

Olapic & SocialCode

Leverage user-generated content to authentically connect with consumers, drive real engagement, and maximize efficient media spend.

CAPABILITIES

Consumers value authenticity. White backgrounds and staged scenes no longer resonate. Build true connections with your consumers and produce creative at scale with Olapic's content solution.

Production Efficiency

Brands are constantly striving to identify which types of content resonate with their audience. By partnering with Olapic, brands have access to a massive library of authentic creative, allowing SocialCode to test, gather insights, and maximize efficient media spend.

Predictive Recommendations

Take the guessing game out of creative selection with Photorank, Olapic's predictive recommendation engine. Photorank evaluates dozens of data points to predict the expected conversion power of your photos and videos. This machine learning tool unlocks speed, scale and effectiveness that can't be matched, while cutting down on production costs.

Seamless Integration

SocialCode's integration with Olapic allows for seamless access to Olapic's massive library of curated images, significantly streamlining the creative approval process. Through shared performance data and insights, SocialCode can maximize creative investments in real-time.

A leading furniture and housewares brand partnered with SocialCode and Olapic to drive online sales using UGC.

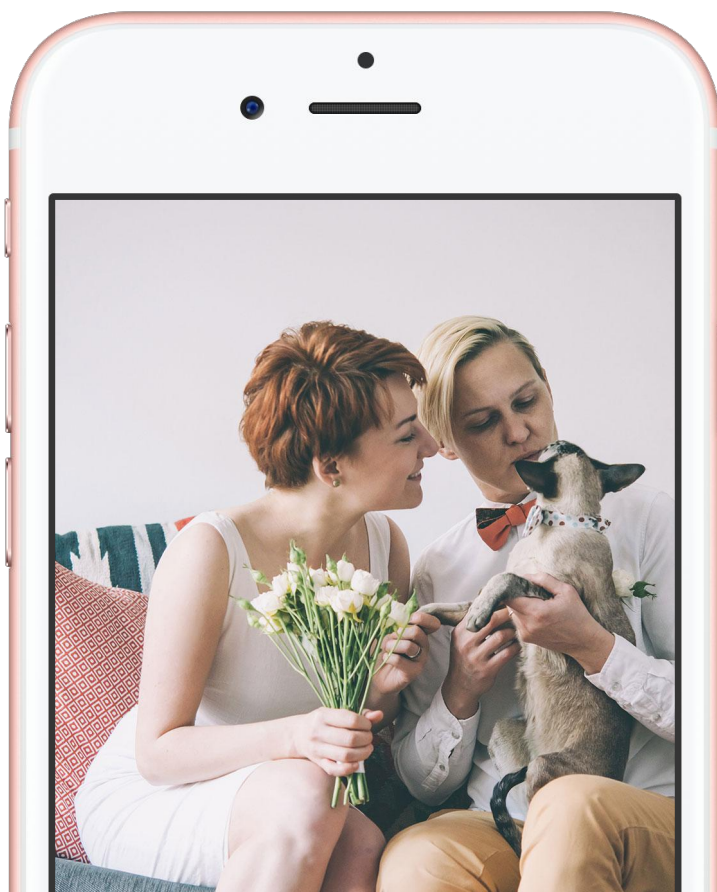
RESULTS:

3X CVR

vs. Brand Creative

7X ROAS

vs. Brand Creative



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Olapic and SocialCode drove conversions for a leading furniture and housewares brand through user generated content.

OBJECTIVE

A leading furniture and housewares brand partnered with SocialCode and Olapic to drive online sales using user generated content (UGC).

STRATEGY

SocialCode ran two carousel ads on Facebook: one featuring brand creative and one featuring UGC of the brand's products. Olapic's predictive recommendation engine, Photorank, was leveraged to identify user generated content that was most likely to drive conversions. SocialCode targeted lookalike audiences based on first party CRM data, and optimized mid-campaign by pushing more spend toward the UGC carousel ad, as it was outperforming the brand creative.

RESULTS

2.6X CTR

vs. Brand Creative

7X ROAS

vs. Brand Creative

3X CVR

vs. Brand Creative

