

Publish Shoppable Customer Photos More Quickly and with Fewer Resources

PIXLEE + JOLYN

Jolyn, an emerging swimsuit brand, was looking to quickly set up shoppable galleries of real customer photos on its eCommerce site in time for the holidays.

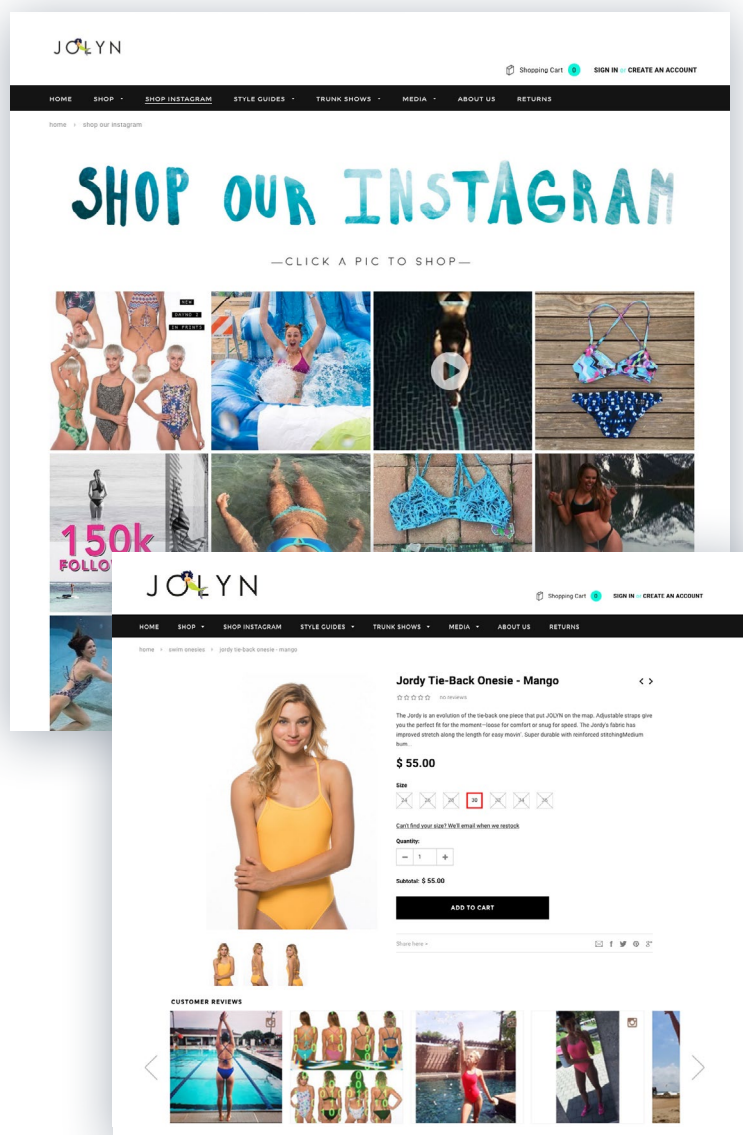
BUSINESS NEED

Jolyn partnered with Pixlee in late November with the hopes of setting up a customer photo gallery before Black Friday and Cyber Monday. Jolyn's incredibly passionate customer base was already sharing photos of their bathing suits online. The brand wanted to improve its online shopping experience by bringing these real-life, visual customer endorsements into its eCommerce experience. Pixlee helped Jolyn publish shoppable social galleries on its homepage, product pages, and brand Instagram in under 48 hours.

RESULT

In just two days, Jolyn collected customer photos, received permission to use customer content, published shoppable galleries onto its website, and integrated Pixlee with its Shopify storefront in order to measure real results. The brand found that shoppers who interacted with customer photos are 2.44x more likely to purchase and have a 6.81% higher average order value.

Pixlee helped Jolyn to easily meet its marketing deadlines and to measure concrete returns on its customer photos.



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