

OLAPIC + SALESFORCE COMMERCE CLOUD

Powering More Engaging and Valuable Ecommerce Experiences through Visual User-Generated Content.



With worldwide ecommerce sales expected to increase by 73% and 60% of all U.S. retail sales projected to involve digital channels by 2019*, creating more authentic and seamless online buying experiences for consumers is critical for brands and retailers.

Committed to helping retailers maximize value from their ecommerce efforts through visual user-generated content (UGC), Olapic has partnered with Salesforce Commerce Cloud - which powers the commerce of hundreds of leading retailers - to simplify the implementation of UGC on their websites and make it shoppable and measurable.

RETAILERS WHO USE SALESFORCE COMMERCE CLOUD AND OLAPIC TOGETHER CAN EASILY:



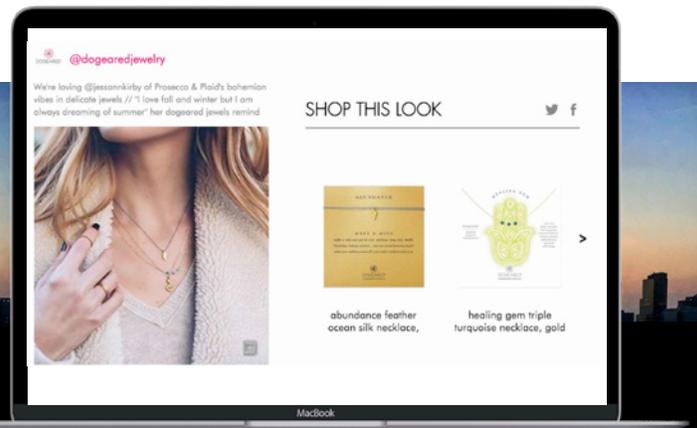
Link UGC to product feeds and enable a purchase experience from the photos themselves.



Deploy Olapic widgets across their sites including homepage galleries and on product or category pages.



Capture engagement and revenue analytics on checkout and transaction pages.



CASE STUDY:

When global accessory brand Dogeared started leveraging UGC on their website, they realized a 24% increase in conversion rate with the AOV on those purchases 22% higher than traditional purchases on the site. And with Olapic's engagement and revenue analytics, Dogeared was able to serve the highest-performing images on the product detail page within Salesforce Commerce Cloud simply by creating an API call.

Olapic helps more than 300 leading brands and retailers scale the collection, curation, permissioning, and distribution of visual user-generated content, unlocking its proven power to drive product interest, convert buyers, and influence customer loyalty. In fact, brands who utilize UGC on their websites not only experience an increase in customer conversion rate, but also see a higher average order value (AOV) from those customers who engage with the content than those who do not.

Visit Olapic’s profile on the Salesforce Commerce Cloud LINK Marketplace (<http://www.demandware.com/link-marketplace/olapic>) to learn more and download the cartridge.

THE OLAPIC APPROACH

CURATE 01

Collect and curate images and videos shared by people all over the world, use algorithms and human moderation to surface the best content, seamlessly request rights, tag to products, and organize your best earned content.

ACTIVATE 02

Publish to your brand or e-Commerce site, increase the ROI of each marketing channel, and optimize the entire customer journey from brand engagement to commerce to loyalty.

ANALYZE 03

Measure influence on sales, lift in revenue, and engagement with your photos in order to better understand and connect with your best brand advocates.



“Olapic has been a great partner, not only to Salesforce Commerce Cloud, but also to our clients. Their leadership in visual commerce helps our clients increase sales, provide meaningful engagement, and integrate customer photos across the online buying journey.”

ZAC COOK

SR. DIRECTOR, CORPORATE DEVELOPMENT, Salesforce Commerce Cloud

MORE THAN 40 SALESFORCE COMMERCE CLOUD CLIENTS USE OLAPIC:

