

FLATLAY



Top European E-Retailer

Case Study



STRATEGY

- Flatlay works with one of the Top 3 European e-retailers to power a section called 'Get the Look'
- Deploying a native social commerce experience across the power retailer's portal inspiring visitors with aspirational creators
- Partnering with stylishly relatable young adults in the EU ages 18-34 resonating with the target demographic
- Goal is to create an organically driven social commerce experience for 'Get the Look' to promote retailer carried brands

GEOGRAPHIC TARGETS

Germany

Austria

Switzerland





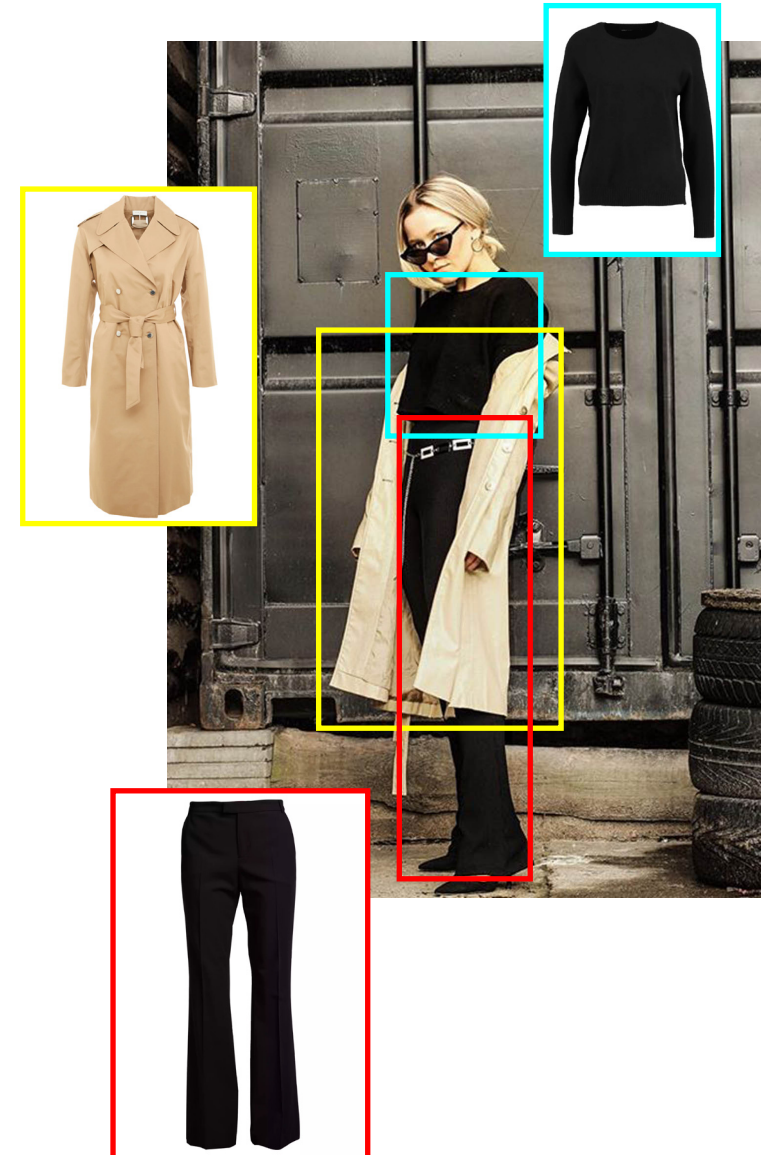
CONTENT DRIVEN COMMERCE

CONTENT SOURCING

- Delivering a network of creators granting +5000 images for content use & distribution rights
- Producing 200 lifestyle images digitally tagged with shoppable products to be set live within 2 weeks
- Effectively powering the segment with 120 pairings

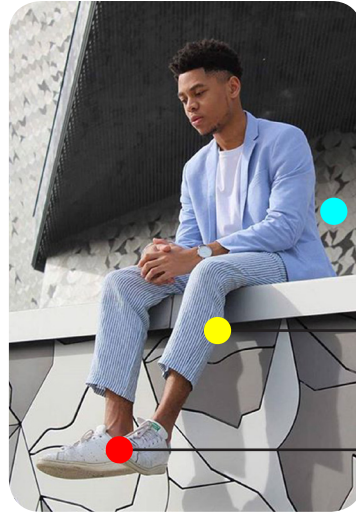
CONTENT AUTO-TAGGING

- Using direct API access to retailer's data feed
- Auto-Match™ of product SKU's to images
- Auto-Swap™ of sold out SKU's to similar items in stock





PERFORMANCE



RECAP*

1056 clicks

12 add to baskets

2.5 sales

*ON AVERAGE FOR EACH IMAGE SOURCED AND TAGGED BY FLATLAY

7

WEEKS

1408

TOTAL
ADD TO BASKETS

305

TOTAL
PURCHASES

120

IMAGES

126,707

TOTAL
CLICKS

\$ 16640.00

TOTAL
SALES



SUMMARY

- Streamlining and automating content sourcing and tagging for retailer
- Increasing promotion of retailer carried brands through API driven SKU matching and updating
- Enhancing customer experience through customer centric content
- Creating a cost effective model driving conversions and revenue

21%

BASKET
CONVERSION
RATE

\$54.56

AVERAGE
PURCHASE

\$332.80

DAILY
AVERAGE