



Putting UGC to Work for Brands and Retailers

Q & A

July 30, 2015

1. What is the typical lift in conversion you see from UGC?

The lift ranges by brand and vertical, but overall we see that shoppers who interact with UGC powered by Olapic on a website are over twice as likely to convert as shoppers who don't interact with it.

2. Do you have clients in the sportswear industry? How have their UGC campaigns performed?

Yes, we work with many sportswear brands such as Adidas, New Balance, Brooks Running, and The North Face. They have all run successful campaigns and see some of the strongest results across all the verticals we work with given the typically high quality and volume of content.

3. Is there better success with implementing UGC on a central page vs. on the product detail pages?

It depends on your goals. UGC on PDP is used to increase conversion, and UGC on a homepage or social gallery page is used to drive engagement, time on site, and product discovery.

4. Are the hashtag campaigns proprietary? What if I use a hashtag already in existence?

The best practice is to use a branded hashtag, or hashtag related to your brand. This is helpful for several reasons, including growing the content associated with your brand, and having a more clear indication from the user that they want your brand to see (and maybe re-use) the photo on your site.

5. How do you merge photos from the PowerReviews platform to the Olapic platform?

Photos from PowerReviews aren't merged with Olapic. Photos posted as a review are specific to that review and help drive consumer purchasing decisions in a different way than photos published through Olapic. Olapic collects photos from social media or by importing via Dropbox upload into the Olapic platform, and can be used to inspire purchases on a homepage or social gallery, in addition to product detail pages.

6. What kinds of tools do you use for measuring data on individual images?

Olapic's analytics dashboard shows views, shopping clicks, and CTR% for individual photos your brand has collected. We also enable you to see who your best brand ambassadors are by showing the revenue contribution from different social media users based on the photos they've tagged or uploaded.

6. If a brand is just starting off, what is the best way to start a "movement" so user generated content can be created. Start with friends, e-mail your customers asking them to take pictures, etc etc?

The key here is to come up with a cool branded hashtag, and promote it on all your marketing channels over time. This will help your audience learn to use that hashtag, rather than just your brand name or another hashtag they make up.

7. If a person takes a photo of a group of people, how do we obtain rights to use that photo in future marketing campaigns?

If the example group photo contains the faces of several people, then getting rights to use that specific photo may be difficult, as the original creator can't necessarily provide consent for the others.

8. I'm trying to launch an ecommerce website. The website is up, like a store with no items. I'm stumped on how to get people to check out the site. Sounds like this company could really help my ecommerce site. Would I go to Olapic or PowerReviews to help me in marketing and branding of my ecommerce shopping site?

Step 1 would be to get some products of course. After that, you'd want to focus on building your social communities organically before you'd have enough UGC being generated for a successful campaign. PowerReviews Express is a great solution for smaller businesses and can help you generate content by emailing customers after they've purchased your product. However, at this early stage a consultant or agency that specializes in Small Businesses could potentially have more impact for you than a technology partner like Olapic or PowerReviews.

9. You mentioned users tend to tag the brand. Do you have any stats on that?

How often brands get tagged in photos varies from brand to brand obviously. Users who've tagged a brand, and then get asked directly if their photo can be used by that brand respond "yes" 70% of the time, and use an average of 2.4 exclamation points to say yes, just to give you a sense of the excitement.

10. UGC video is also very effective in conversion. Have you explored this space?

Olapic already works with UGC video, and has seen some great examples that drive results, but the “quality at scale” is not there yet for most of the large retailers we work with.

11. What are examples of using explicit consent, e.g. having someone create a profile on stock media site and add their social user names and agreeing to a term of service?

The primary example of explicit consent for UGC is for a brand to comment on a photo with a personalized message asking the user to comment back, “yesBrand” if they give consent.

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13. Can explicit consent then allow it to be licensed?

With explicit consent, the original creator of the photo keeps ownership of the copyright, so licensing is would require an additional agreement to be in place.

14. What is the pricing of Olapic?

Olapic's pricing varies depending on several factors of the implementation a brand is looking for as well as the size of the brand itself. Contact us to learn more!

15. Most of the examples seem to be centered around fashion brands. What is your take on the CPG industry and visual marketing?

CPG brands have just as much to gain from UGC's ability to drive brand recall and affinity as ecommerce brands. Also, several Olapic clients in the CPG industry syndicate their UGC to retailer sites to drive revenue.

16. For photos that were sent through a review (which is covered for use within the review platform under a terms of service), is it still a good practice to reach out to the customer?

Yes, it's still a good practice. If a user submits a photo for a review, they may not have considered it could be used in a catalog or advertisement. A good UGC strategy is just as much about users as it is about content, and developing trust with your most engaged users is definitely a best practice.