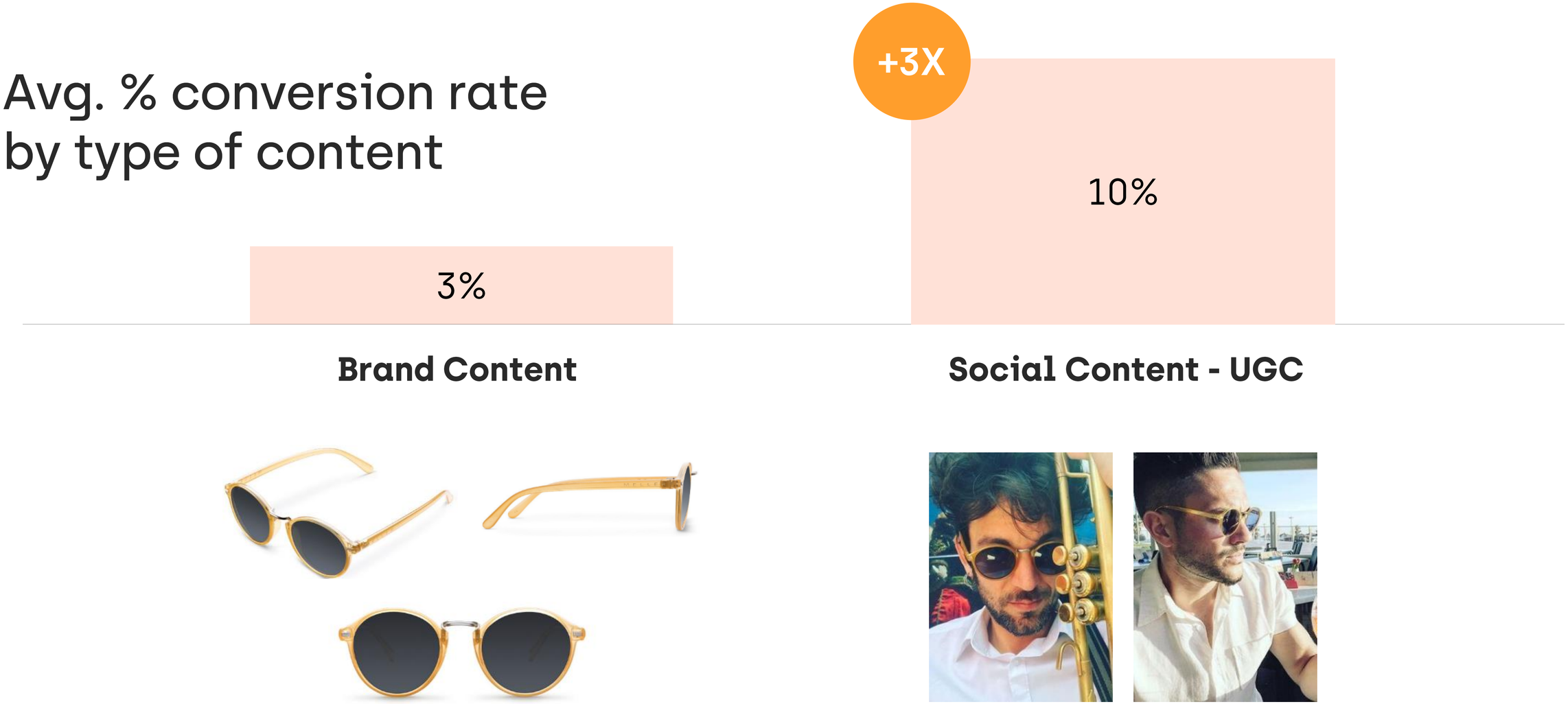
8. Consumers are 3X more likely to make a purchase after clicking on Visual UGC

Avg. % conversion rate by type of content



Source: "Converting Customers 2018" (Photoslurp) and mellerbrand.com

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

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How we enable brands to succeed?

