Visual Content Marketing Inspiration:

21 Campaigns That Captivated & Converted Consumers

Stackla
The power of visuals in storytelling is undeniable. Visuals transcend language barriers and convey complex messages more quickly and memorably than words.

— Peter Cassidy, Co-Founder & CMO at Stackla
The Power of Visual Content

In the last ten years there’s been an explosion of visual content unlike any other time in history. It’s estimated that 3.5 million photos were shared every minute in 2016 and by 2021, 80 percent of all web traffic will be videos.

The power of visuals in storytelling is undeniable. Visual content can transcend language barriers, quickly convey complex messages and inspire an immediate response in people.

In fact, today’s consumers crave visually engaging experiences so much that brands are constantly fighting to meet the ever increasing demand. The majority of marketers say 91-100 percent of the content they publish contain visuals, yet 65 percent say they struggle to consistently create engaging or well designed visuals.

While it’s nearly impossible for marketers to keep pace with the voracious visual appetites of their audiences, smartphones and social media have made everyone a content creator, providing an abundant source of relevant, compelling and influential visual content for marketers to tap into.

Stackla’s AI-powered user-generated platform (UGC) and asset manager has helped top marketers around the world source high volumes of authentic user-generated content from across the social web, then seamlessly manage, distribute and optimize it across all their multi-channel marketing efforts.

All the inspirational campaigns you’re about to see were powered by Stackla’s visual content engine.

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Digital Ads
“Feeling the Street” is Toyota’s annual global initiative, celebrating the world’s best street performers. Over a 6 week period, street musicians posted videos and images of their acts on social media with the hashtag #feelingthestreet, then the public voted for their favorites to create the ultimate Global Street Band that would tour across Australia.

In 2016, Toyota’s creative agency, Media Blanco, were charged with building on the previous year’s success by improving ad engagement without increasing ad spend. “We knew authenticity was the key,” said Media Blanco’s Kristen Matthew. “Slick product photography and cheesy montage videos weren’t going to resonate with our core audience of 18-24 year olds. Instead, we put a focus on user-generated content, using it to power our social display advertising.”

Using Stackla’s user-generated content (UGC) platform to discover, rights manage and display the best #feelingthestreet visuals across Toyota’s Facebook ads, they were able to far surpass their ambitious campaign goals:

- **Increase in Facebook ad engagement**: 440%
- **Facebook ad engagements**: 1.2m
Virgin Holidays #SeizeTheHoliday

Virgin Holidays launched their brand refresh with the “Seize The Holiday” campaign in September 2016.

“We really wanted to take it away from the celebrity ether and root it in real people doing authentic things on holiday,” said Claire Cronin, Virgin Holidays Vice President of Customer and Marketing.

To showcase the content their customers were posting while on holiday around the world, Virgin Holidays used Stackla to find, rights approve and publish #SeizeTheHoliday videos and images on digital billboards throughout the UK. They also created a live TV ad featuring real-time customer experiences in 18 global destinations.

With this earned visual content campaign, Virgin Holidays achieved impressive results:

- **260%** Increase in online bookings
- **16.9m** Impressions on twitter
- **Award** Campaign of the Year Award from Marketing Week
SEIZE THE HOLIDAY
Situated in the heart of the Great Barrier Reef, Hamilton Island is a global travel destination and a hotbed for stunning visitor photos.

Like most businesses, Hamilton Island uses Facebook ads to attract new and return visitors to the island. However, they understood that real visitor photos were more credible with potential guests than professional photos.

Instead of using costly commissioned images in their Facebook ads, they used Stackla to source, obtain user permissions and create engaging, UGC-powered Facebook ads.

By featuring the images people actually want to engage with while they’re scrolling through their Facebook feeds, Hamilton Island improved the overall cost and performance of their Facebook ads.

**Hamilton Island Facebook Ads**

- **Increase in Facebook ad click-through rates**: 3X
- **Facebook ad cost per click**: 1/3
Our backyard...
#CatseyeBeach #HamiltonIsland
(Image by @graceadler)

Swings aren’t only for kids. Have you tried it out when visiting Coral Cove? #HamiltonIsland #CoralCove #graceadler
Websites
The World Wide Fund (WWF) Australia organizes Earth Hour every year, a global event where millions of people, businesses and communities turn off their lights for one hour to shine a light on the need for climate change action.

