

How shoppable storefronts amplified a top US retailer's reach to 1B+

A branded and customized experience that helped a global retailer build a community and work with their creators at scale

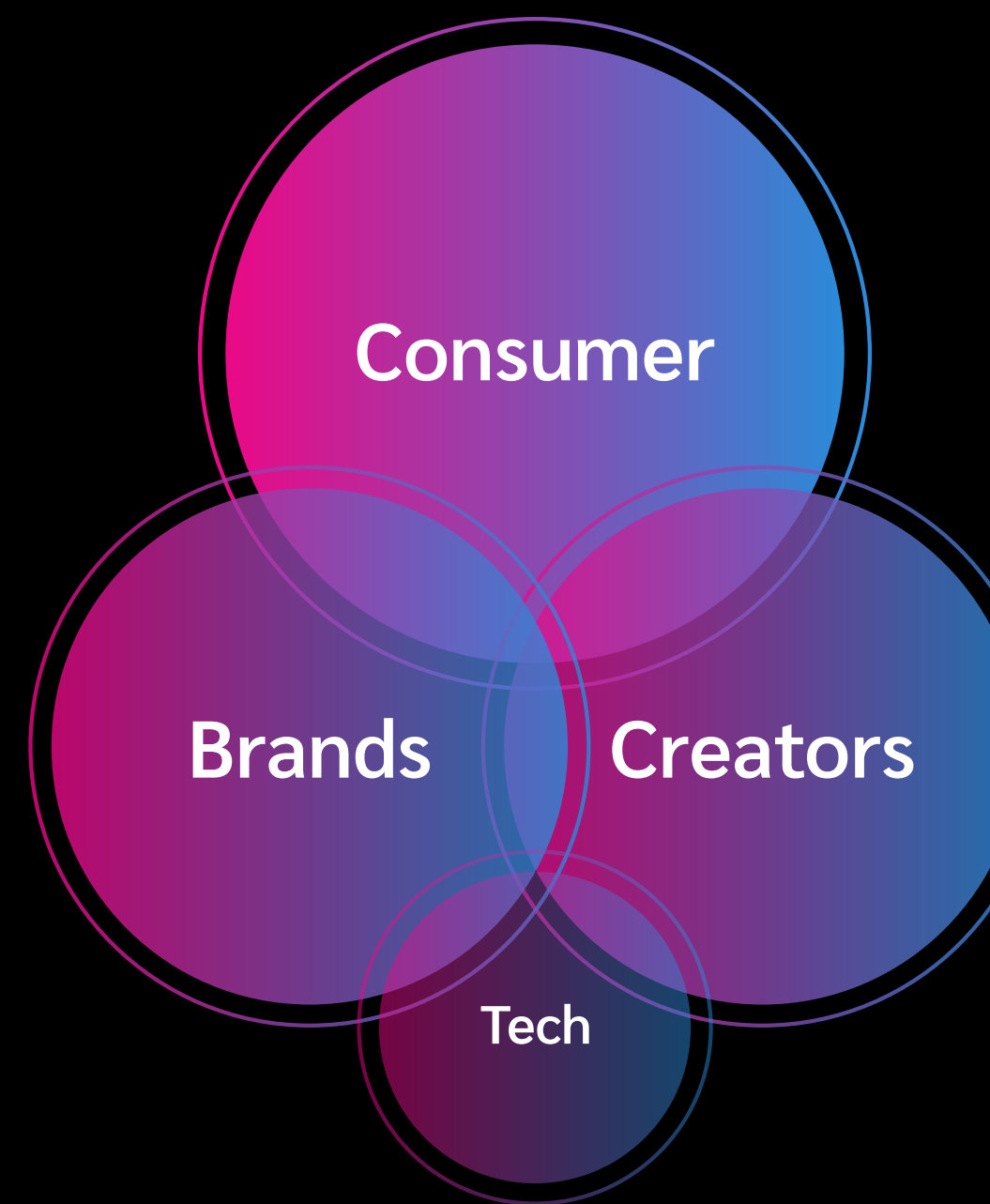
When you level the playing field for content creators, there's no limit to expanding your creator partner program. This retail powerhouse built their vision to offer partnership opportunities to creators from all backgrounds while connecting with audiences through an immersive shopping experience via their favorite social media app. We built the innovative technology to make it possible.

Make your products a *natural* part of the dialogue

This giant retailer is reshaping the shopping experience through impact.com's Creator Edit. This customized, curated shopping experience connects consumers to creators they trust through products they mutually love (and boosts brand conversions)!

