

Create a More Engaging Shopping Experience with Customer Photos



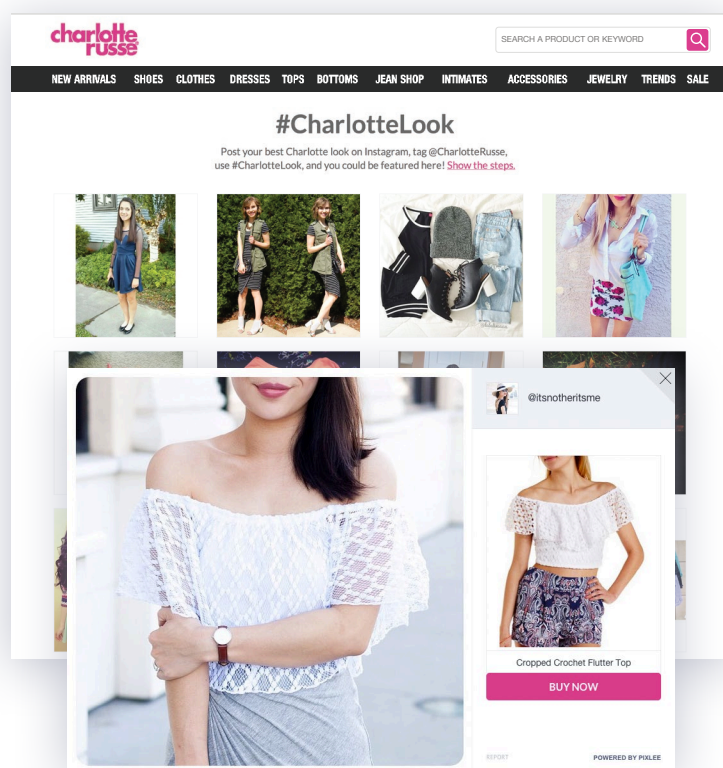
When one of the fastest growing fashion brands in the country decided to grow its online engagement, it turned to Pixlee to drive results. Charlotte Russe and Pixlee worked together to engage the brand's enthusiastic fashionista community with new looks, styles, and outfits.

SOLUTION

Charlotte Russe's primary goal was to improve its online shopping experience. By displaying and celebrating real customer photos on its website, Charlotte Russe gave visitors a more engaging and organic way to shop and discover new products. Using Pixlee's platform, Charlotte Russe displayed a gallery of customer photos on its homepage and tagged its products so that customers could "shop the look" in one click.

RESULT

An average of over 4500 viewers clicked on these customer photos every day and 21% of viewers ended up on a featured product's page. With Pixlee analytics, Charlotte Russe was able to not only build a global community around its brand but also to identify which photos inspired the most product purchases. This allowed Charlotte Russe to make informed marketing decisions based on this data to improve its ecommerce performance and customer experience.



+4500

daily average clicks on customer photos in the widget



21%

of visitors who clicked on a customer photo ended up on the product page



"Our loyal following of 'Charlotte girls' have tremendous style and personality. Pixlee helps us to celebrate their individuality and inspire future 'Charlotte girls' to follow in their footsteps."

Kristen Strickler, Social Media and Public Relations, *Charlotte Russe*