To celebrate Earth Hour’s 10th anniversary, WWF wanted to use their website as a place people could register as participants as well as share their Earth Hour stories. WWF asked supporters to submit a picture of them switching off for Earth Hour and used Stackla to capture direct web submissions as well as dynamically display participant stories from across the social web.

“Stackla enabled us to have a one-stop registration process,” said Kerri Major, Climate and Earth Hour Engagement Manager at WWF Australia. “People who registered could see at a glance who else was participating with them. It’s been a really great way to engage people during, before and after Earth Hour, helping to build broader awareness and support for this important cause.”

- Increase in new website visitors year-over-year: 72%
- Growth in overall web sessions: 60%
- Social posts in one hour: 150K+
See Who’s Switching Off

We are switching off on 25 March for Earth Hour 2017. Join TheFuture #60x37
The Leading Hotels Of The World (LHW) focuses on demonstrating what is remarkably uncommon about their hotels through story-telling. Leveraging user-generated content to visually show their extraordinary properties through the eyes of their guests has become an important component to activate this content strategy.

With over 400 luxury hotels in 75+ countries, there is a wealth of captivating traveler content available for them to tap into.

Using Stackla to discover and curate tens of thousands of authentic guest images, LHW leverages that content across their homepage and even created a ‘Trending Moments’ landing page dedicated to these compelling and real-time visuals.

“By taking advantage of UGC, we’ve expanded the amount of content we have to best tell our hotels’ remarkable stories,” said Jose Canelos, Senior Manager of Digital Product Development at LHW. “When it’s truly a guest having that special moment and sharing it from their unique perspective, it’s incredibly powerful and has shown some great impact when it comes to LHW.com visitors.”

In fact, site visitors who interact with the UGC on their webpages, stay on LHW.com twice as long as other users.
TRENDING MOMENTS

Enjoying #MaTIme2 and a magical view of Diamond Head from our house befitting heaven.
#HalekulaniMoment Photo: @Seliscoflife
While the emergence of smartphones may be viewed negatively by some camera manufacturers, Canon saw it as an opportunity. Canon Australia’s Manager of Consumer Engagement, Jensen Baptist, said, “The rise of smartphones actually increased people’s interest in photography, so we launched the LEAP Challenge to take advantage of that increased interest.”

As a brand-agnostic initiative, Canon’s LEAP Challenge set out to stretch people’s creativity by helping them look at things differently through the lens of their cameras. The 30-day challenge offered a new brief for people to shoot every day – from ‘change the horizon’ to ‘roam the night’.

Across the LEAP site, Canon used Stackla to dynamically showcase all the photos people were sharing for each of the 30 briefs. “Even though there were no prizes,” Jensen said, “thousands of people shared what they were shooting with us every day.”

“We still get a lot of organic traffic to these webpages, even though the challenge is over,” Jensen explained. “I think a big reason is because of the large volume of engaging, interactive content we’re able to feature there.”
Maps
Busabout Hop-On-Hop-Off Tours

Busabout’s hop-on hop-off network of coach buses offer a freestyle form of travel for Millennials and younger generations seeking to create their own adventures.

To take advantage of the thousands of real moments their customers were capturing and sharing on social media during their trips, Busabout used Stackla to create an interactive map on their website.

With this engaging, visual content hub, site visitors can see authentic traveler photos as they’re happening with the ability to click through all of Busabouts destinations to find potential stops for their own adventure.

“Stackla’s map function allowed us to visually represent our unique Hop-on Hop-off coach network through the eyes of our customers. We wanted to inspire potential travelers by showing just how rich the experience is—from the classic European landmarks and the hidden gems to the social atmosphere that is inherent to Busabout.” - Duncan Robertson, Managing Director at Busabout

Growth in web traffic year-over-year

Increase in UK bookings
EXPLORE OUR EUROPE

We've collected thousands of real and genuine moments captured by our travelers. We've then mapped each one on the interactive map of Europe. Zoom in, click around, and explore this amazing continent through the unfiltered lens of Fussbudget travelers. Tag your photos with #fussbudget to contribute to this project. 110,962 images tagged so far.
Photographs of food have been taking over people’s social media feeds for years now. But while some fine dining establishments frown upon diners photographing every plate, Gordon Ramsay has embraced the trend, saying, “It’s a compliment to the chef the fact that customers want to take pictures of dishes.” Adding, “If I see a great looking picture posted, I’ll want to go eat there immediately.”

According to Gordon, “Customers vote with their feet, pictures create huge followers and excited potential business.”

