Data Science and Entrepreneurship

New York, April 2013

About me

@lsanza

About us

Our goal is to bridge the gap between social and commerce

We believe that brands are not leveraging their existing communities to offer a differentiated experience that upcoming players would not be able to replicate

Who we are….

- VC backed
- Started by engineers at Columbia University in 2010
- A talented and fun team of 25 and growing
- Offices in NYC and Argentina

Everyone is taking photos

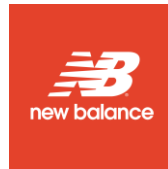# 10% of all photos ever taken were taken last year

Social commerce success recipe? It's the pictures!

70% of all activity in Facebook revolves around photos

Photos are relevant for any site with a community

How we do it

Collect
- Define a hashtag and contribution strategy
- We collect from twitter, instagram, and facebook
- Deeply integrated into the e-commerce platform

Curate
- Provide the tools to curate content
- Provide pre-moderation services

Display
- 100% white label (access to front-end templates)
- Javascript PDP widgets to embed across all site
- Photo-gallery aggregates content + lead gen
- Mobile optimized and incorporate Responsive Design

Measure
- Analytics to track to check-out page
- Measure engagement, interest, and purchase
- Cross-reference with client's analytics + A/B test

Collect, Curate, Display and Measure

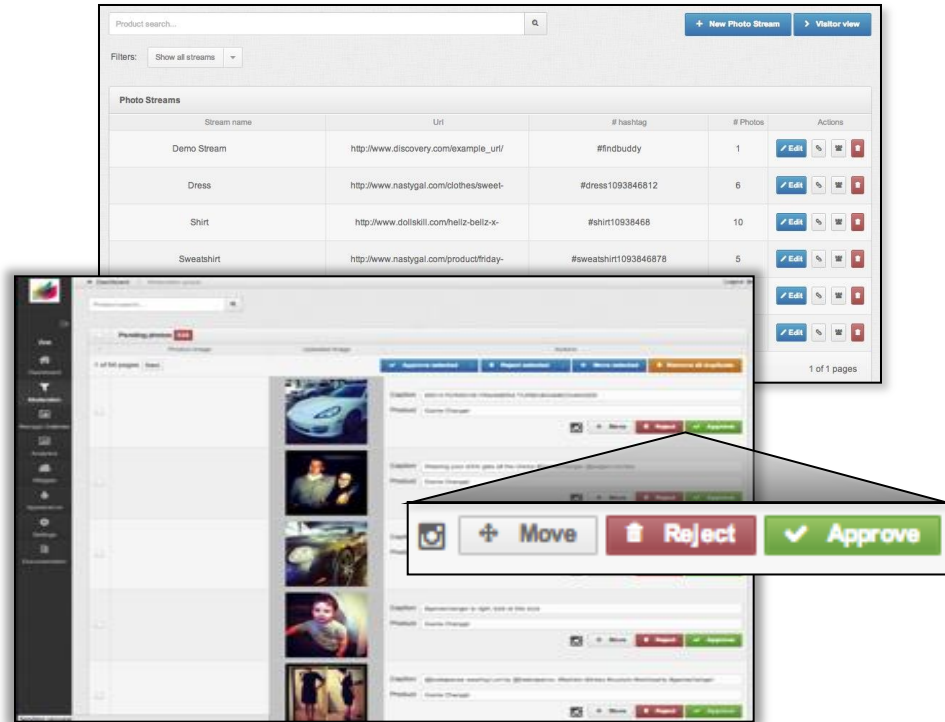Through the Olapic CMS easily collect, curate/moderate and display photos

COLLECT
- #hashtags & @handles
- Geo-location
- Mobile
- Email
- Import from HD, Facebook, Flickr…

CURATE/MODERATE
- No content goes live without moderation
- Take bulk actions
- Move content to multiple streams

DISPLAY
- Galleries on any site
- Widgets
- Facebook Apps
- Slideshow-Projection

Simple Design Customization

Customize each aspect of your implementation to your brand standards with simple HTML, CSS, JS and from within the CMS

- Dedicated Client services team to train and guide implementation
- Full documentation within the CMS for reference and guidance
- Open API
- Ability to preview Front-End changes in a secure [Sandbox environment](#)
- Optimize for mobile and Responsive Design incorporated
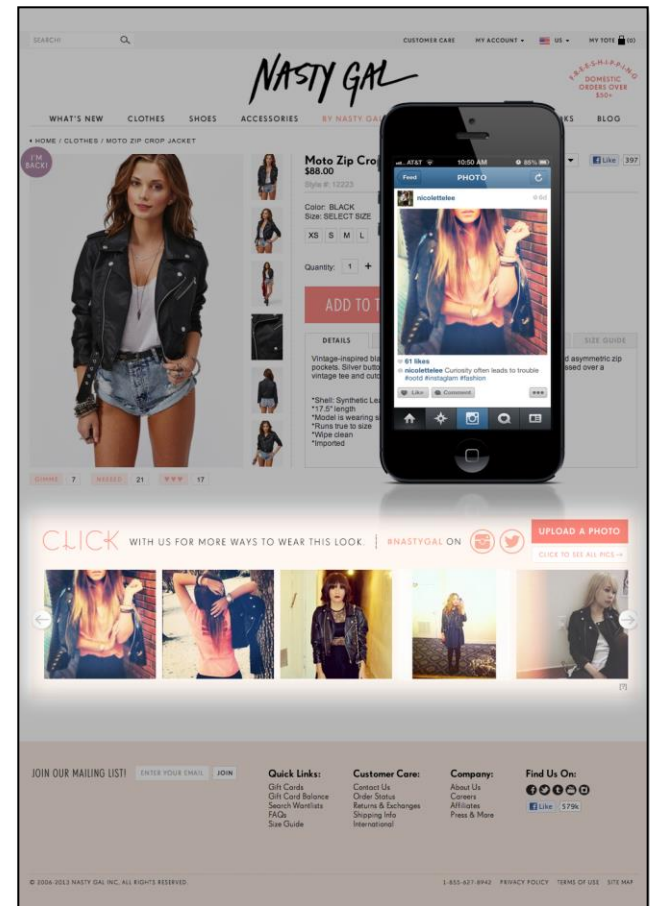
Measure and Optimize

Through the CMS learn what content is driving the most clicks, views, conversions and apply learnings across the organization.
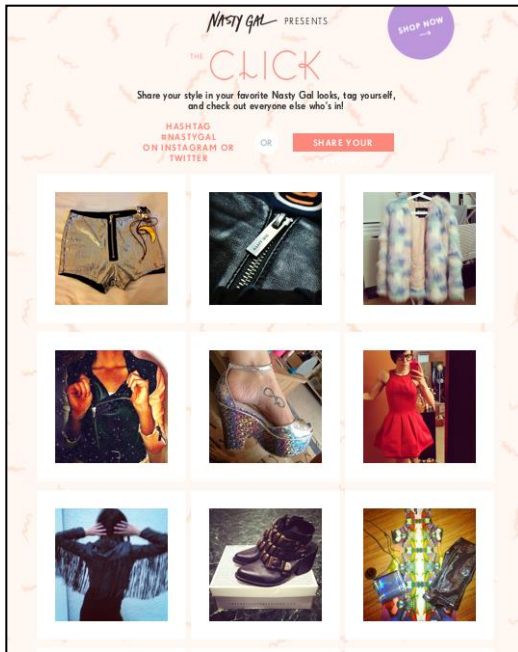
Identify brand advocates and learn more about what moves your consumers – optimize throughout and amplify your success!