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

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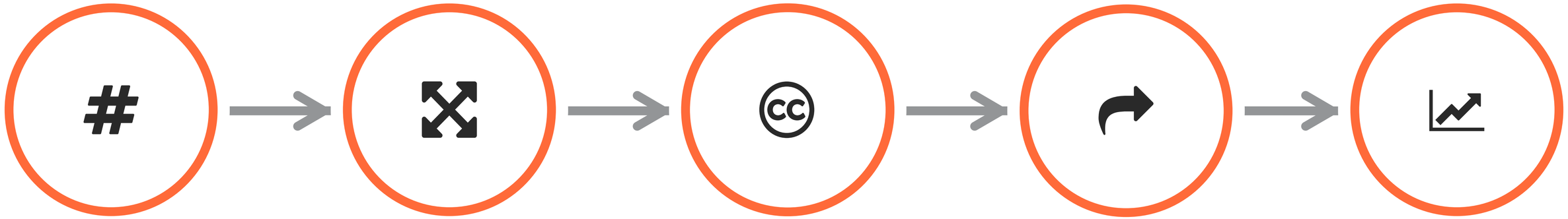
A complete toolset to make this happen seamlessly



COLLECT

MODERATE

GET MEDIA RIGHTS

LINK & PUBLISH

ANALYZE

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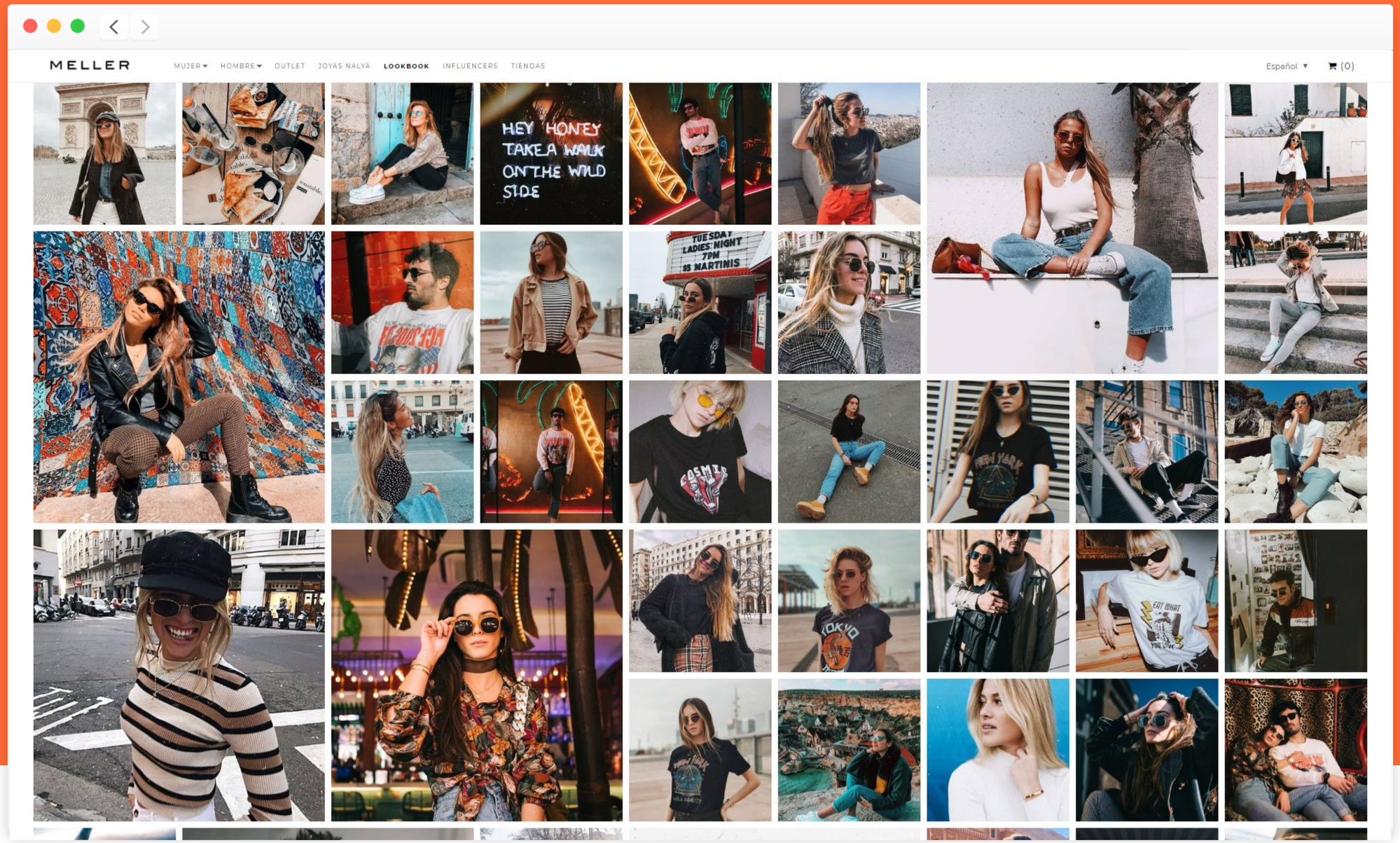