So it’s no surprise that Gordon Ramsay Restaurants take a photo-forward approach to their online experiences.

Gordon Ramsay Restaurants consist of 31 internationally-renowned restaurants ranging from casual dining to Michelin-starred. To create a community destination where guests can see and share their experiences across all their various restaurants in real-time, Gordon Ramsay Restaurants worked with Stackla to build an interactive map highlighting all the great content guests were creating in their restaurants around the world.

They also have live screens throughout Terminal 5 of London’s Heathrow Airport, displaying social photos from their Plane Food restaurant.
Helloworld’s #helloworldRELAY

Australia’s leading integrated travel group, Helloworld, wanted to inspire people to plan their next holiday while demonstrating their “experts in everywhere” company motto.

To ensure they made a big splash, they hatched a plan to stage the world’s first Instagram relay, partnering with 80 influencers around the world to help kickstart the #helloworldRELAY and encourage others to post their own photos using the campaign hashtag.

Working with Stackla, the Helloworld team created a microsite featuring a custom-built, interactive map. As relay photos were aggregated using Stackla, they went through rights management workflows and a moderation queue before being published to the map, where visitors could browse unique travel tips and content by location. The pins on the map were designed to grow as more content became available in each location.

Taking place from sunrise to sunset, Helloworld’s 12-hour relay generated massive public interest, displaying authentic traveler UGC on their interactive maps across their microsite, TV and digital-out-of-home ads.

![UGC images shared](22K+)

![Enquiries from customers](10K+)
Say hello to your next holiday

Discover the best the world has to offer with our inspiration travel map. Be inspired by thousands of travel treasures gathered by Instagrammers and travellers on the #helloworldrelay.

Our experts love to travel the world as much as you do, so whatever you decide to go, let us create the perfect holiday for you.

Visit us in-store or online today.
Competitions
Expedia #EyeWanderWin

Expedia’s team loved user-generated content, but couldn’t run social-driven contests because of the break it caused with their SEO goals. Stackla offered them a way to seamlessly host a social contest on their own site, instead of a third-party social network.

Looking to engage travelers but also expand their creative asset library with compelling images, Expedia Singapore launched their #EyeWanderWin contest, asking people to submit their best travel photos via Stackla’s direct upload form or on Instagram with the competition hashtag.

Over the 3-week contest, they used Stackla to display photo submissions on their contest site as well as their travel blog. When the contest closed, over 4,350 traveler photos had been submitted and three sets of winners received a free trip to a mystery destination, in addition to a free Oppo smartphone and a travel photoshoot with a professional photographer.

“With this contest, we were able to get photos from people in places they truly care about visiting, and they were unique,” said Rebecca Pinnavanam, SEO Specialist at Expedia Singapore. “We can better localise our online experiences for our Asian markets with this large library of authentic traveller content.”

34%
Increase in blog traffic month-over-month

4350+
Photo submissions
The British Heart Foundation (BHF) has 730 charity shops in the competitive high street charity retail sector throughout the UK. In July of 2017, they ran a pilot campaign using UGC to showcase the quality of their stock, as well as drive footfall and sales for local stores.

Jumping on the upcycling trend, the charity asked shoppers to buy an item from their stores (where all proceeds got to fight heart disease), personalise it and post “before” and “after” pictures using the hashtag #TheBigStitch. All entries went into a drawing to win a night out at a West End show.

Using Stackla, staffers were able to easily create, manage, track and display competition photos across their campaign website. Although the campaign was small with a limited budget, the BHF was able to effectively harness the power of UGC to broaden awareness and engage supporters.

BHF’s Social Media Manager, Athar Abidi, “By using Stackla to harness all this content people are generating, we’re creating the sense of a ‘movement’ which will bring any charity campaign to life.”

152% Campaign goals achieved

153 Contest entrants
Take a look through our photo wall of inspiring clothes bought and upcycled by our happy customers. If you've got an amazing find from one of our shops simply share it on Facebook, Instagram or Twitter using the hashtag #TheBigStitch.

So here is my vintage style refashion for #thebigstitch! I completely forgot to photograph the dress before I cut it up, so if you'd like to see what it looked like before you can see it on my youtube video (link in profile). The video - I love it! 🎥 August 19 🎁 Dressmaking #sewing #new #refashion #upcycling #vintage #vintagestyle #vintageinspired #modernmetro #vintage #refashion #bordureprint #new #refashionists #renmade #refashioned
When PC gamers think graphics, they think NVIDIA GeForce. To raise awareness and drive adoption of their GeForce ShadowPlay feature, which provides an easy way for users to record in-game action, NVIDIA partnered with Respawn Entertainment, maker of the popular Titanfall game, and Stackla to power a YouTube competition.