- Feature most viral products on social channels
- Use top converting products in product streams on the homepage
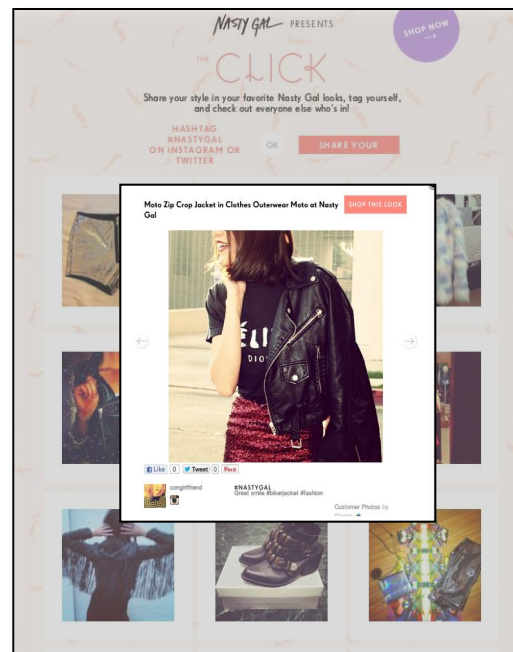- Feature top performing products in email marketing and ad campaigns
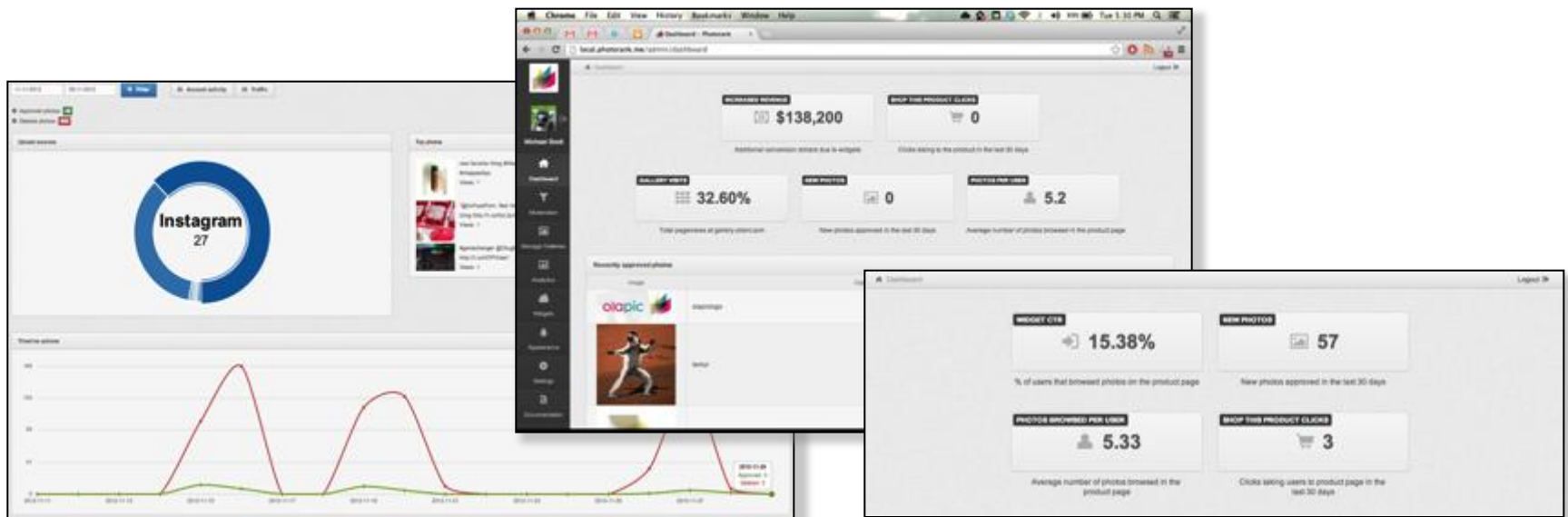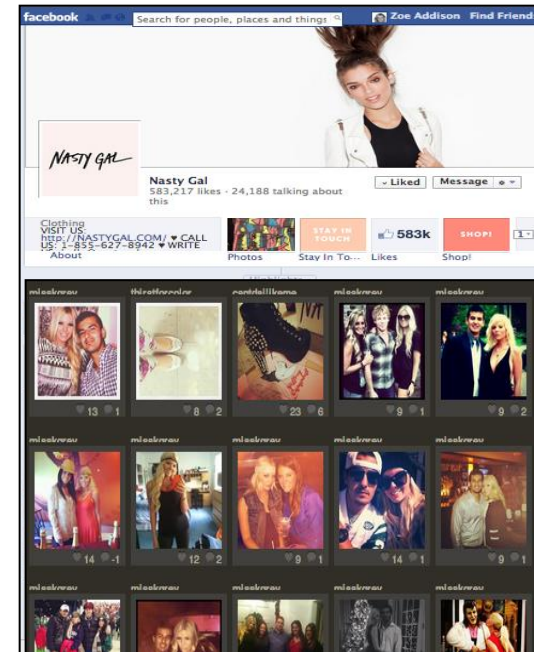
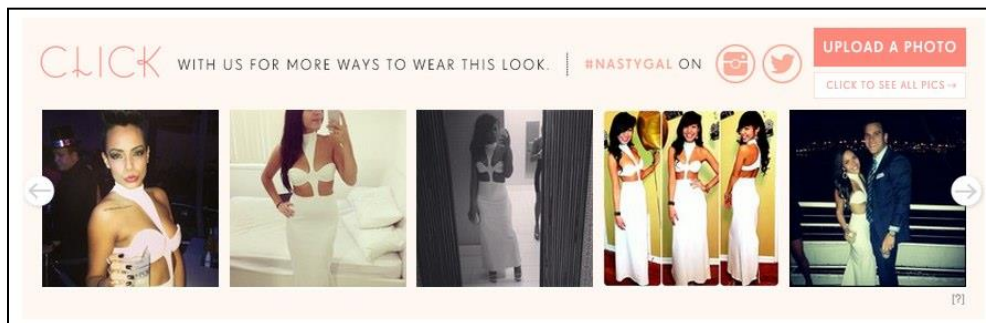# All display tools can be branded

