



## RETAIL + CURALATE

# Retail execs explain how Curalate helps drive new revenue and increase brand awareness

FARFETCH

Lilly Pulitzer

YCMC

stila

PENDLETON®

The retail industry has undergone a dramatic shift in recent years. Mobile is leading to an e-commerce explosion, products are shipped with lightning speed and physical stores are closing at an eye-popping rate. But for all the success retailers are having online, they're still frustrating consumers. Today, consumers are discovering products on a multitude of content channels, led by social. Despite the considerable investments brands are making on those channels, they weren't created for commerce — and those moments of discovery are not connected to places of purchase. Retailers may not know it, but potential customers are going from inspired to annoyed.

Curalate connects moments of discovery to commerce. By creating a compelling commerce experience that adapts to how consumers discover your products, we enable a seamless transition between off-site discovery and on-site conversion. The result? Higher order values, conversion rates and customer loyalty.

Below, five retail executives explain why partnering with Curalate has been a game-changer:



**EMILY AUCHINCLOSS**  
Global Online  
Communications Manager,  
Farfetch

### A GALLERY OF SHOPPABLE FAN PHOTOS TO INSPIRE

“It tapped into aspirational customers, actual purchasers and those who are new to the brand, so we could bring everyone in wherever they were in the marketing funnel. From an implementation standpoint, it was super easy and the upkeep is pretty simple. It worked really, really well for us. We found that the organic uplift was amazing and the influencer activation for the first couple of weeks helped us reach more and more people globally.”



**ELENI MCCREADY**

*Director, Brand  
Marketing + Media,  
Lilly Pulitzer*

**A VISUAL PLATFORM FOR A VISUAL BRAND**

“One of the very first things I did upon joining Lilly Pulitzer was to sign on with Curalate. Lilly Pulitzer is especially visual. I knew that we needed that additional layer of intel around images that Curalate provides. Curalate’s platform allows us to be intelligent about when we share content, but that’s just the first layer. It also gives us credibility within the company and the freedom to be creative with the rest of our time.”



**BRIAN PRINCE**

*Digital Media Manager,  
Your City My City*

**SMALL TEAM, BIG RESULTS**

“We’re a lean team. We have one person dedicated to running our visual content on the Curalate platform, but they don’t do it full time. When they’re out of the office or busy with other projects, someone can easily pick up where they left off because Curalate’s platform is so easy and intuitive. Sometimes we have a person who helps us out on rare occasions and it’s really easy for them — even though they don’t use Curalate day-in and day-out — to jump in and start utilizing the platform effectively.”



**MEGHAN KISSINGER**

*Manager, PR Marketing,  
Stila Cosmetics*

**INSTAGRAM FLASH SALES POWERED BY CURALATE**

“We really wanted to establish our Instagram as a destination for shopping. Before, people were double tapping the pretty image but we wanted customers to realize that Like2Buy gave them an exclusive chance to shop. The whole idea of giving something exclusive and special to our followers wasn’t part of our marketing efforts before we started using Like2Buy. Now I feel like we have even more focus on our followers and they’re absolutely loving it.”



**SETH PATTERSON**

*Digital Marketing Manager,  
Pendleton Woolen Mills*

**DATA-DRIVEN DECISION MAKING**

“Partnering with Curalate helps with measurable metrics like lowering bounce rate and increasing our clickthrough rates. It also helps us bridge the gap between clicks and bricks, as some of our store associates use those shoppable images with in-store shoppers.”