Gamers could enter the competition by recording themselves playing Titanfall, then uploading their videos to YouTube.

Stackla allowed them to pull entries from YouTube and publish them on a competition page on their website, taking advantage of Stackla’s customisable widgets to make them look and feel like their brand.

Visitors could then use Stackla’s competitions feature to vote for their favourite videos.

Jeff Wycoff, Social Media Manager for GeForce and SHIELD at NVIDIA, said, “We’ve run video contests before at NVIDIA so we had a good idea about what we wanted to achieve. One hundred entries was our break-even point and we were shooting for 200 as a target. We received nearly 350 entries which far surpassed our expectations.”

350 Entries on YouTube
20K+ Votes were cast
Emails
The Bay Area Rapid Transit (BART) is the main metro system for the San Francisco Bay Area, carrying over 400,000 riders every weekday. To encourage people to also ride BART on the weekends, they started a marketing initiative called BARTable. “When you describe a local event, people ask, ‘Is it BARTable?’ – meaning, ‘Can you take BART there?’” Andrea Frainier, Senior Marketing Representative at BART, says.

In November of 2017, BART launched their annual #BARTableHolidays campaign, encouraging people to ride BART to their holiday shopping destinations for a chance to win a $500 or $250 mall gift card. Only, this year, they powered their campaign with user-generated content.

As riders shared everything from BART selfies to store window displays, BART's marketing team used Stackla to dynamically display all the best images on their campaign webpage and within their email newsletters. This added element of visual inspiration helped to grow campaign awareness and engagement, making this their most successful #BARTableHoliday yet!

- Increase in email click-through rates: 8%
- Boost in website pageviews: 60%
Tag your holiday adventures with #BARTableHolidays on Facebook, Instagram or Twitter for a chance to win a $500 gift card to the Shops at Tanforan. One lucky winner will be picked at random on Monday, Dec. 18.

Win a $1,000 shopping spree.

The holidays are here, and we know the places where you can break out your winter best—The Shops at Tanforan near BART! That’s why we’re giving away one free $1,000 BART holiday shopping spree to a lucky winner. Visit @bartable on Saturday, Dec 16. Check back and make your holiday wishes come true.

Feeling bold?

Check out our habitats page for more winter articles and furnishings to deck out your BART!
The Royal Automobile Club of Queensland Limited (RACQ) is best known for providing motor and home insurance as well as roadside assistance. However, they’re less known for insuring people’s four-legged friends.

To reach, engage and inform audiences about their new pet insurance offering, RACQ hosted a pet search competition. They relied on Stackla’s direct upload forms to help them capture participants’ information while taking advantage of Stackla’s web publishing, digital-out-of-home integrations and email plugins to display photo entries on their website, power their digital billboards with UGC and personalise images throughout their email communications.

“Since we had the image, the owner’s name and the pet’s name as well as the pet’s breed and age, we were able to take all that data from the form and send a personalised pet insurance quote to all those leads.” Although Leo the Tabby cat won the pet search prize of $5,000, he wasn’t the only winner; RACQ’s contest generated big results.

RACQ Pet Search

<table>
<thead>
<tr>
<th>46%</th>
<th>Email click-through rate achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>22.7k+</td>
<td>Marketing leads generated</td>
</tr>
</tbody>
</table>
Your pet pic could win $5k

Enter now racq.com/petsearch

Terms and conditions apply, see the website for details.

RACQ Pet Search

Chia

The Queensland public has voted and the winner is...

We would like to thank everyone for entering their gorgeous pets, we loved looking at every single one of them.

The winner of the RACQ Pet Search is... Lea the Foxie! We'd like to thank everyone for entering their gorgeous pets, we loved looking at every single one of them.

We wanted Pringles to be a matchmaker for an appearance at partner events.

We're looking for a new partner for dogs. Get in touch with us and be our partner.

RACQ Pet Insurance is there for you in your time of need. Dog's life: we take care of your dog's life.

Get your pet insurance quote today using this link below.

Foods dogs shouldn't eat

Your dog has a very different digestive system to you, so it's important to remember that mistakes to a dog's diet can be disastrous.