Landing Page

Lightbox

Facebook App

Widgets
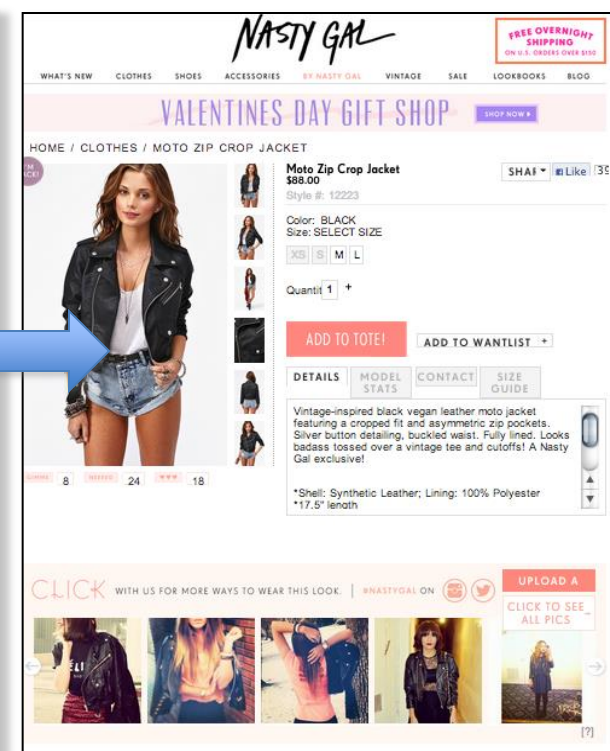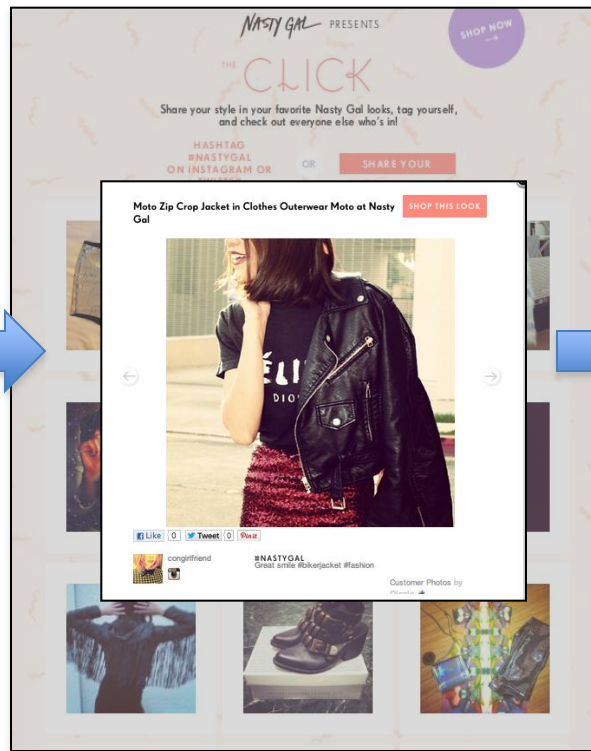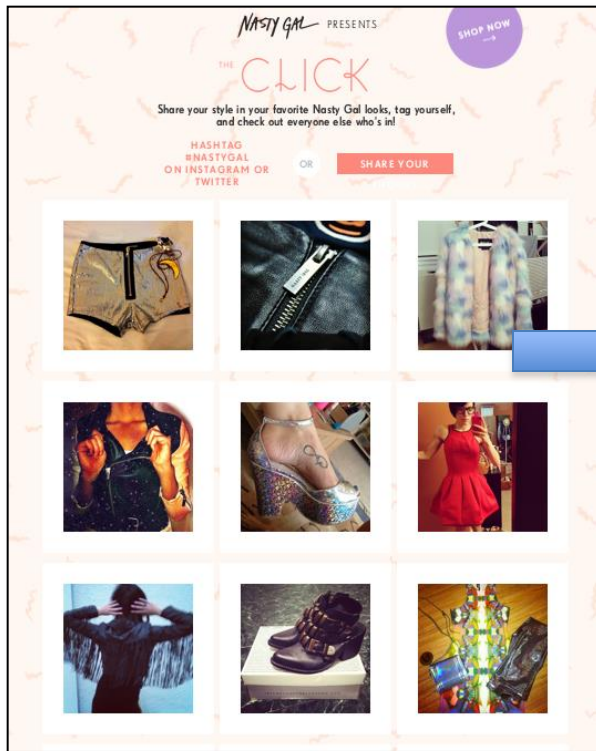

Projectable slideshow (Omnichannel)

- Live curated stream
- In-store projection or flat screen display
- Events

Standard User Flow

1 User lands on gallery OR navigates to a gallery through the homepage

2 User can click to enlarge photo, browse through more photos, share, comment or shop

3 Click-through to PDP to purchase or browse more UG photos of that product
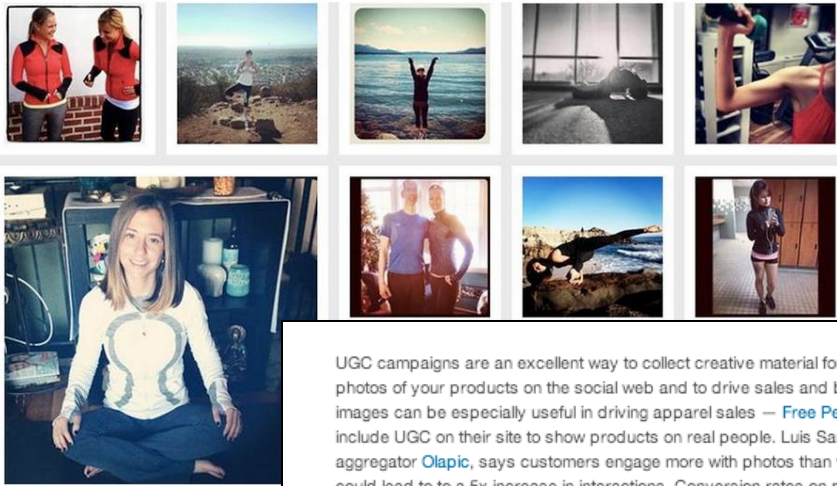
In the press

Lessons From 4 Killer UGC Campaigns

1.1k SHARES

| 67 | 981 | 6 | 49 | 20 | 1 |

f Share   Tweet   g+ +1   in   Su   Pinterest

WHAT'S THIS?

1. Inspire Customers: lululemon

#thesweatlife

Your perspiration is our inspiration. We want to see you living #thesweatlife: running, biking and standing on your head in our gear.