Social content integration in a Community Lookbook

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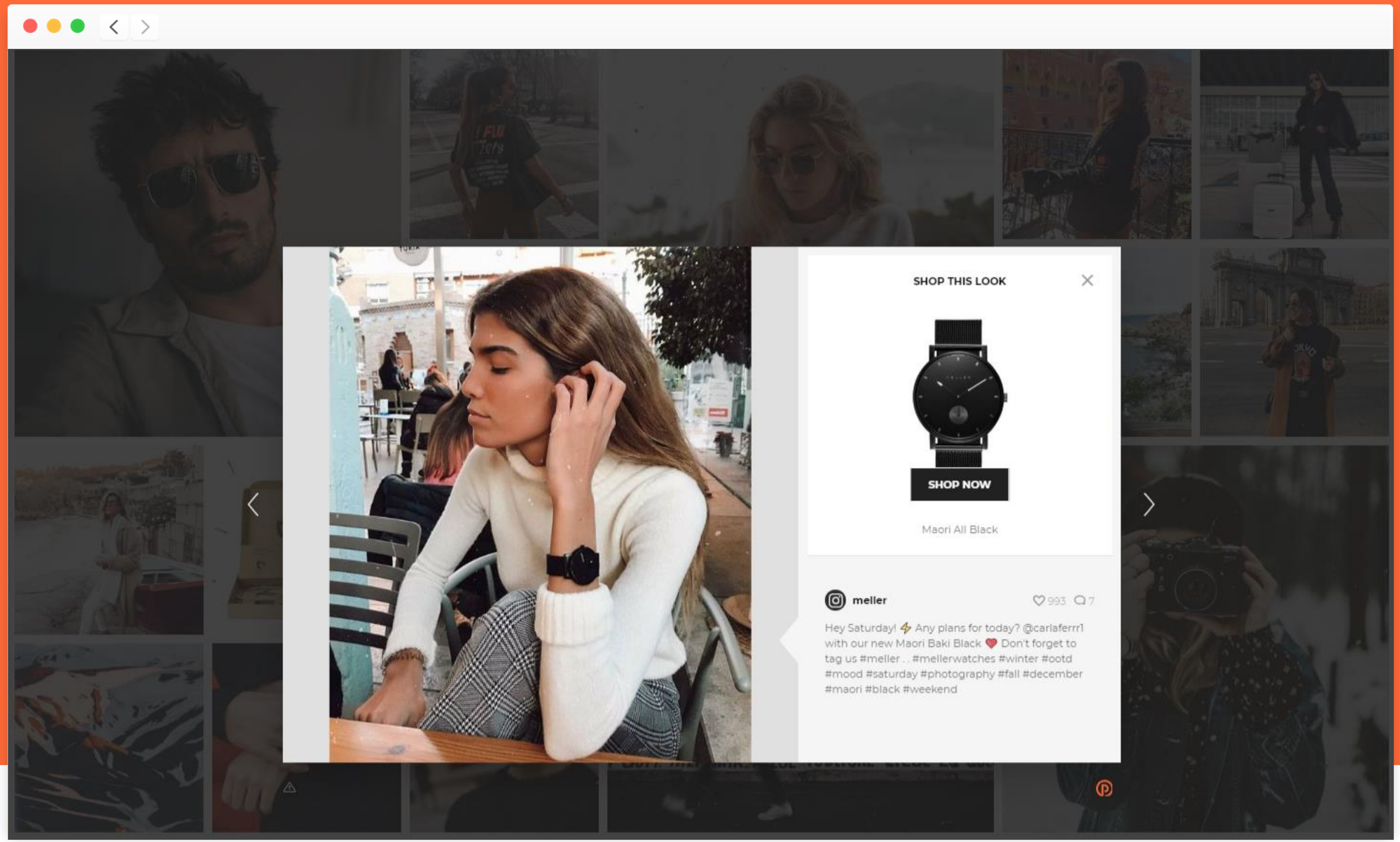

