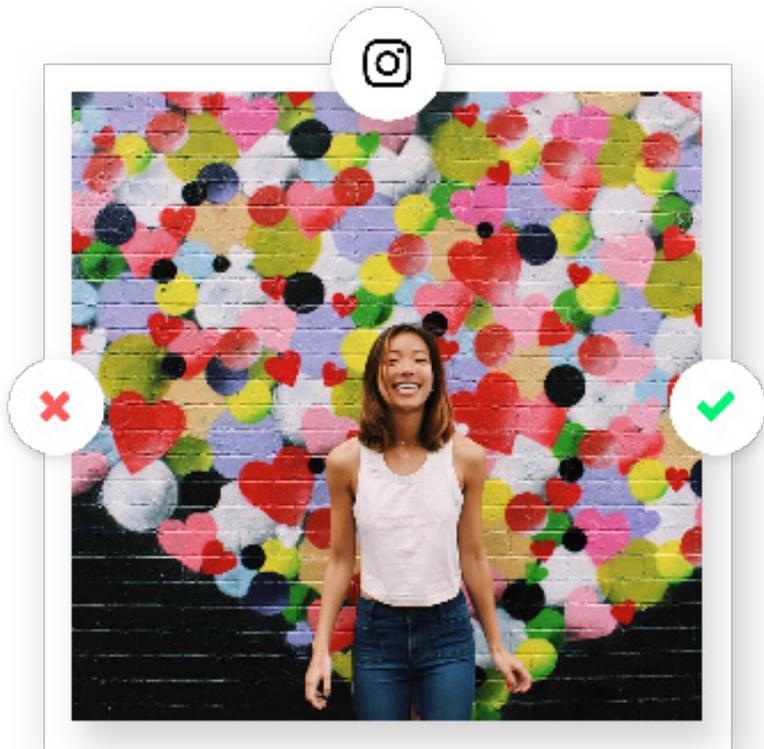


STRATEGIC MODERATION SERVICES

Olapic Moderation Services is a premium market offering that enables brands to better curate and categorize their collected content. Our services team works as an extension of your brand team, focusing on content curation, brand guidelines and aesthetic, and helping you unlock the potential of your content faster.



39% INCREASE IN APPROVED PHOTOS

Urban Decay has a strong brand aesthetic with beauty products that range in every color available - making for a nuanced approval and tagging process taken on by the brand team. Our team was able to work on behalf of the brand to quickly and accurately match product shades and colors to brand-appropriate user generated content, **increasing ready-to-use photos by 39% over the previous month.**

90,000 PHOTOS PUBLISHED

With nearly 4,000 photos collected a day, **a large, enterprise company** relied on Olapic to help them sift through the thousands of photos and helped launch photo galleries on their pages. To date, the brand **has published more than 90,000 photos with the help of Strategic Moderation Services.**



URBAN DECAY

Urban Decay is beauty with an edge. Feminine, dangerous and fun, it appeals to women who relish their individuality and dare to express it.

Olapic

f Marketing Partner



Instagram
Partner



olapic.com

“Olapic Moderation Services are very important to the success of our UGC program. We pride ourselves on selling solutions to our customers’ organization problems, and Olapic has been great at learning our vast product catalog and the variety of ways it can be used.”

- THE CONTAINER STORE

REDUCED OVERHEAD

Crocs uses Strategic Moderation Services to scale their ability to collect, moderate, rights-manage & publish user-generated content. With this scalability, Crocs is able to focus on creating a rich, expansive, and compelling shopping experience for its customers that helps the brand communicate the abundance of occasions to wear its uniquely fun, colorful, and comfortable shoes.

INCREASED PRODUCT COVERAGE

Carhartt grappled with curating their content quickly, causing their content activation to slow down. Through our services, Carhartt **grew to over 500 rights-approved photos tagged to specific products in only two months.**

ON-TIME LAUNCH

The Container Store boasts an incredibly engaged consumer base that posts thousands of brand-related images, which made reviewing and tagging images to products an arduous process for the brand. Partnering with our team, the Container Store was able to **launch on-time with over 250 high-quality photos and maximize their brand-aligned, usable content on their website.**

crocs™

CROCS
World leader in innovative casual footwear for men, women and children.



CARHARTT
US based clothing company focused on workwear and apparel.

The Container Store®

THE CONTAINER STORE
Leading specialty retailer of storage and organization products in the United States.

Olapic

 Marketing Partner



Instagram Partner



olapic.com