By allowing creators to share links and promote through campaign-focused collaborations and "always-on" creator performance structure (CPA), they make shopping easy.

Here's how the all-in-one Creator Edit allowed them to create a community and work with their creators at scale:



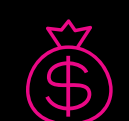
Curate collections for creators to browse and share with their audiences



Follow performance metrics and actionable insights



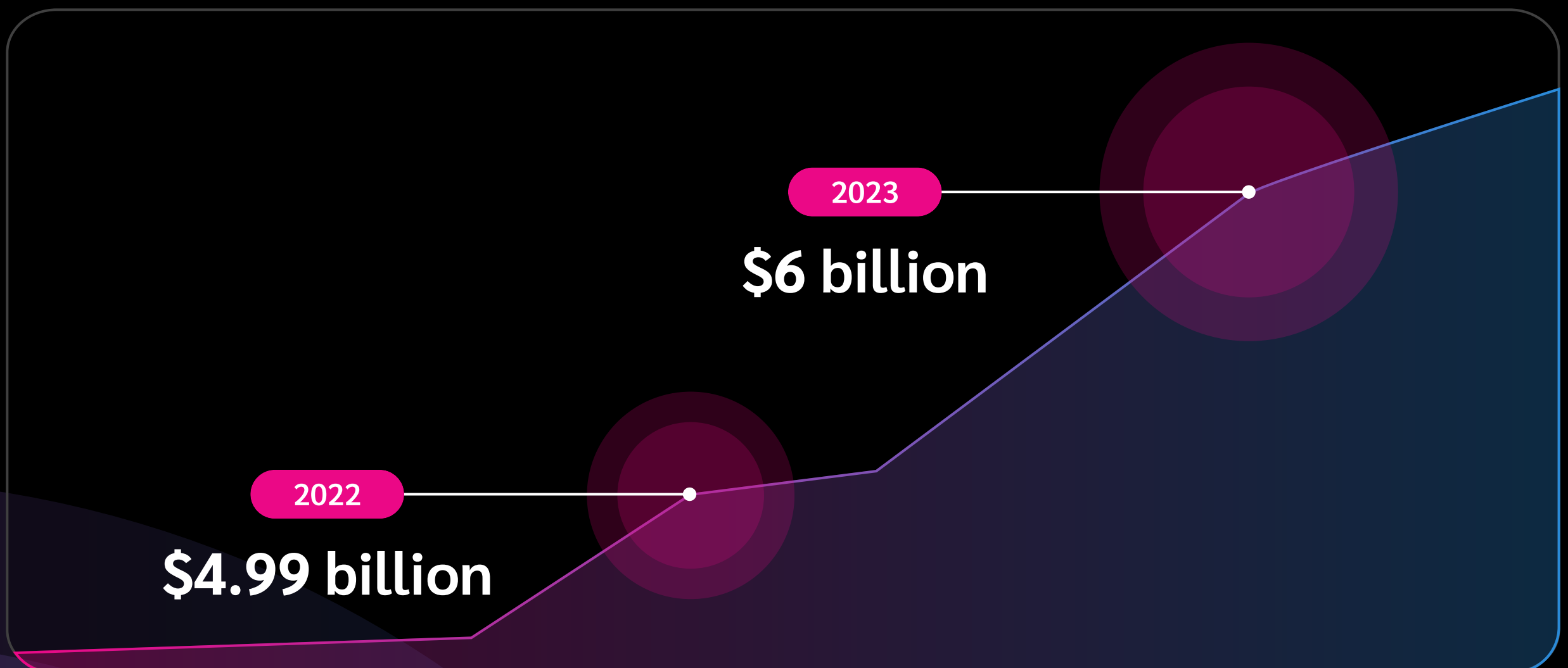
Empower creators to discover products that align with their values and audience



Creators earn no-cap commissions while expanding the retailer's customer base

Invite your audience into a personalized shopping space built by creators

In 2023, U.S. influencer-marketing spend is expected to exceed \$6 billion from \$4.99 billion last year. The investment growth in creators is because of the full funnel impact and strong return on investment.



This retail authority knows that content sells—especially user-generated content from creators that convert at a whopping rate of 102.4% higher than average.

Initially, the team had little control over its evergreen creator programs, making it challenging to show ROI. They also lacked visibility into the performance of these programs and required ownership over creator relationships.

