

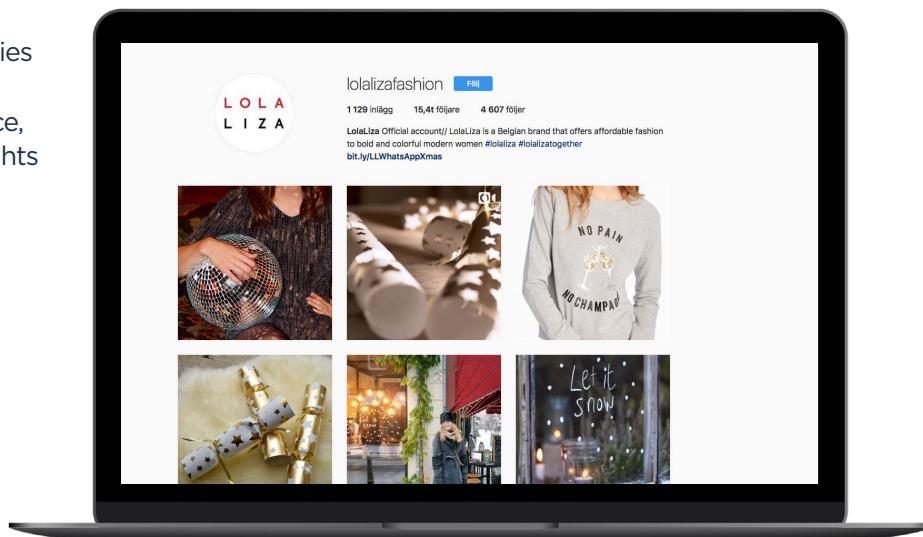
FLOWBOX CASE STUDY

Customer: Lola & Liza

Business focus: clothing and accessories

Location: HQ in Brussels

Flowbox solutions: Explore, Experience, Commerce, Engage, Publish and Insights



Affordable fashion brand LolaLiza works together with their customers

Lola & Liza is a Belgian brand that offers affordable fashion to bold and colorful modern women. Lola & Liza developed from a desire to indulge women of all ages with affordable fashion. Which is how a 100% Belgian family-owned company that exudes a pure lust for life came into being. How it became a brand that is constantly evolving and developing. That inspires women in a whole range of countries to dare to be who they really want to be. Sexy, comfy, elegant or simply extra festive

- Lola & Liza knows who women are and what they need.

Challenge

With lots of online shoppers, Lola & Liza needed to offer their customers a shopping experience online that inspires just as much as a physical store does.

It is a fact that user generated content inspires more and that it makes customers more likely to discover and buy new products. In the physical stores 79% of the purchases being made is impulsive buy. On the same time on e-commerce sites, due to lack of inspirational content, the same number is only 19%. Creating inspiring and relevant content is a great challenge for brands today and LolaLiza needed a way to overcome

this challenge.

Lola & Liza was also looking for a way to spend less resource on creating and finding content. Today it takes a lot of resources and time for brands to create, control and manage content. Content investment has in general grown to roughly one-third of the entire marketing budget. Lola & Liza wanted to engage their customers and needed a way to use all the great content that surrounded their brand in social media, created by their happy customers. Lola & Liza is a brand that sells fashion to real people. Off course they wanted a way to make real people part of their brand.

Solution

When user-generated content is exposed, time spent on site increases with up to 80%. Of course Lola & Liza also wanted a chance to create an environment with UGC that capture the interests of their visitors. That's why they started working with Flowbox to integrate UGC on their site.

They put an UGC-flow on their starting page and made an inspirational wall named #LolaLizaTogether that showed images of their happy customers wearing their clothes. When this is written, the hashtags of Lola & Liza provides a content pool with over 5500 images and videos of their products. All available for Lola & Liza to use in their marketing and ecommerce.

Lola & Liza also use the Flowbox platform when asking for the right to use the photos and videos of their customers. It is as simple as flicking a switch and it is an important tool to use.

Results

Flowbox provides many opportunities that lead to real benefits for brands Lola & Liza. And it makes it measurable! Flowbox provides a tool that makes it possible to get insights about the actions and the content used on site. You get your accomplishments in numbers that shows conversion rates, CTA-clicks, Click-Through Rate and total Revenue. In just one month this year Lola & Liza got 9293 customers to click on their UGC-images, 1007 clicked on the "buy"-CTA buttons connected to the images and an overall increased Click-Through Rate by 12,80%.



"Flowbox really helps us to make #LolaLizaTogether happen. Inspired by and together with our community we are working every day towards a better, powerful and timeless fashion brand."

– **Annelien Alaerts,**
Digital Communications Director

About Flowbox

Flowbox was founded in 2016 but the journey began 10 years ago with the Content Marketing Company Smart Media. Flowbox is a product created from the challenges and needs of real life companies. Smart Media clients needed technology that would make life easier for marketers and that would turn likes into results. So we created Flowbox. With more than a decade at the heart of content marketing, we truly know what matters for customers.