

SUCCESS STORY

The Creative Way Stila Cosmetics Uses Curalate to Generate Revenue

With 1.8 million followers, compelling imagery and sought-after products, [Stila Cosmetics has built an impressive audience on Instagram](#). While Stila appreciates traditional engagement from their fans, they wanted to do something more innovative than allowing people to like and comment on photos. Instead, they wanted to connect moments of discovery to points of purchase. So Stila partnered with Curalate to launch [Like2Buy](#) to make the company's Instagram feed shoppable.

When Stila officially announced their launch of Like2Buy, excited followers responded with party hat and confetti emojis — but the company wanted to get a little more creative to create even more buzz. National Lipstick Day (July 29) provided the perfect opportunity to run a flash sale using Like2Buy to spread the word. The flash sale was wildly successful, and the results were incredible.

Comparing the two-hour flash sale to the previous seven days combined:

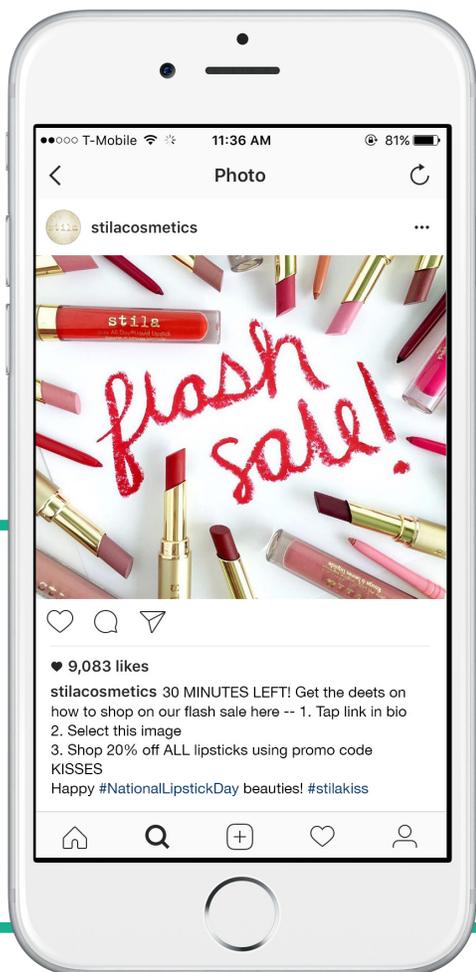
- The Stila Cosmetics Like2Buy page generated **141% more clicks** to Stila's website.
- Sales increased **9.6x**.
- Average order value increased by **17%**.



Curalate's advanced analytics helped the Stila team quickly learn that using Like2Buy to offer exclusive product access and promotions was a winner and something the brand should capitalize on going forward.

"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," said Meghan Kissinger, Manager, PR Marketing at Stila Cosmetics.

So they did it again by offering Instagram followers exclusive first access to their Holiday Collection starting in late September. These engaged fans loved being first in line, and they responded by making plenty of purchases.



Comparing the week of September 23-29 (the first week after Instagram users were given exclusive access to the Holiday Collection) to the following seven days:

- The Stila Cosmetics Like2Buy page generated **75% more clicks** to Stila's website.
- Sales resulting from Like2Buy were **529% higher**.
- Average order value **increased by 47%**.

Going forward, Stila plans to host a special Instagram offer approximately once a month, whether that's an exclusive offering or a sale. For Stila, Like2Buy isn't just another shoppable Instagram platform. It's a partnership that leads to fresh ideas, advanced analytics, increased sales and new followers.

"Before Like2Buy, we were providing a disservice to our followers. We just needed one more step because our followers are really engaged and love our product," said Kissinger. "Like2Buy is a great customer experience. 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."



MEGHAN KISSINGER
Manager, PR Marketing

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