They knew creators would monetize products with accessible tools and support from the team. This would also allow the partners to maintain an independent voice and creative drive their audience has grown to love—and further increasing brand conversions. They needed the tech to bring it to life.

This retailer gained 65k creator applications in the first 3 months after launching storefronts with their Creator Edit powered by impact.com

Partner/storefront metrics

***only showing within first 3-month period after storefronts launched*



of applicants:

65k+



of storefronts created:

200+



Reach:

1M+

Mix of applicants:

Tier breakdown of all Applicants

Tier	Reach	Total applicants
Celebrity	total reach \geq 1000000	200+
Macro	total reach $<$ 1000000	550+
Micro	total reach $<$ 250000	7,000+
Mid	total reach $<$ 50000	2,000+
Nano	total reach $<$ 5000	58,000+

Results from 6 partner BETA over 3 months



\$350k

in Revenue



300k

Clicks



5000

Actions



Paid out 70K in flat fees and CPA

600M+ in media reach

140+

pieces of total media coverage

600+ m

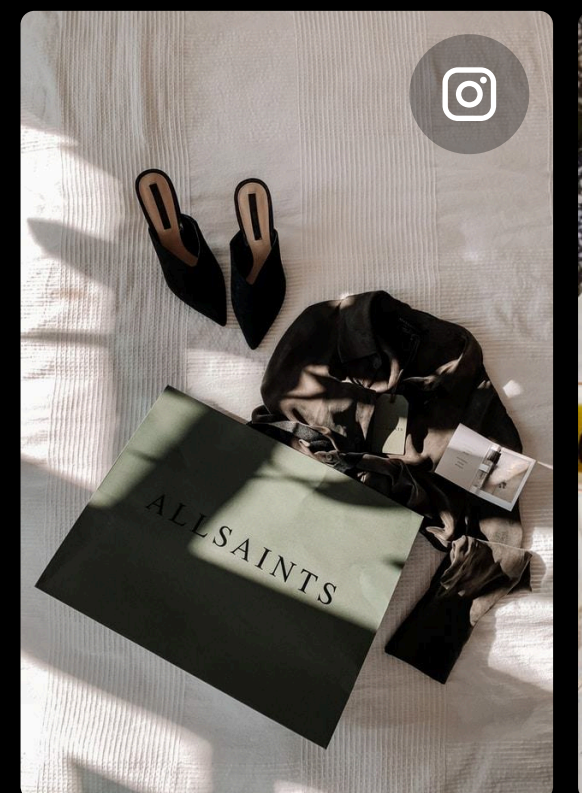
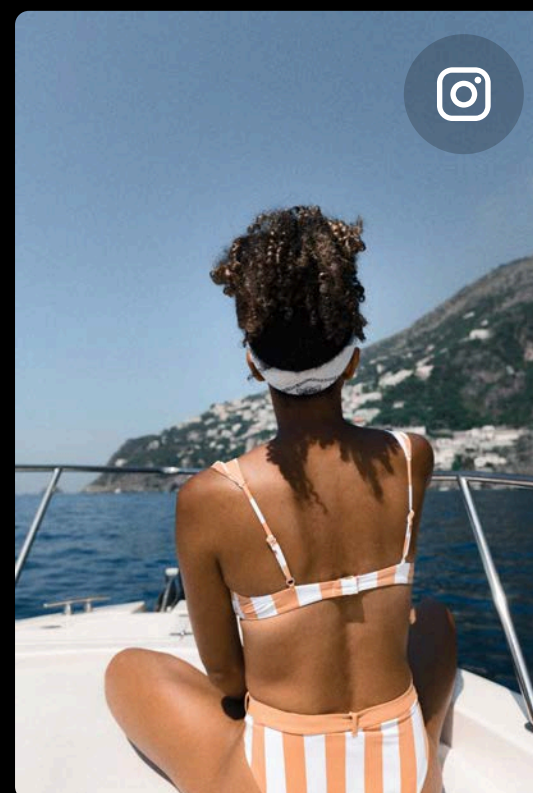
in potential reach