Social content made shoppable

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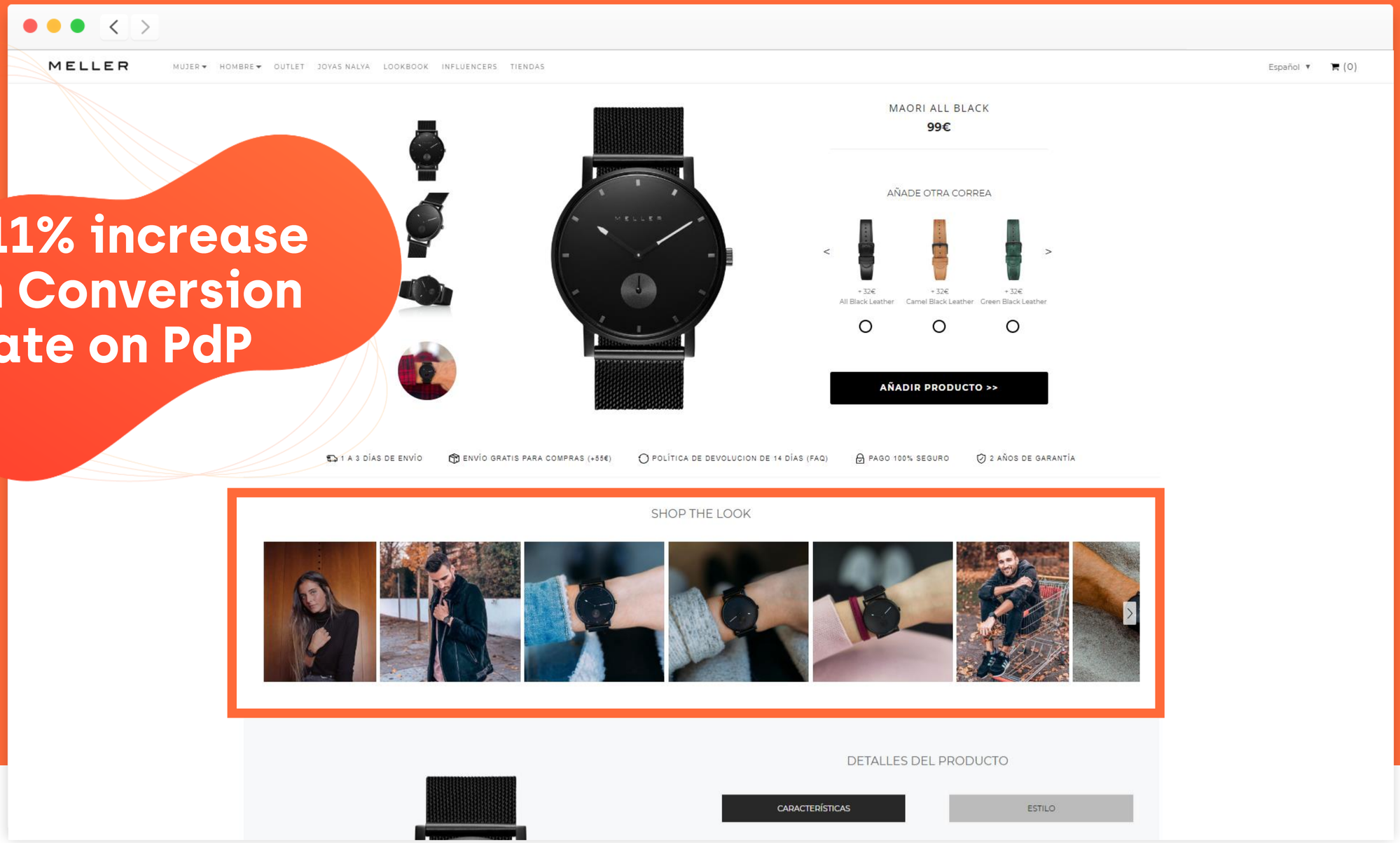