Find a quote

Save on pet toys, accessories, food and more

RACQ members receive a 10% discount off the full range of products at the RACQ Pet Store.
Whether you’re counting calories or steps, Amazfit’s smartwatches and fitness trackers can help you monitor your daily activity and sleep patterns without sacrificing style.

To cultivate trust and awareness with online consumers, Amazfit’s Head of Marketing & Sales, Frederik Hermann, knew they needed to put customer stories at the forefront of their marketing. “[Your customers] are the ones that can create word-of-mouth and provide third-party validation for others in the form of social proof.”

Amazfit used Stackla’s UGC platform to capture, curate and strategically showcase how customers were using their products throughout their website, blog and email newsletters.

Nearly every email newsletter includes a Stackla email widget, dynamically displaying the social content their customers are creating while incentivizing them to continue posting by offering discounts or giveaways as a reward for sharing their stories. Not only has this excited their existing audience, but it’s also helped boost their email performance rates.

- **8%** Increase in email click-through rates
- **29%** Growth in sales
Join the movement! Add #bestself to your posts!

We’re working on our #bestself. Learn about it on our blog.

@trackstar2
Love my new amazfit! #amazfit #fitness #running #bestself

@jimmyj09
Finally fitness is fun! #amazfit #trackingsteps #5k #bestself

@run4fun453
Amazfit makes everything better. #bestself
Commerce
Kathmandu’s Winter Lookbook

When New Zealand-based adventure gear brand, Kathmandu, were launching their Winter 2017 Collection, they knew they wanted to “bring the collection to life in a way that elevates the storytelling beyond just a traditional product page that features product details and the price,” as their Social Media Manager, Paul Lester, said.

Deciding to build an interactive lookbook on their website, Kathmandu leveraged Stackla’s shopspot functionality to leapfrog a bit of technical web development and quickly create visually engaging landing pages with actionable “buy now” buttons on each piece of content that showed their products in different real-world scenarios.

“Stackla has allowed us to bridge the worlds of social and content to create truly engaging digital experiences that bring our products to life for online shoppers and drives real results for our brand.”

- 32% More pages per session by people who viewed the lookbook
- 44% Higher web session duration
Wanted Shoes, a top fashion-footwear brand in Australia, was looking for a new way to engage and convert their passionate social audiences. Since they knew shoppers wanted to see their products in real-world scenarios, they decided to create an interactive social catalog on their eCommerce site.

To give site visitors this new, unique way to browse their products, Wanted Shoes used Stackla to curate customer content from Twitter, Instagram and Facebook – automatically tagging all the brands and items featured in each user-generated image.

By hovering over each piece of social content, shoppers were shown links to bring them to that exact product’s purchase page. Augmenting their professional product photography with real customer photos added powerful social validation at the point of sale.

“Stackla puts us ahead of the trend,” said Jennifer Christodoulou, Marketing Manager at Wanted Shoes. “The audience, our customers, can share content and enjoy a shortened path to purchase.”

30%  Increase in online conversions

95%  Of users click through to product pages
Although they started as a small distillery in Austin, TX, Tito’s Handmade Vodka is now one of the fastest growing spirits brands in America. From the start, authenticity has been the hallmark of their brand. So it’s no surprise that they aim to create that genuine connection with their customers throughout their online experiences.

As Tito’s Web & Social Media Coordinator, Katy Gelhausen explained, Stackla made it “really easy to aggregate tons of UGC and, with the simple click of a button, make all that content go live on [our] website.”

Beyond featuring UGC on their homepage and ‘Vodka for Dog People’ page, Tito’s also used Stackla to create interactive carousels of social content within their online store. By making the customer content actionable, visitors could see how others were enjoying Tito’s products and easily follow a direct link from that engaging content to purchase the product featured in the image.

They even customized Stackla’s interactive product tags to display their branded star on each item, keeping the brand experience consistent as people click through from social engagement to commerce transaction.

“Before Stackla the only social content we had on our site was just a stream of our tweets,” Katy said. “Now we can elevate our customer content and have the ability to actually make it actionable.”
JOIN
THE FUN

Share your swag with #TitosHandmadeVodka to be featured!

