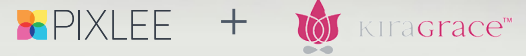




Driving Online Sales with Fan Photos and Videos



KiraGrace has built a cult following around its designer yoga clothes. When the brand was looking to develop an eCommerce experience that reflects its strong brand lifestyle, it turned to Pixlee to channel fan enthusiasm into more sales.

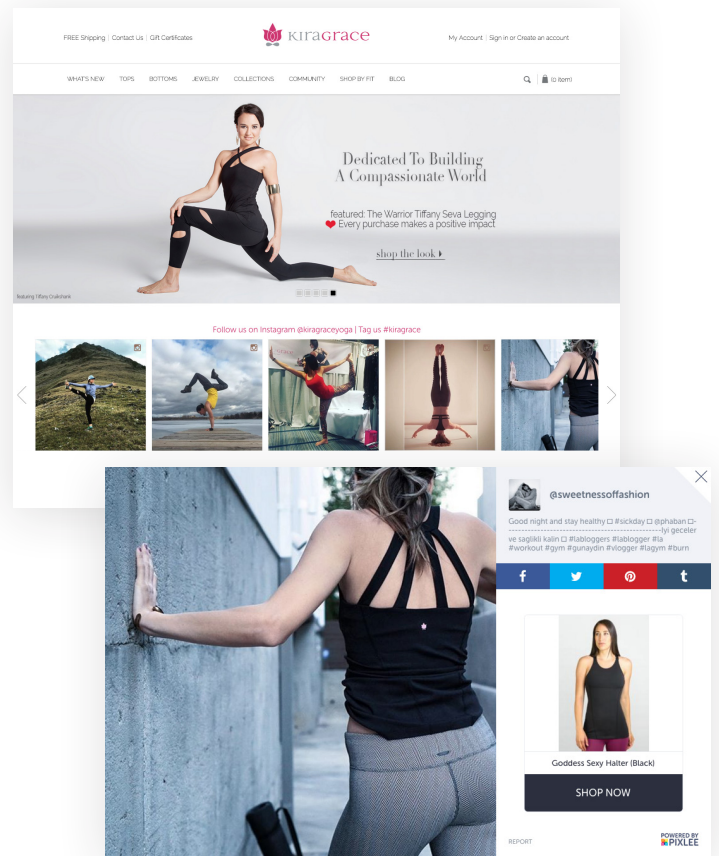
SOLUTION

KiraGrace partnered with Pixlee to collect and curate real customer photos from across social media under the hashtag #KiraGrace. The brand also encouraged customers to upload photos of its products directly to its website. The customer photos and videos collected from this campaign were displayed in a shoppable social gallery on the KiraGrace homepage to showcase the brand's community of loyal fans.

RESULT

KiraGrace easily integrated Pixlee with its Big Commerce store to track sales generated from these customer photos. It found that shoppers that engaged with Pixlee content were 2.25x more likely to purchase and had a 6% higher average order value.

Pixlee helped KiraGrace use customer photos to offer social proof of its products and to help new customers discover its products more organically.



 2.25x

more likely to purchase after viewing a customer photo

 6%

increase in Average Order Size after viewing a customer photo



"We believe in the power of our customers' voice. They have the ability to create a more powerful story than anything we could ever hope to craft. With clear and easy integration with our e-commerce platform, excellent customer service, and a unique strategy tailored to our small business needs, Pixlee has helped us create a beautiful brand story told through the photos of our customers. We've seen a boost not only in sales but also in customer engagement and brand loyalty."

Shelby Comito, Social Media Marketing Manager *KiraGrace*