

Increase Webpage Traffic with Customer Photos



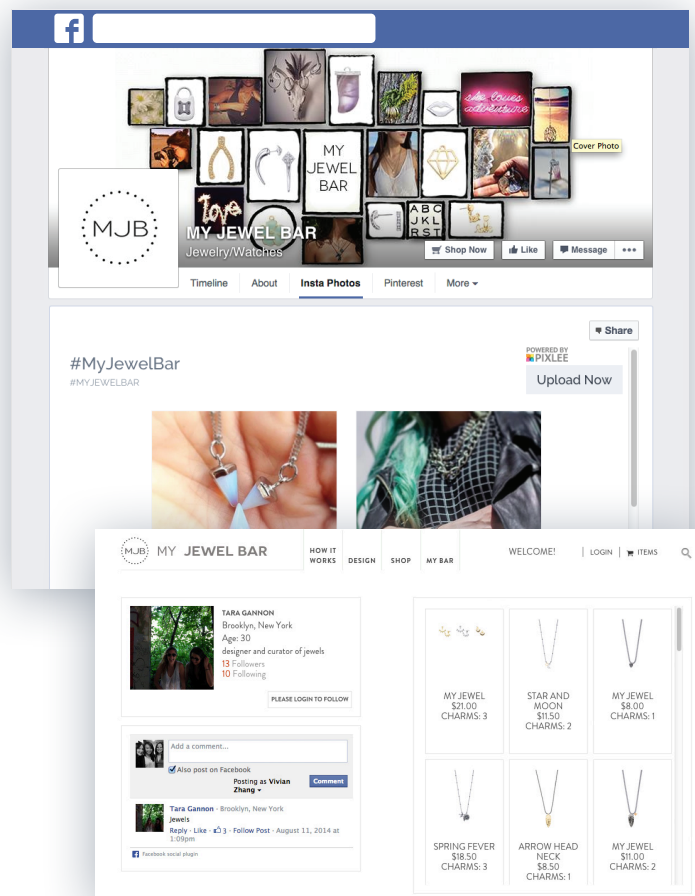
The My Jewel Bar platform is inherently social. Users design their own jewelry, share their designs to inspire others, and earn rewards when their designs sell. But the brand was looking to identify and leverage online influencers and drive more traffic to its webpage from social.

SOLUTION

My Jewel Bar partnered with Pixlee to identify and leverage social influencers and make its ecommerce experience more social. With Pixlee analytics, My Jewel Bar was able to identify its top influencers on social media in mere seconds. In order to drive traffic, the brand used the Pixlee platform to collect, curate, and display photos of these customer designs.

RESULT

After incorporating customer photo galleries onto its owned media, My Jewel Bar saw a 34% engagement rate with customer photos and a 6% click-through rate. My Jewel Bar was able to increase site traffic by leveraging its brand influencers and identifying which customer photos had the highest levels of engagement. The brand gained actionable insights to better inform its social efforts and drive a higher ROI.



 34%

engagement rate with customer photos

 6%

higher click-through rate



Pixlee helped us find and partner with the right brand influencers. We discovered who was wearing our products and who influenced the largest number of potential customers.

Tara Gannon, Founder *My Jewel Bar*