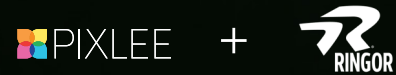




# Turn Instagram into a Shoppable Storefront



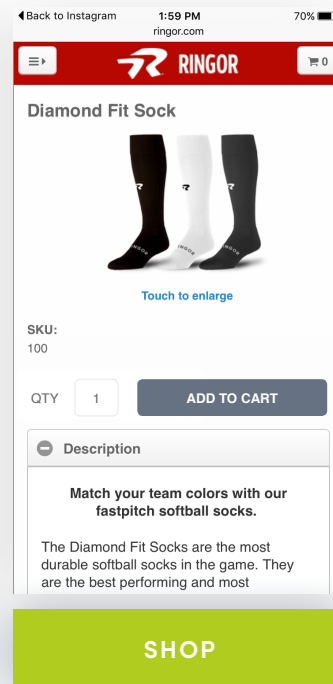
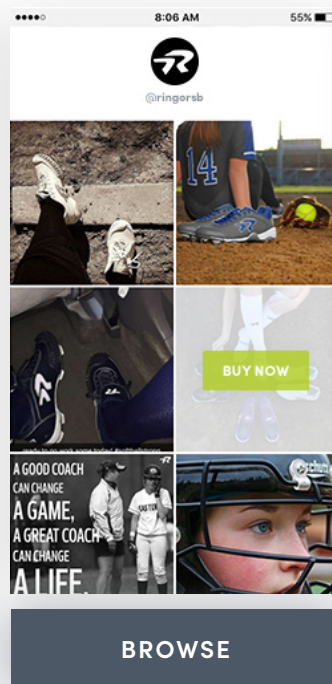
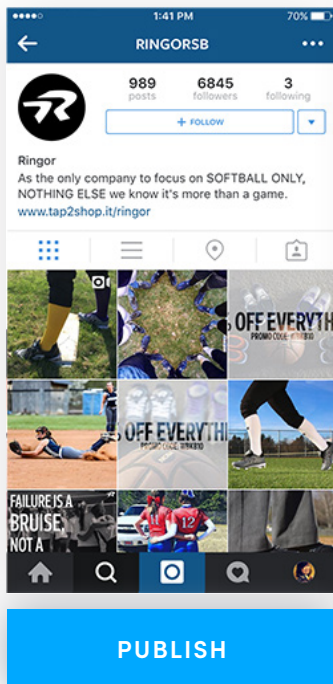
When the leading softball footwear and apparel brand was looking for a way to sell on social, it implemented Pixlee's Shoppable Instagram solution to drive results.

## SOLUTION

Ringor's primary goal was to increase ROI on social media by driving more traffic to its product pages. The brand placed a Pixlee URL in its Instagram bio that allowed users to access a shoppable gallery of its Instagram pictures from both its own brand and real customers.

## RESULT

Of the visitors that interacted with photos in the shoppable gallery, 77% of these visitors ended up on a featured product page. Pixlee's Shoppable Instagram brought eCommerce functionality directly into Instagram, helped shoppers discover products organically, and inspired browsers to buy with curated images of its products.



 77%

visitors end up on a featured product page after interacting with the shoppable gallery



"We had our Shoppable Instagram up and running within an hour of joining the Pixlee family. We chose Pixlee because we fell in love with their support team and found them to be the easiest visual marketing platform to navigate. Pixlee has been the best decision for us in terms of proving our social media marketing ROI!"

Kirsten Smith, Marketing Manager *Ringor*