+11% increase in Conversion Rate on PdP

Social content integration in an eCommerce Product Page

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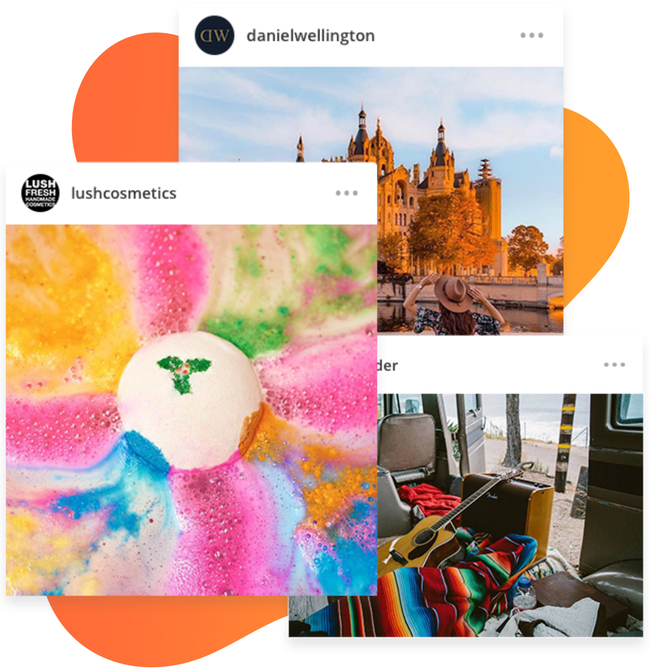
With Photoslurp marketers can build a more compelling customer journey to boost sales

