

Increasing Online Conversion With Customer Photos



Enerskin's next generation compression clothing is a game changer for high-performance athletes. When the brand was looking to enhance its eCommerce experience, it turned to Pixlee to give shoppers a real-time view of how athletes use Enerskin products.

SOLUTION

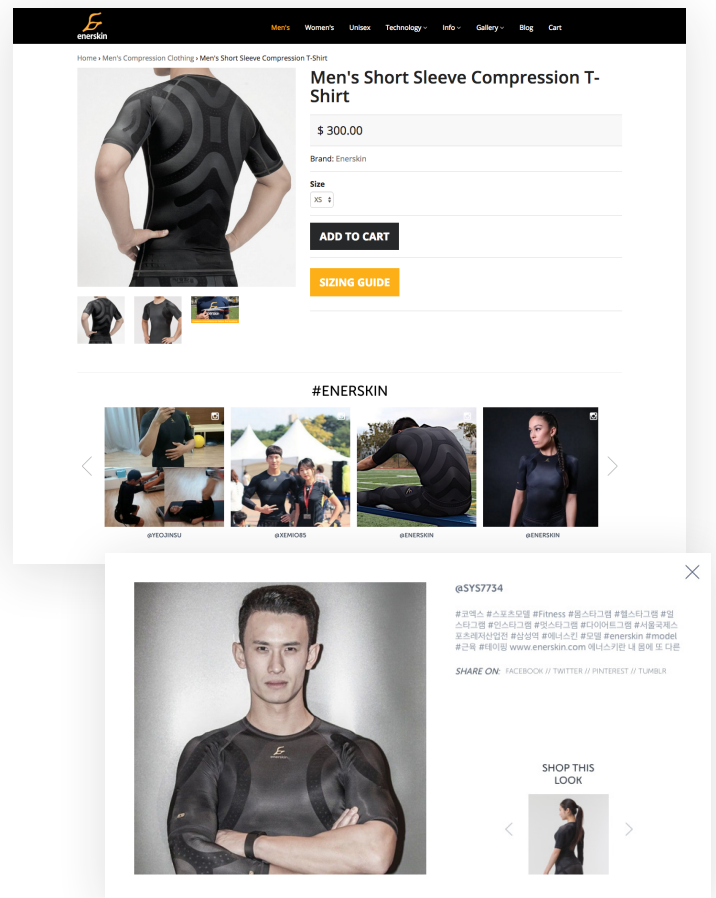
Enerskin partnered with Pixlee to better tell its brand story and to celebrate its fans online. By using real customer photos and videos across its digital brand experience, Enerskin took its word-of-mouth marketing to the next level and added a layer of social proof to encourage first-time shoppers to buy.

RESULT

In two days, and with no developer resources, Enerskin launched Pixlee and began to display its customer photos on its homepage and product pages. Pixlee's platform helped the brand manage its social media marketing campaigns and collect content under the hashtags #Enerskin and #YoureDefined. The customer photos served as visual reviews to validate Enerskin's products.

With Pixlee's pre-built Shopify plug-in, Enerskin easily integrated Pixlee with its Shopify store to track sales generated from these customer photos.

Enerskin found that shoppers that engaged with Pixlee content were 1.75x more likely to purchase and had a 76% higher average order value (we're not kidding.) Pixlee empowered Enerskin to create a superior e-commerce experience without the heavy creative costs.



1.75x

more likely to purchase after viewing a customer photo



76%

increase in Average Order Size after viewing a customer photo



"Our Pixlee displays are the most engaging part of our website. Our customers are awesome. Pixlee is a huge part of helping us give shoppers a real-life view of how athletes use Enerskin products. This authentic lens helps online shoppers, who can't touch or feel our products like they would in a store, to buy."

Jie Kang, Founder *Enerskin*