Tweet or Instagram your shots with the hashtags below and see how others get their sweat on too.*

* we may share your photos on lululemon.com

Yogawear company lululemon is all about living well. The brand's Instagram stream captures yogis in impressive poses and preaches inspirational wisdom (see also: the lululemon manifesto), driving home the point that you can do anything when you put your mind to it. To many consumers, wearing Lululemon is akin to a badge of honor, practically saying, "my body is a temple, and it can do amazing things."

So a couple months ago, the brand partnered with Olapic to collect images from consumers that represent #TheSweatLife — users were asked to tweet or Instagram photos of them getting their sweat on, and these images are displayed on a subsection of the brand website. These crowdsourced pictures show people pushing the limits, contorting their bodies and exploring the world in lululemon gear; like the brand itself, these images are simultaneously inspirational and aspirational.

"We created the program as a way to connect with our guests and showcase how they are authentically sweating in our product offline," says Lesia Dallimore, brand manager at lululemon. "We see it as a unique way to bring their offline experiences into our online community."

In addition to #TheSweatLife, there are also hashtags for specific products, like #wunderunder or #groovepant. When you click on a picture tagged with one of these hashtags, the site directs you to product pages, where customers can easily purchase items shown in the photos.

To date, the brand has received more than 7,000 photos via Instagram and Twitter, and the main #sweatlife gallery has had more than 40,000 unique visitors since launch.

Lesson: A loyal community is a powerful thing — highlighting customers who live your brand makes others want to live your brand, too. Encourage customers to snap photos that capture your brand values, and synthesize them into a Facebook cover photo, a T-shirt design or art to decorate your store. When choosing a hashtag, include a key brand value with broad, organic applications (see also: Tiffany & Co.'s #TrueLovePictures and Nike's #MakeItCount).

UGC campaigns are an excellent way to collect creative material for marketing purposes, to get photos of your products on the social web and to drive sales and brand engagement. And images can be especially useful in driving apparel sales — Free People and Rent the Runway include UGC on their site to show products on real people. Luis Sanz, co-founder of photo aggregator Olapic, says customers engage more with photos than with text reviews, which could lead to to a 5x increase in interactions. Conversion rates on product pages that include customer photos can increase up to 30%.

"Lots of ecommerce customers end up not buying a product because they're not sure how the product is going to fit after they make the purchase," says Jose de Cabo of Olapic, which Free People used to pull photos for the site. "It also shows they have a super hip, engaged customer base," he added.

Marketing with UGC will vary based on the type of business and also the laws surrounding content rights in various states. Below, we've rounded up four brands who've used UGC in interesting ways, and we've offered lessons that you can apply to your marketing efforts.

Mashable 1/30/13 - Lauren Drell
Also posted in Open Forum on 1/29

In the press

January 30, 2013

Data Emerging as Top Driver of Brands' Success

FROM:
■ WWD Issue 01/30/2013

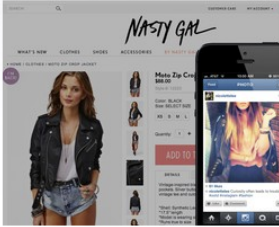By RACHEL STRUGATZ

Like 12   Tweet 10   COMMENTS 0   A- A A+   PRINT

Instagram generates the most value in terms of engagement, but as for sales on rebeccaminkoff.com, Minkoff said Facebook is the main driver, mostly because there is no way as of now to drive users from Instagram to one's site.

THIS ARTICLE IS FREE
BUT MOST ARE NOT – GET ALL OF OUR
EXCLUSIVE CONTENT AND MORE FREE PREVIEW

"For actual sales numbers, Facebook provides the best value of sales, but Instagram has done the best from a brand awareness and how that's impacted the brand with retail. Once you can embed links on Instagram, it will take this to another level," Minkoff said, adding that Rebecca Minkoff has also started to partake in Facebook advertising in the past three months. Because the competition started to advertise, the brand realized that even though they have high engagement with fans, advertising becomes "somewhat of a necessity."

He detailed a recent digital collaboration with Leandra Medine of the Man Repeller that tied in with the push of the brand's new jewelry category. A YouTube video featuring the blogger has garnered more than 126,000 views since going live Jan. 9, and coupled with cross-pollination on all the brand's social media channels (as well as third-party sites that shared the content), January became the biggest nonholiday e-commerce month saleswise in the company's history. January jewelry sales specifically have increased by 250 percent over sales from November and December combined.

NASTY GAL

Olapic captures user images with the hashtag #nastygal and ties featured items to the actual product page.
Photo By Courtesy Photo

LAUNCH SLIDESHOW ›

MOST RECENT ARTICLES ON DIGITAL
■ Media's Social Swirl at the Inauguration
■ Fohr Card Aims to Link Brands, Bloggers
■ Digital Innovator Award: Mass

MORE ARTICLES BY
■ Rachel Strugatz

Olapic is an 18-month-old technology solution that bridges the gap between content generated via social platforms and the e-commerce experience. According to Olapic cofounder Jose de Cabo, his team — now at 23 and expected to triple by year's end — started working with publications like people.com, The Daily News and Mashable in June 2011, and in August 2012, launched its first e-commerce and fashion client, Free People. The company counts Lululemon and Nasty Gal as clients, and each has implemented the solution's technology into their respective digital flagships.

Olapic takes the content shared by fans on Instagram, for example, curates these images and links them to the actual product pages that contain the items featured in the photo. On nastygal.com's homepage, there is a bar along the bottom featuring all of the Instagram images containing the hashtag #nastygal (approved by the site). A simple search on Instagram for images with the #nastygal tag will elicit almost 35,000 images — and de Cabo explained that this is the first time a link exists between shared comment and a direct point of purchase on an e-commerce cite. All images are shoppable, and if a user clicks on an item, she is directed to a product page where, at the bottom, a bar with images of users who have this same item in their photos are featured.

Olapic is already seeing a cost to conversion that is increasing by up to 5 percent on an e-commerce site's overall conversion. For users that interact with a photograph, the average conversion is two to three times higher, and the average time spent on the site is more than double the average user, clocking in at about 17 minutes.

WWD 1/30/13 – Rachel Strugatz

In the press

6 Simple Steps For Marketing Your Brand Like A Pro On Instagram

Luis Sanz, Olapic | Jan. 2, 2013, 6:00 PM | 🔥 2,480 | 💬

Recommend 63   in Share 50   Tweet 150   +1 4   ✉ Email   More

The visual web has taken over, with Instagram helping to lead the trend.

Now part of Facebook and with over 100 million users, the popular photo-sharing app has turned regular users into amateur photographers.

But within the thousands of doughnuts snapped under Brannan or painted nails shot under Hefe, lies a marketing tool 🗗 many brands are ignoring.

The content that Instagram users are generating and consuming allows innovative brands and e-commerce sites a way to harness the power of photo sharing to increase customer relations and enhance the feedback loop.

Instagram/Choba

Luis Sanz

Luis Sanz Luis Sanz is a co-founder of Olapic, which provides a SaaS solution for retailers that want to harness the power of their customers' social photo sharing.

