



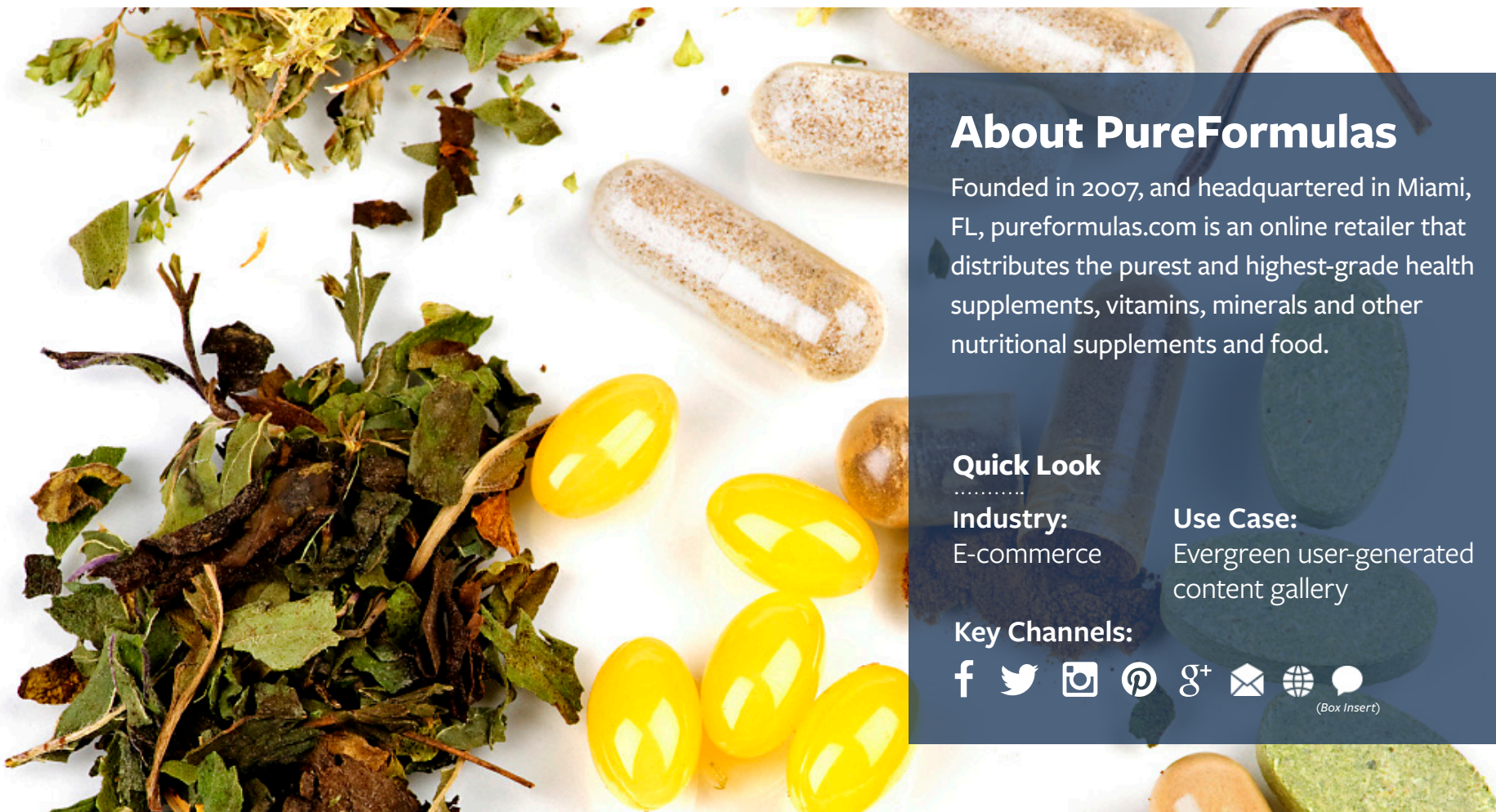
Case Study:
PureFormulas





“ In working with Offerpop and its user-friendly platform we have been able to launch successful campaigns in a short amount of time. Thanks to our Account Manager, we’re always up to date with all the new enhancements and she’s always available to answer our questions. ”

Stephanie Fernandez
Social Media Coordinator | PureFormulas



About PureFormulas

Founded in 2007, and headquartered in Miami, FL, pureformulas.com is an online retailer that distributes the purest and highest-grade health supplements, vitamins, minerals and other nutritional supplements and food.