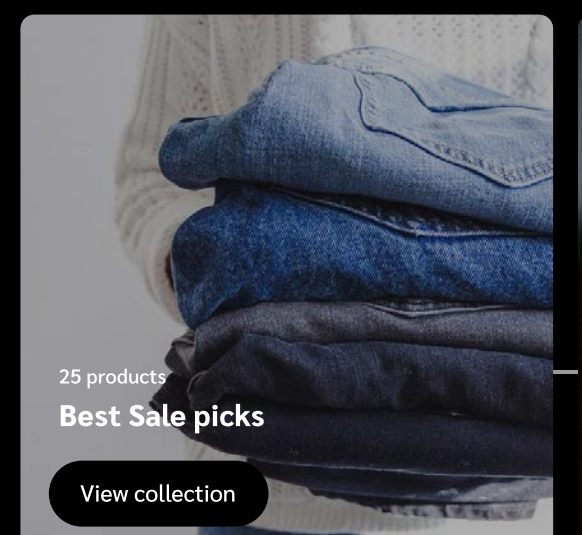
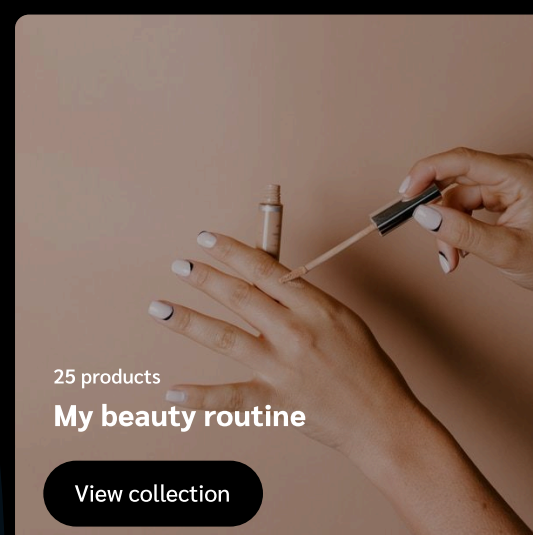
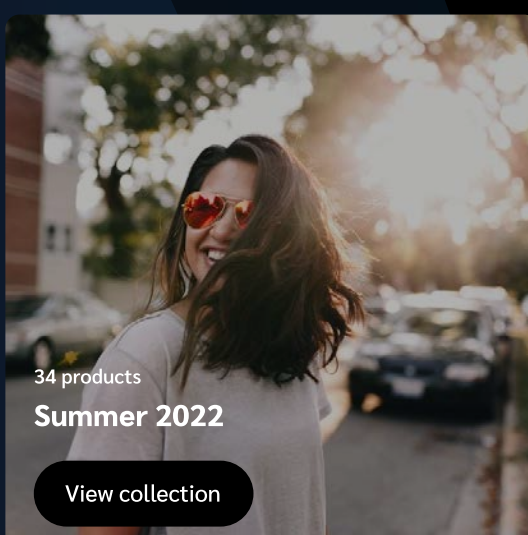
Zoe Reilly



Shop my posts



My collections



Boost revenue and win trust with personalized shopping and influencer collaborations on impact.com's Creator Edit

With Creator Edit, you're in charge, not some network. Build direct relationships with creators, significantly scale your revenue, and make creator-guided shopping a top driver in your eCommerce revenue.

The insights you'll get are invaluable.