Recent Posts

URL

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5) Display photos from your customers on your products.

A few years ago, Google Vice President Jim Lecinsky, wrote a book called "The Zero Moment of Truth" where he explains in detail how the Internet has changed consumer behavior. In this book, Jim shows that since consumers now research online 🗗 about your brand before buying, you should embrace product reviews and comments about your product as a new marketing opportunity.

The same concept can be applied to Instagram. As the web is becoming more visual, what better way to help your potential customers research your product than showing other happy customers using it?

Brands like Free People have already started working on this concept, integrating Instagram photos onto their product page.

This type of integration brings several benefits. Your prospective customers can now see how your products look on a regular person, which will help sales conversions. Additionally, featuring your existing clients on your product page is a way to increase their loyalty and therefore repeated sales.

6) Combine.

Finally, you can combine all the initiatives above to create a more comprehensive experience, like lululemon is doing with their #thesweatlife initiative, which enables customers to browse products using instagram photos and display the same photos on their product pages too.

As you can see in all the previous examples, Instagram can be a great way to increase brand awareness, user engagement and even drive more sales to your ecommerce store, so get started now!

The team

Product &
Engineering
(11)

Sales &
Marketing
(10)

Client
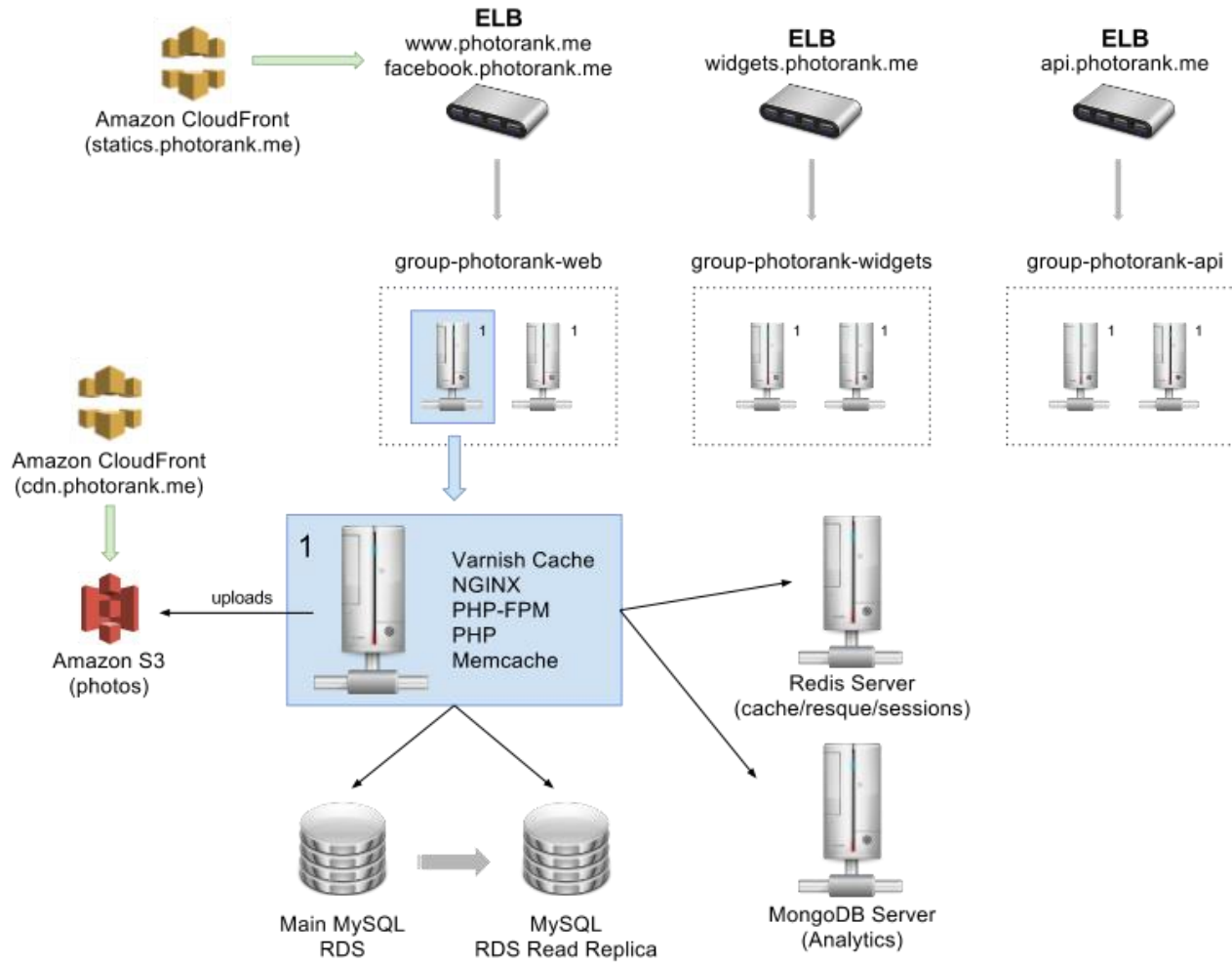Services
(4)

The team

Product & Engineering
(11)

CTO
(1)

Devops
(1)

Back-end
(5)

Front-end
(4)

Architecture

Our Stack

Linux	Nginx	PHP	MySQL
Varnish	Redis	RainTPL	PHP-FPM
Resque	Memcached	MongoDB	HTML5
CSS	Python	JS	JQuery