Quick Look

Industry:
E-commerce

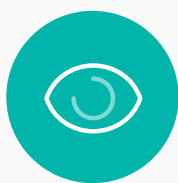
Use Case:
Evergreen user-generated content gallery

Key Channels:



(Box Insert)

Goals



Build brand awareness and increase social following



Improve customer engagement



Promote and reward brand loyalty

Solution

At PureFormulas, we know engaged customers can be our biggest brand advocates and user-generated content can function as a form of social proof — and that’s exactly the premise of our #PureFormulasLove campaign, which rewards the people who love our products and incentivizes them to help spread the word.



mymagicwithin
This face happens when my favorite box full of vitamins lands on my doorstep and I can hardly contain myself! My go-to online source for vitamins and natural food supplements, #pureformulas. I have yet to find another company that can beat their quality and prices.

The **evergreen** UGC campaign we created, which will continue to run throughout 2015, encourages our customers to connect with us through social, generates awareness with their friends and family — a key group we want to target as potential paying customers — and allows us to increase traffic to and engagement with our website year-round.

We've built out four different themes around this campaign to help keep content fresh over the course of the year: natural beauty, health foods, pet products and fitness.

Quick Tip

“By making our campaign an evergreen initiative, we are able to foster ongoing engagement with the people who buy our products and drive the collection of user-generated content.”

Stephanie Fernandez

Share a picture of your order & it could be FREE!

→

 →

Snap a picture of your order.

Share on Twitter, Instagram or upload here.

Include **#PureFormulasLove** and your **Reference Number** in the caption.

The Invoice Reference Number is safe and secure to post.

#PureFormulasLove

Limit one entry per person, per order. Every month, five (5) randomly selected entries will receive a full refund on their most recent PureFormulas purchase based on the original payment method used. All decisions are final and binding. [Official Rules](#)

Submit an Entry
Share This:

MAY WINNER

Michael

MAY WINNER

Nancy

MAY WINNER

Ashley

MAY WINNER

Liz

MAY WINNER

Maria

MAY WINNER

Jeffrey Buckingham

Jeffrey Buckingham
@jcbuckingham Follow

I am so much more powerful with Pure Formulas! Ref: 2627260
#PureFormulasLove <http://t.co/PmO7UqsCEC>

3 |

Offerpop | © 2015

With every order shipped from pureformulas.com we include a postcard asking customers to upload a picture of their order to Instagram, Twitter or direct upload using **#PureFormulasLove** in order to be featured in our gallery. To help further incentivize customers to take action, we also select five winners at random each month and send them a reimbursement for their order.

In addition to the postcard inserts, we actively promote this campaign on our homepage, in our promotional and transactional emails, and all of our social media channels.

“ Offerpop’s user-generated content capabilities have helped us tap into a new audience, build brand loyalty, and create buzz about pureformulas.com. ”

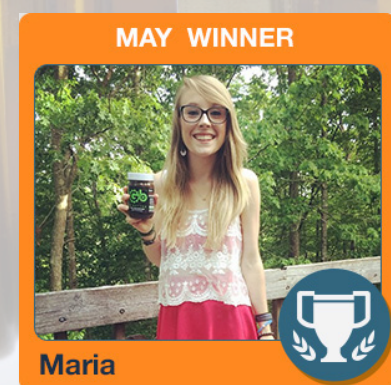
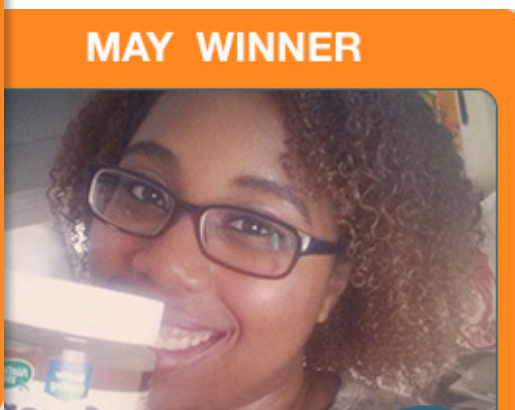
Michelle Juarez
Manager, Marketing Communications & Strategic Partnerships