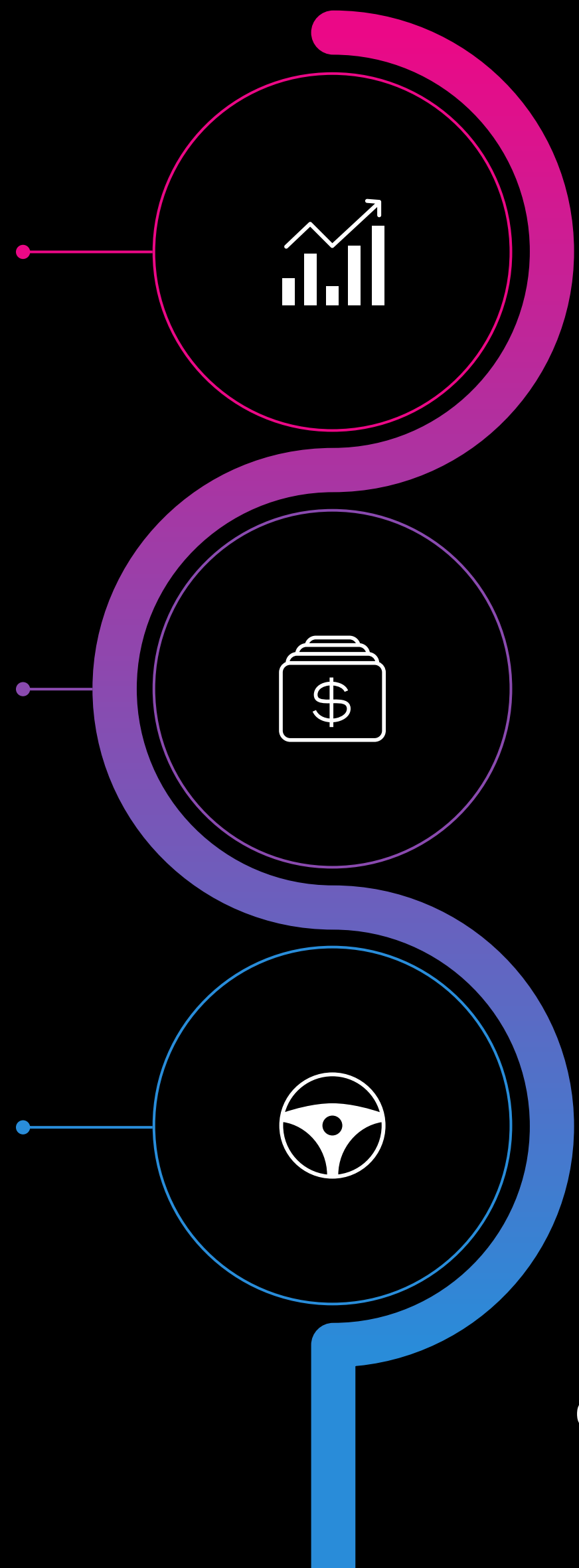
You get to track your creators' impact across the entire marketing funnel. You'll track not just the surface-level impressions or clicks, but the entire journey, right down to sales on your branded, curated storefront. Discover the real impact your creators are making and gain a comprehensive understanding of your marketing funnel.

You can compensate creators based on their true value.

That's why we offer flexible payment models. Test different payout options from flat fee, performance bonus, gifting, or a combination. It's not just a short-term gig. You're fostering long-term partnerships and boosting productivity with unique incentives.

You're in the driver's seat.

You'll have complete control over your influencer strategy. Use data to optimize your program, by trying out new compensation models or reaching out to fresh audiences. It's all about giving you the power to perfect your approach!



Shoppable storefronts: Best practices for Enterprises

1

Embrace UGC Creators:

User-generated content (UGC) creators produce authentic content that resonates with your audiences. Plus, not only does it save time and costs, but it also boosts buyer confidence, with 53% of shoppers saying it influences their purchasing decisions.

2

Own the Relationships:

One key to success with UGC and creator-guided shopping (CGS) is owning the relationship with creators. This means providing them with the resources they need, tracking their performance, and offering feedback. It's about building a partnership that benefits both parties.

3

Invest in Short-form Video Campaigns:

Today, short-form videos are driving more growth than static imagery. With 57% of consumers watching influencer-created videos on social media, this is a trend you can't afford to ignore.

4

Leverage Social Media Platforms:

Recognize that Gen Z and Millennials prefer platforms like TikTok and Instagram over brand websites for product information. Use these platforms strategically to promote shoppable storefronts.

The future of shopping is here with Creator Edit

As buying habits evolve, it's time for your brand to adapt. We're talking about a seismic shift in buying habits, especially among the younger generations.

Gen-Z's tech-savvy generation is shaping the retail landscape, with a whopping 76% purchasing from creators. Their shopping channels of choice? Instagram, TikTok, and YouTube. These platforms are not just popular; they're essential for reaching this influential demographic.

But it's not just about being present on these platforms. Gen Z consumers and creators prioritize authenticity, practicality, and shared values. They're not just looking for products; they're seeking genuine connections with brands that resonate with them.

Plus, Gen Z consumes creator videos more than the general population. Short-form video campaigns are leading the charge with an incredible 5x growth year-over-year, and driving 3x the gross merchandise value (GMV) growth compared to static content.

Looking to the horizon, we see the rise of video content continuing to dominate, the influence of TikTok growing stronger, and the importance of micro-influencers becoming more apparent. The future is shopping guided by creators, and impact.com can help you evolve with the trends with Creator Edit.

Want to maximize Creator Guided Shopping and have complete control over your program? Contact us today.



Creator Edit Overview:

This product is a fully branded creator guided shopping experience and campaign manager for enterprise brands who want to own direct relationships with creators and desire the best of both worlds from their influencer marketing investment: brand lift and revenue acquisition.

As part of a select group of enterprises that qualifies for our Creator Edit, you'll have access to a top-tier list of ways we can help amplify your brand.