It wasn't always like this

Team

Architecture

Workflow

It wasn't always like this - Team

Before
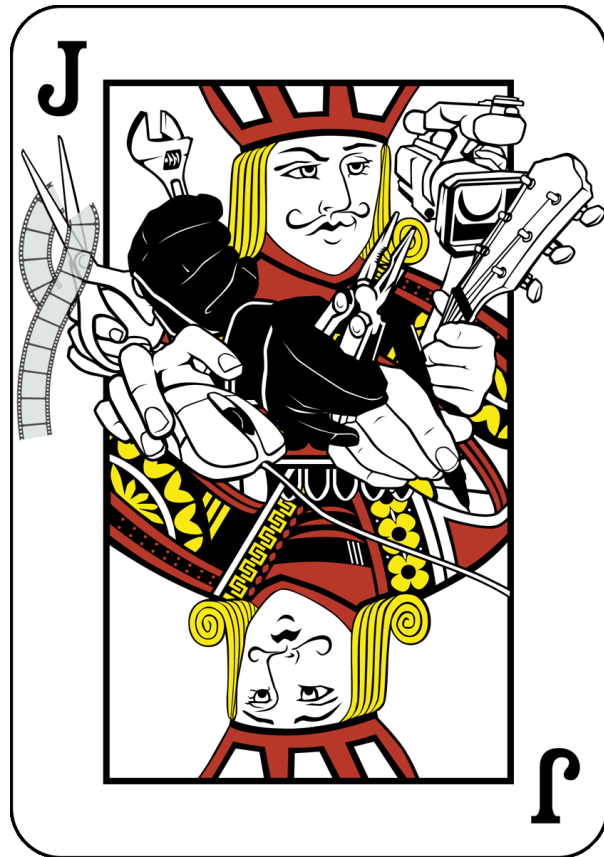
After

It wasn't always like this - Architecture

Before

After

It wasn't always like this - Deployment

Before

After

Some things we learned along the way

Never, ever reinvent the wheel

AWS, Heroku, Sendgrid, Github, Salesforce…

Be Lean
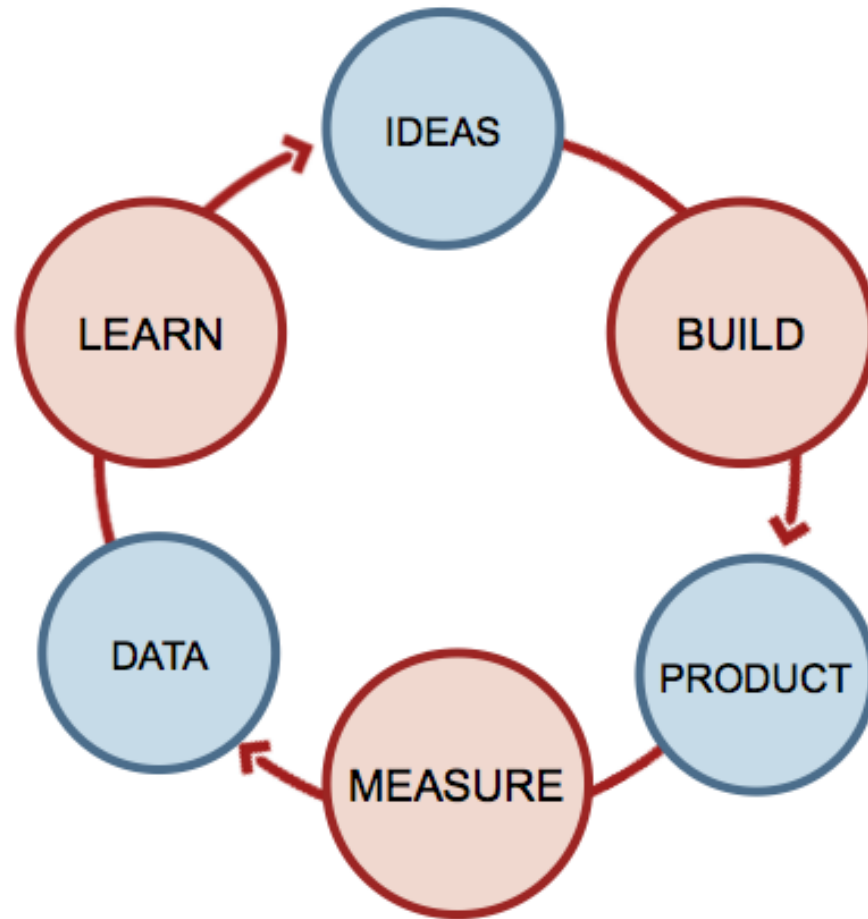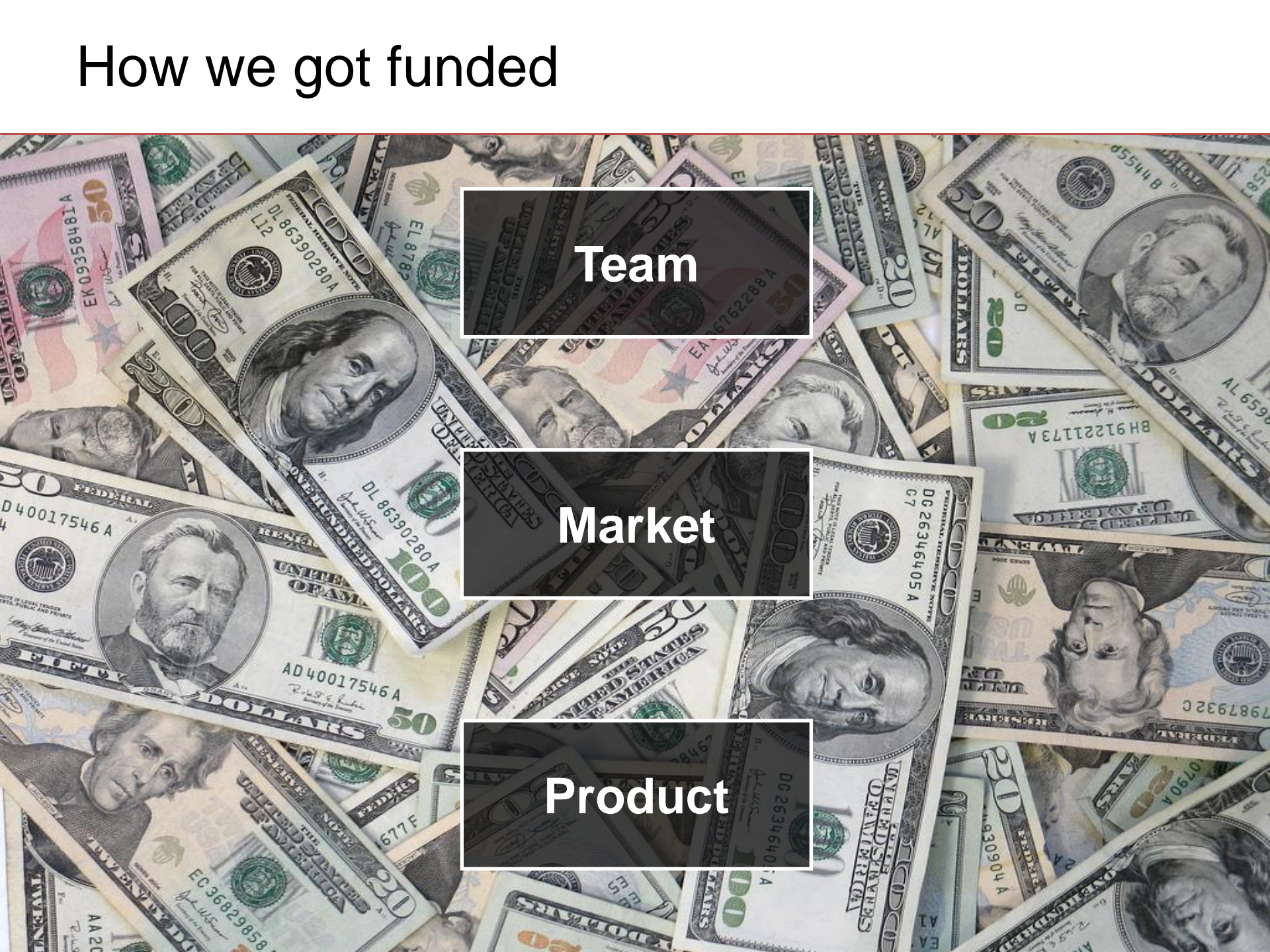
Move Fast, Break things