- 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

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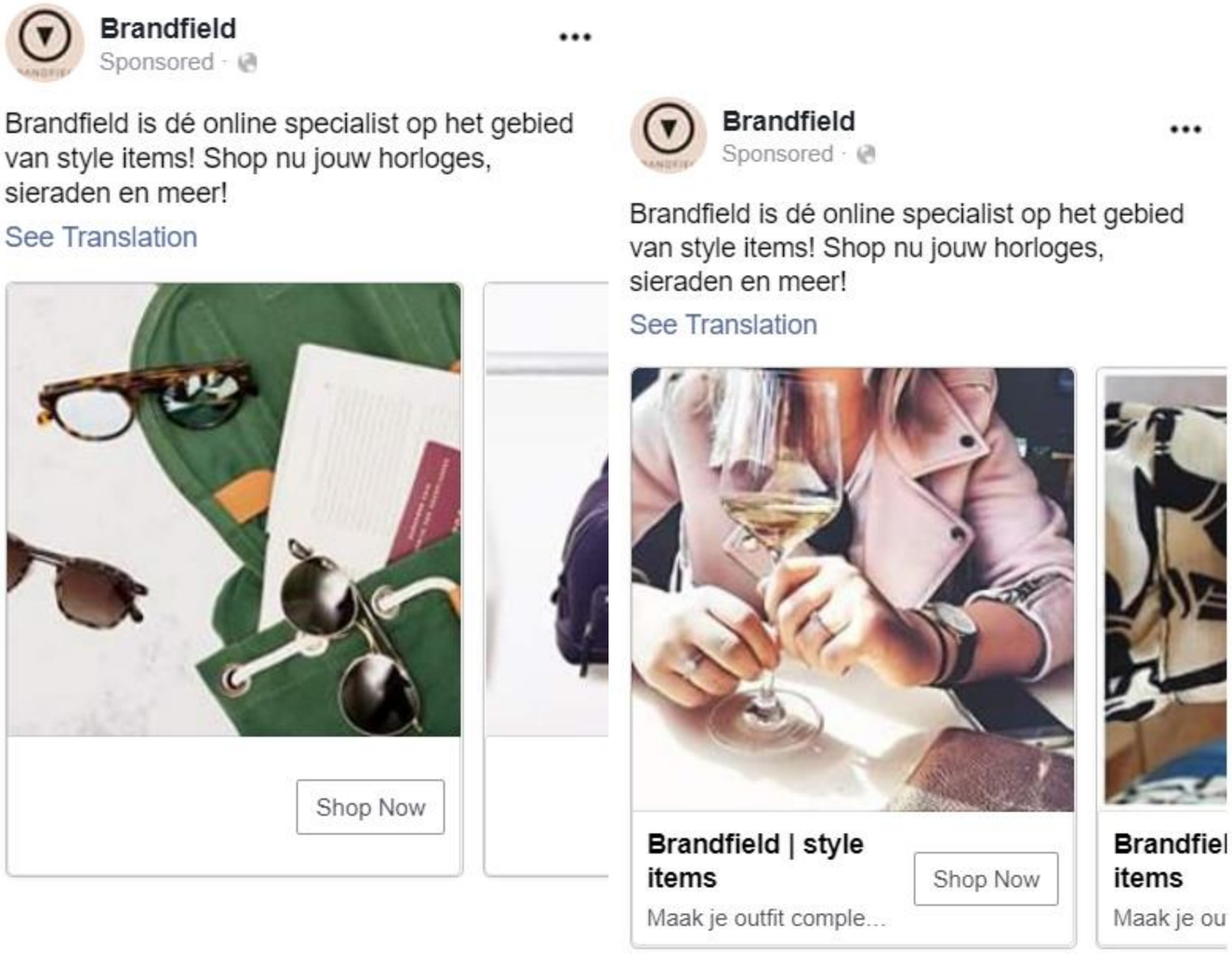
Social Ads



+33% increase in CTR on Social Ads campaigns

Source: Brandfield and Photoslurp

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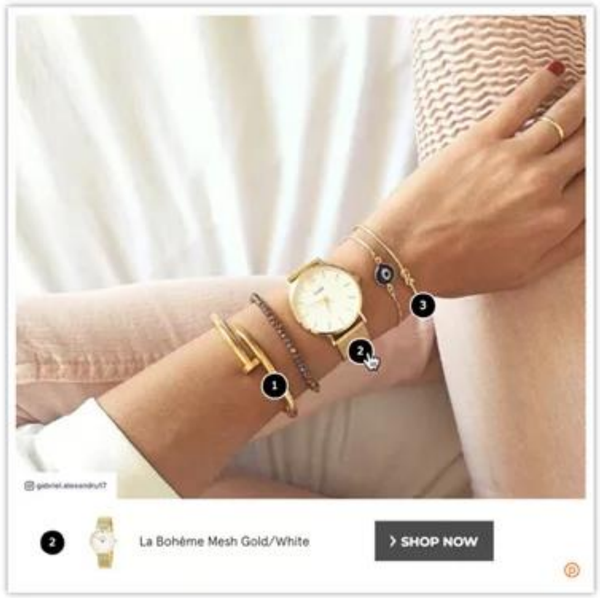
Blog & Editorial Pages

