

# Improve Brand Trust and Create a Stronger Community



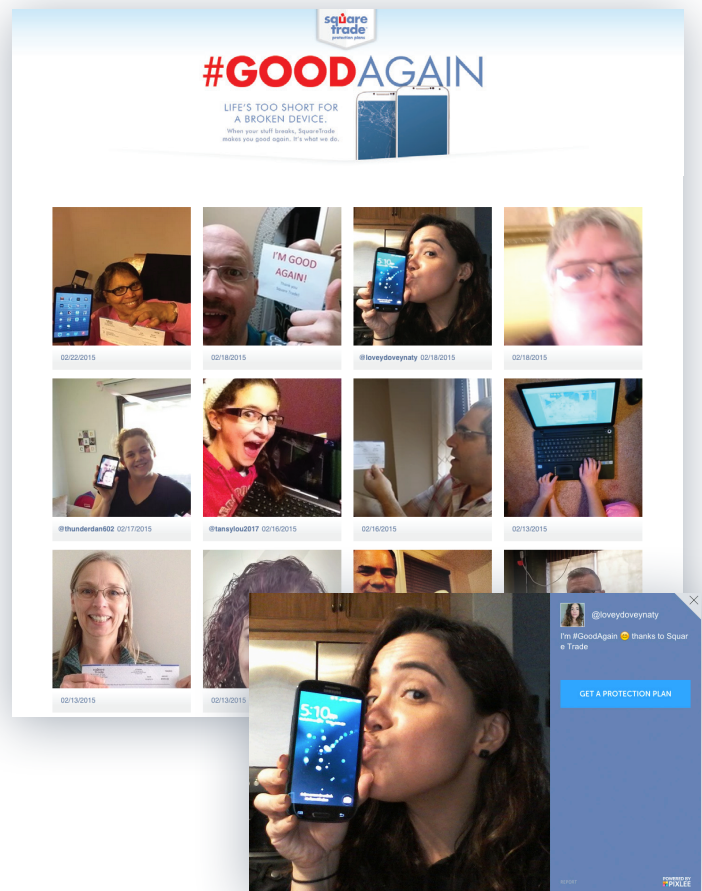
Due to its fast and exceptional service, SquareTrade is the top rated protection plan trusted by millions of happy customers. But the company was looking for a way to engage these customers and build a community around its brand.


## SOLUTION

SquareTrade partnered with Pixlee to share the brand's high levels of customer satisfaction and to increase engagement on social media. The company ran a campaign asking its customers to post photos of their repaired electronic devices under the hashtag #GOODAGAIN. These photos were featured in a gallery on the SquareTrade webpage that fans could enjoy.


## RESULT

The brand saw over 1,000 campaign submissions and a 5% increase in followers across social media channels. Over 25% of all website visitors interacted with customer photos in the widget. With the Pixlee platform, SquareTrade was able to create and leverage customer photos to share the SquareTrade experience with a broader audience, and to increase awareness on social. Each photo in the gallery served as a visual 5 star review of SquareTrade's services.



 **1000+**  
photo submissions

 **5%**  
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across social media

 **25%**  
of visitors interacted with  
customer photos in the widget



Pixlee's customer service has surpassed that of any other vendor partnership I've ever seen. They have remained extremely helpful, responsive, and accommodating every step of the way as we built out our custom displays.

Rebekah Huang, Marketing Manager SquareTrade