Emily Poskrabko @emilyposkrabko
Monica Loose @moxieeloo
Tito @vodkafor dogpeople

FOLLOW @TITOSVODKA

Woof woof! Hope to see you all tomorrow! Tito's Craft Vodka and Malone's is hosting Vodka for Dog People, 1pm-4pm on the patio! Proceeds will be donated to the SPCA. See you all there! #dogs #vodkafor dogpeople #titosvodka
Live Experiences
Looking to entice Millennial Londoners to book a Scottish holiday, Scotland’s National Tourist Organization, VisitScotland, came up with the idea to create a physical travel agency in London. But, instead of using brochures and catalogs, they would rely on authentic user-generated images to inspire visitors.

Upon arrival, travel agency guests were greeted with floor-to-ceiling digital screens displaying hundreds of Instagram photos that travelers were taking from across Scotland. “Stackla helps us curate UGC and allows us to segment that content by themes like region, food and drinks or history and heritage,” said Laura Mitchell, VisitScotland’s Assistant PR Manager.

Visitors could select their favorite Instagram pictures and use them to curate their ideal Scottish holiday itinerary. Putting this digital twist on a travel agency helped them successfully win over Millennials.
International nonprofit organization, ONE, launched its “Poverty is Sexist” campaign in 2015 to raise awareness that women and girls around the world are disproportionately affected by extreme poverty.

As part of the campaign, ONE asked people to post #Strengthie photos of themselves posing like Rosie the Riveter, using Stackla to curate a stream of these photos onto their website, where they were encouraging visitors to sign a petition and share their thoughts.

The campaign culminated during the United Nations General Assembly in New York City. Partnering with the Hudson Hotel in Manhattan, ONE projected tens of thousands of #Strengthies onto the exterior of the hotel in a two-night display celebrating all the people who shared their photos and signed the “Poverty is Sexist” petition that the organization passed along to the UN Secretary General.

World leaders responded by promising to achieve gender equality and empower all women and girls by 2030, as part of Global Goal 5.
TOPSHOP at London Fashion Week

As the only high street brand to show at London Fashion Week, TOPSHOP wanted to amplify the reach of their show by making this closed-door event accessible to UK consumers.

Collaborating with Stackla and Twitter to turn social conversations at London Fashion Week into instantly shoppable live trends, TOPSHOP curated and published #LIVETRENDS from the event across digital billboards in key UK cities.

Translating the looks from the runway into groups of TOPSHOP products available to buy now, TOPSHOP’s live billboards, website and regional flagship stores all helped direct consumers to purchase the runway looks online or at their nearest physical location.

Plus, by tapping into the conversation among industry editors, stylists and bloggers, the retailer was able to analyze the data to identify key catwalk and street style trends as they emerged in real time.

- **11:1** Return on investment (ROI)
- **75%** Sales uplift on featured campaign products
TOPSHOP

TWEET #colourblocking @TOPSHOP TO SHOP IT NOW

#LIVEDESIGN 9-11-16 AT LONDON FASHION WEEK
POWERED BY M

[Image of people walking on a street and a sign with fashion images]
Why Stackla
The World’s Smartest Visual Content Engine

Visual content has become vital to modern marketing, but it’s notoriously difficult and costly for brands to create at scale.

**Stackla is the visual content engine for brands,** helping marketers discover, manage and display the best earned, paid and owned content across all their marketing touchpoints.

With an **AI-powered user-generated content (UGC) platform** and **asset manager**, Stackla sits at the core of the marketing stack, actively discovering and recommending content from across the social web to fuel personalized content experiences at scale.
Content From Anywhere, Optimized Everywhere

Discover:
Constantly discover authentic user-generated content from 25+ social sources to actively build a rich library of engaging visual content.

Orchestrate:
Seamlessly manage all your owned, paid and earned content in one intuitive platform, leveraging AI and visual recognition to auto-tag and enrich assets with relevant metadata for easy search and fast accessibility.

Distribute:
Dynamically distribute the best visual content across all your marketing channels: websites, emails, ads, commerce, social media, events and more.

Optimize:
Rely on our machine learning algorithms to provide real-time predictive recommendations for what content will perform best.
Trusted By The World’s Leading Brands

Disney  Canon  TOPSHOP  McDonald's  Subaru  Virgin HOLIDAYS

Toyota  PBS  Cirque du Soleil  Nintendo  Sony  WWF

One  Expedia  Tito’s Handmade Vodka  LUSH Fresh Handmade Cosmetics

The Leading Hotels of the World, LTD  ACLU

Berkeley  MIT  Massachusetts Institute of Technology  Absolut Elyx  Outrigger

Jetstar Universal  Universal Music Group
Want to fuel your marketing with visual content that performs?

Request a personalized demo, today!

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