Continuous deployment
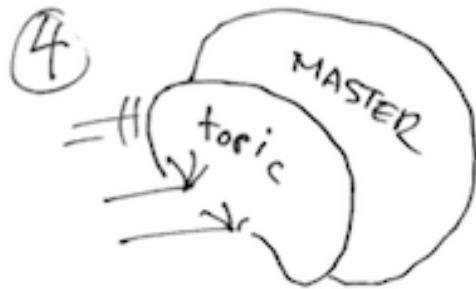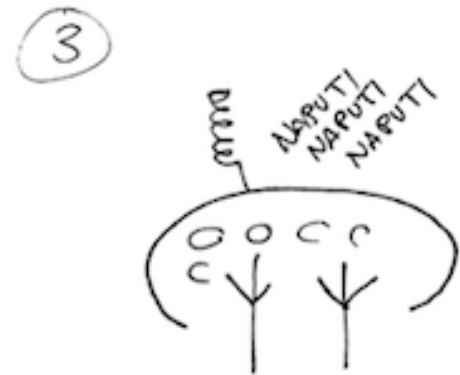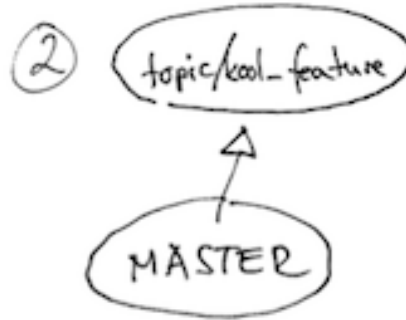
How we got funded

Team

Market

Product

How we got funded

Team – Able to adapt and iterate fast

How we got funded

How we got funded
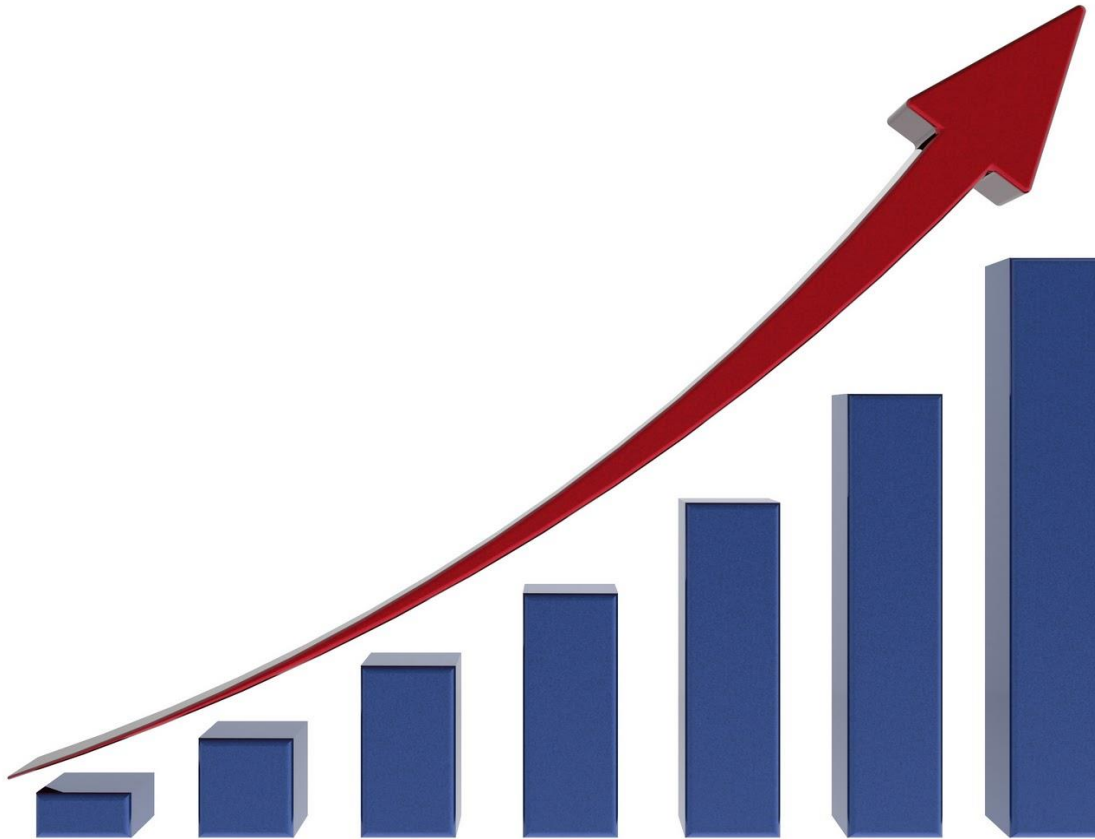
Have a business model
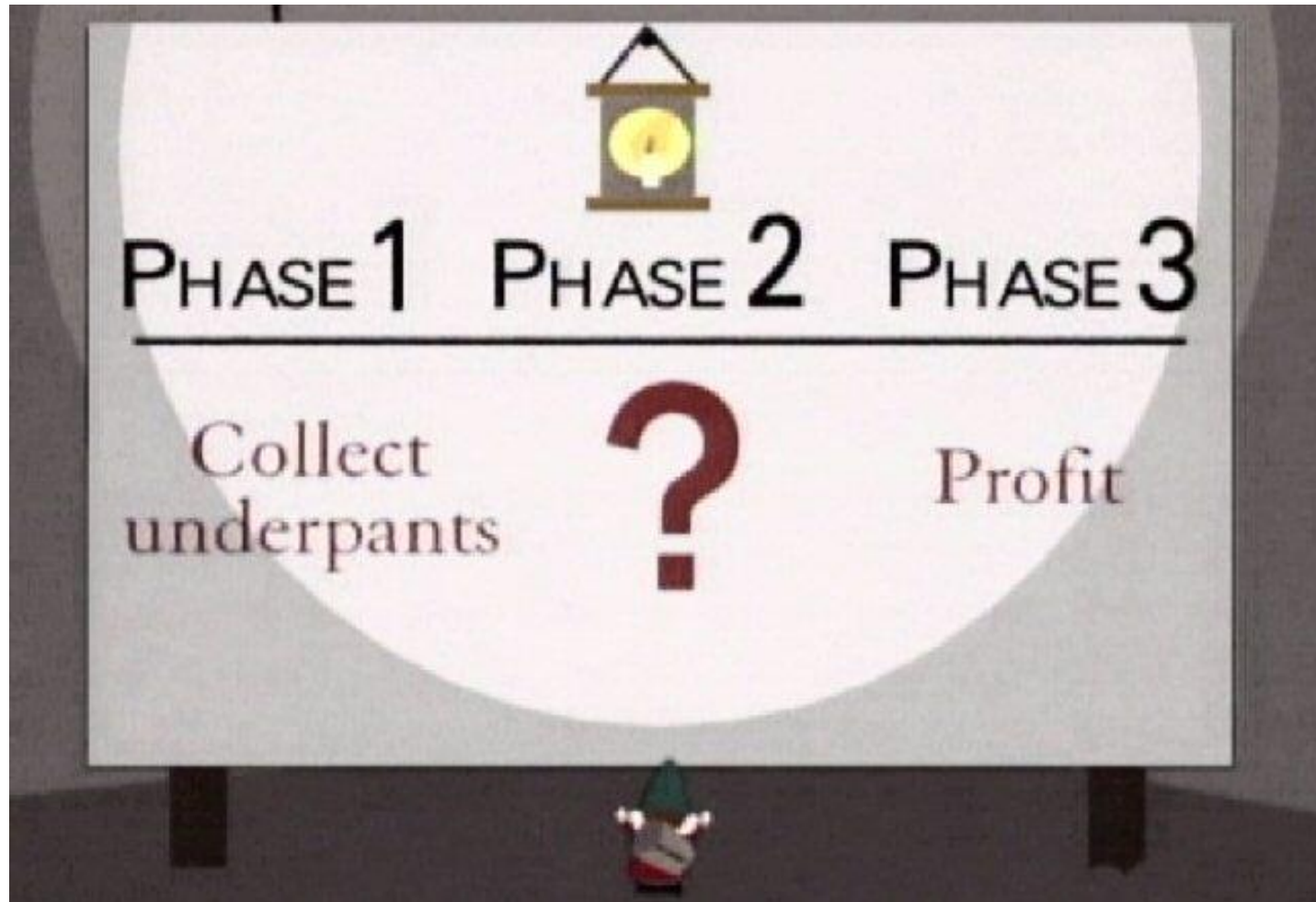
Make connections and get mentors