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

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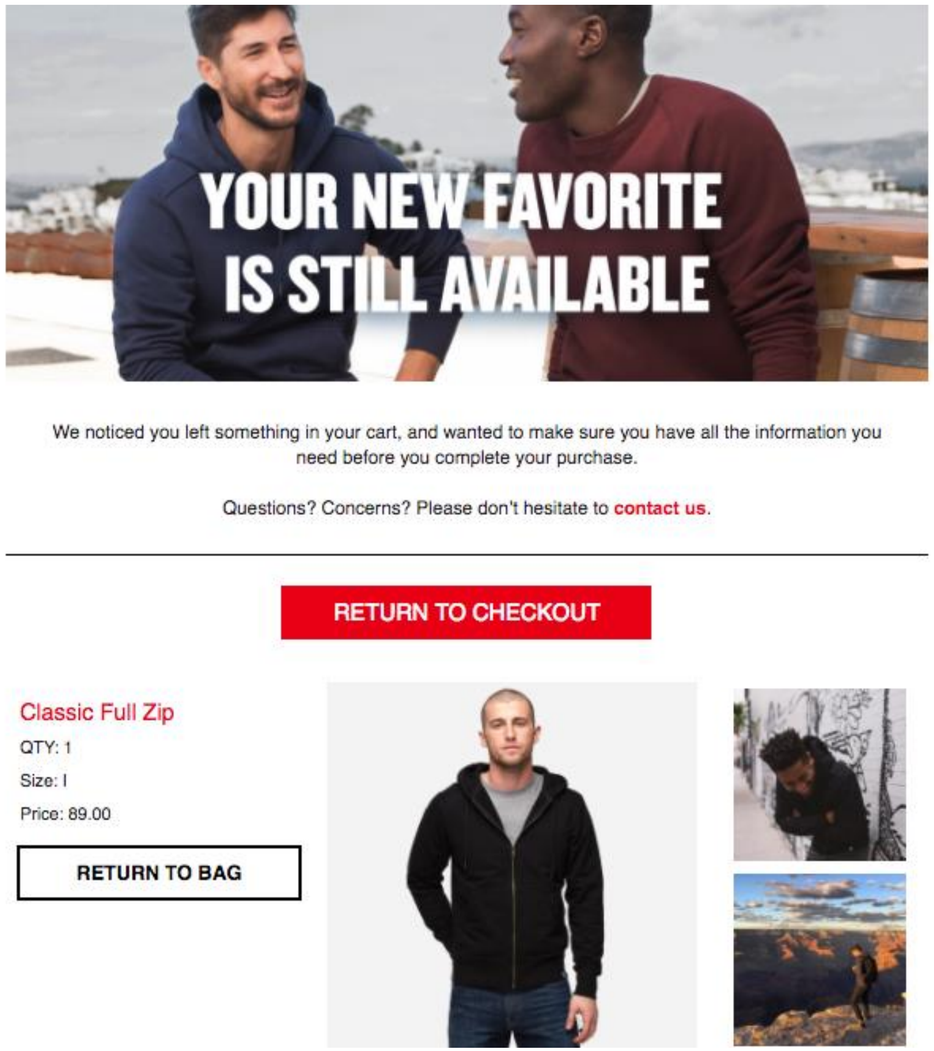
Emails & Newsletters