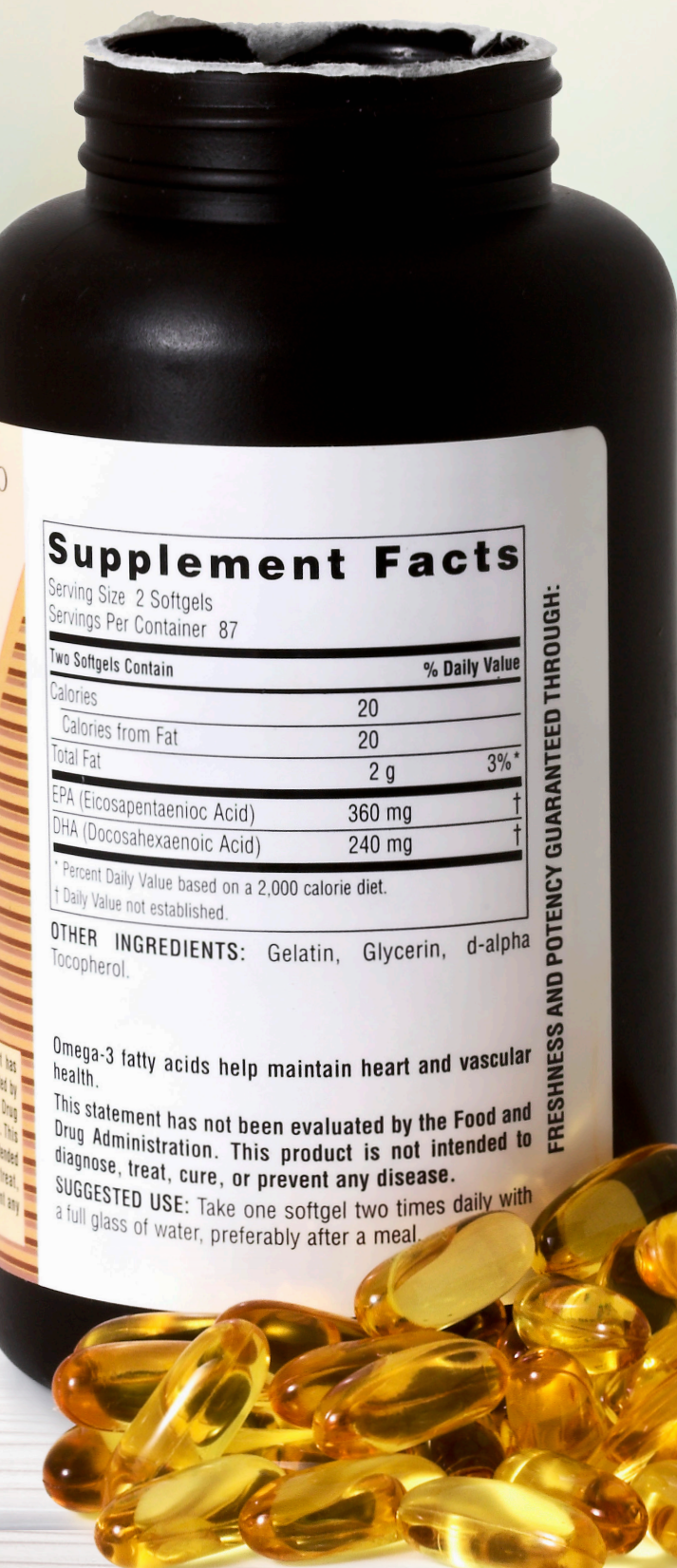
With the help of our in-house design team, we created a “sitelet” that houses the content gallery. We also turned on Offerpop’s moderation capabilities to ensure that we could filter out any irrelevant or inappropriate content, as well as duplicate entries, and have set up an auto response to acknowledge receipt of a customer’s image and direct them to view their photo in the gallery.

Email addresses are collected from users who have uploaded their photo directly to the gallery. As an added bonus, we use conversion units to link each piece of user-generated content directly to our health supplements & vitamins page. This provides customers with an easy path from viewing photos to visiting other parts of our site.

After the winners are chosen each month, we highlight those photos in the main gallery using featured units and a custom overlay with their name.



While the campaign is still running, we have already had an abundance of entries as well as engagement through social because of this campaign.



RESULTS

We were able to expand our reach and build a community with our followers:

Noticeable increase in social engagement within a week of launch

Unique views on collection	15,000+
Total clicks on UGC	4,300+
Pieces of UGC collected	650+
Clicks on our page	17,000+

Not only did this campaign generate lots of engagement, but we were also able to re-purpose several of the images submitted by consumers for website banners and email campaigns to show customers what others are buying.

We expect engagement will continue to increase over the course of the year.