Matthew Rees
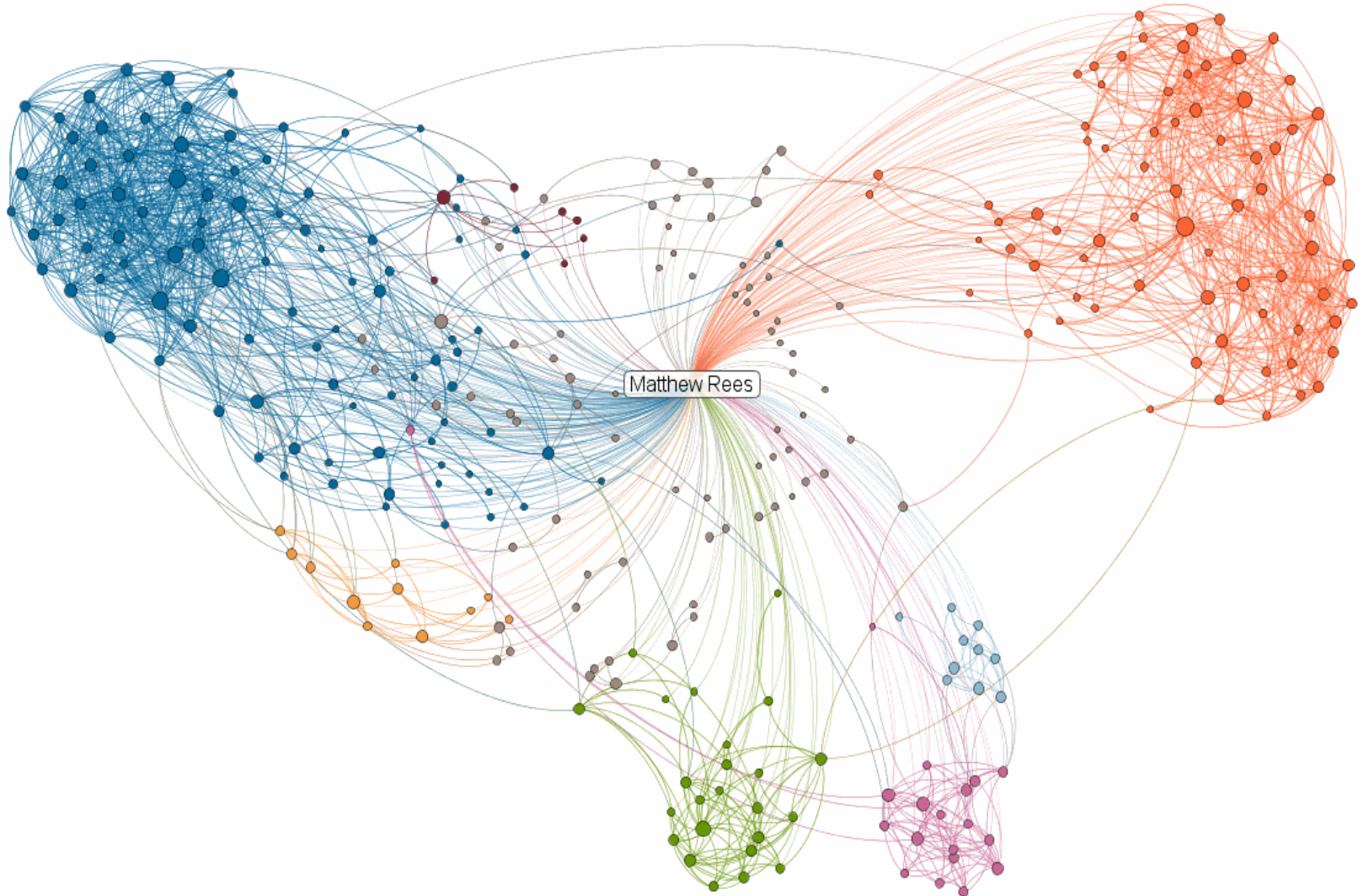
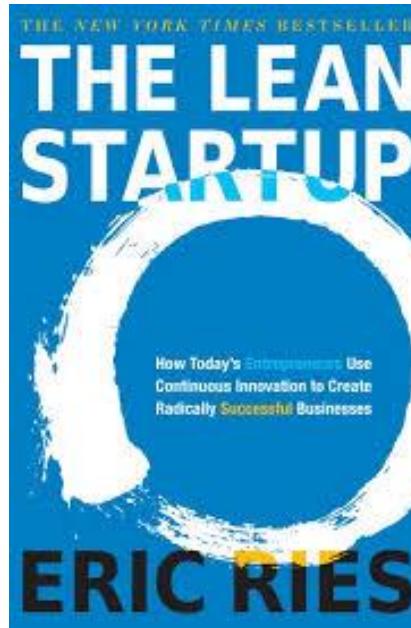# Say NO

Some good reads

Have fun

Thank you