2X increase in CTR

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

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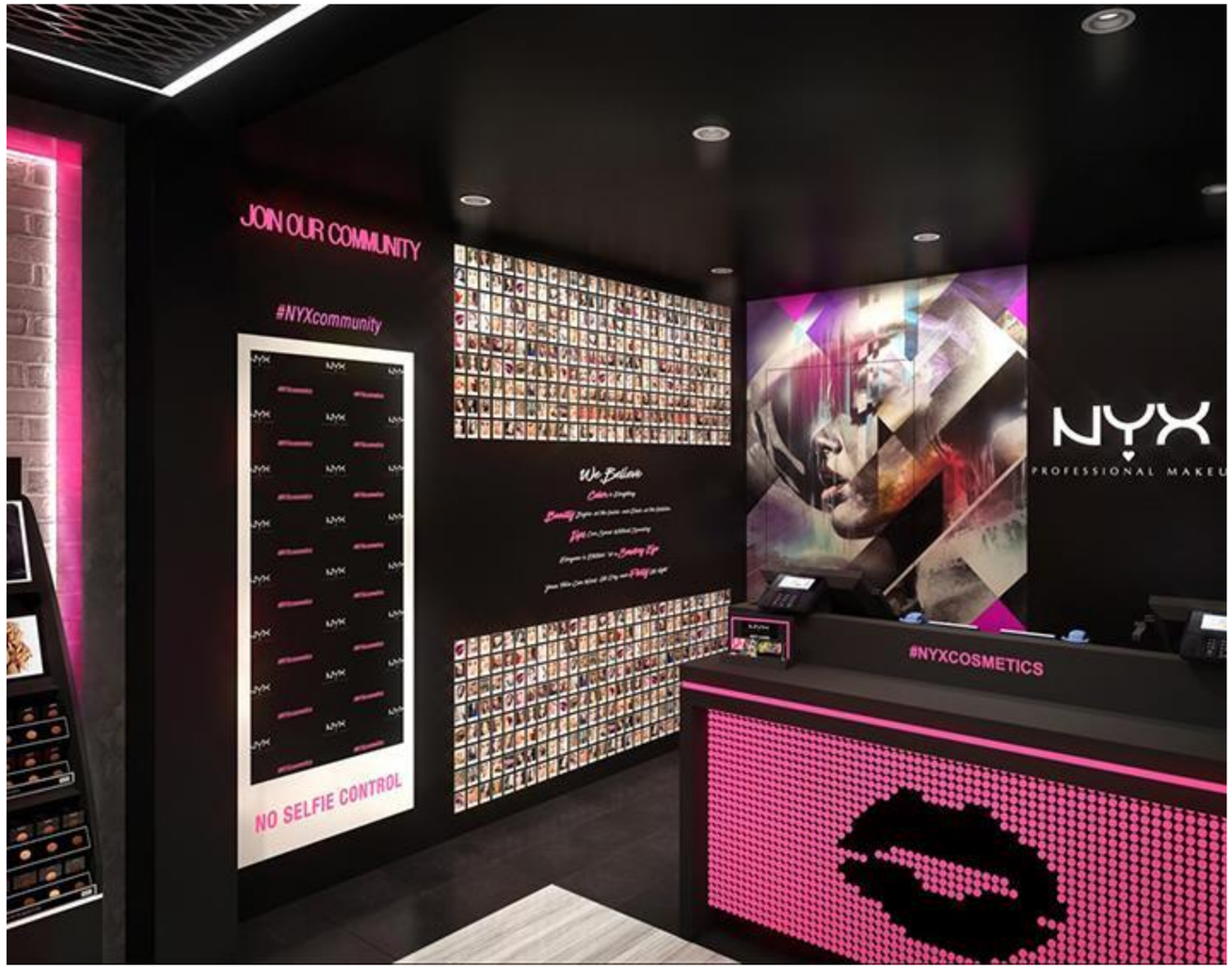
Offline / In-store Displays



4X increase in conversion rate after interaction in store

Source: Olapic & NYX

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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	Castañer	UNO de50	hummel	BIRCHBOX	Rivièra Maison
boboli	NELSON	Bell & Ross	SIGG SWITZERLAND	ISDIN	Kave Home
INSIDE	UNISA SPAIN	CLUSE	TOTTO	Maquillalia TU TIENDA ONLINE DE BELLEZA	LéKUé

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Today's Key Takeaways

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!

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