A photograph of two women standing outdoors next to a rack of surfboards. The woman in the foreground is wearing a light blue one-piece swimsuit and is leaning forward, looking down. The woman in the background is wearing a red one-piece swimsuit and is standing upright, looking towards the surfboards. The surfboards are stacked vertically and have various colors and designs. The background shows some greenery and a building.

Case Study

FOURSIXTY

FRANKIES BIKINIS

Frankies Bikinis is one of the most recognizable names in swimwear, a dominating force within the Instagram community, and has been with Foursixty since the beginning. Foursixty made it easy for them to harness the power of their Instagram content and #UGC by displaying it in prominent locations on their online store. Not only did Foursixty help drive customers to the point of sale, we also helped generate over 23% of Frankies' online revenue.

From Instagram to Point of Sale

With Foursixty, Frankies leverages user generated content and helps their visitors convert. When clicked, the Instagram photo turns into an interactive shoppable experience, providing the customer with a direct path to the point of sale.



Setup Time

4 Hours

Foursixty helped Frankies get up and running in half a day!
They integrated 3 types of shoppable Instagram galleries.



Home Page Gallery

Frankies wanted to showcase their best Instagram posts and user generated content from their fans.



Full Page Gallery (Instashop)

Frankies full page “Instashop” gallery gives both their web visitors and Instagram followers a full page social shopping experience that drives visitors straight to point of sale.



Product Page Gallery

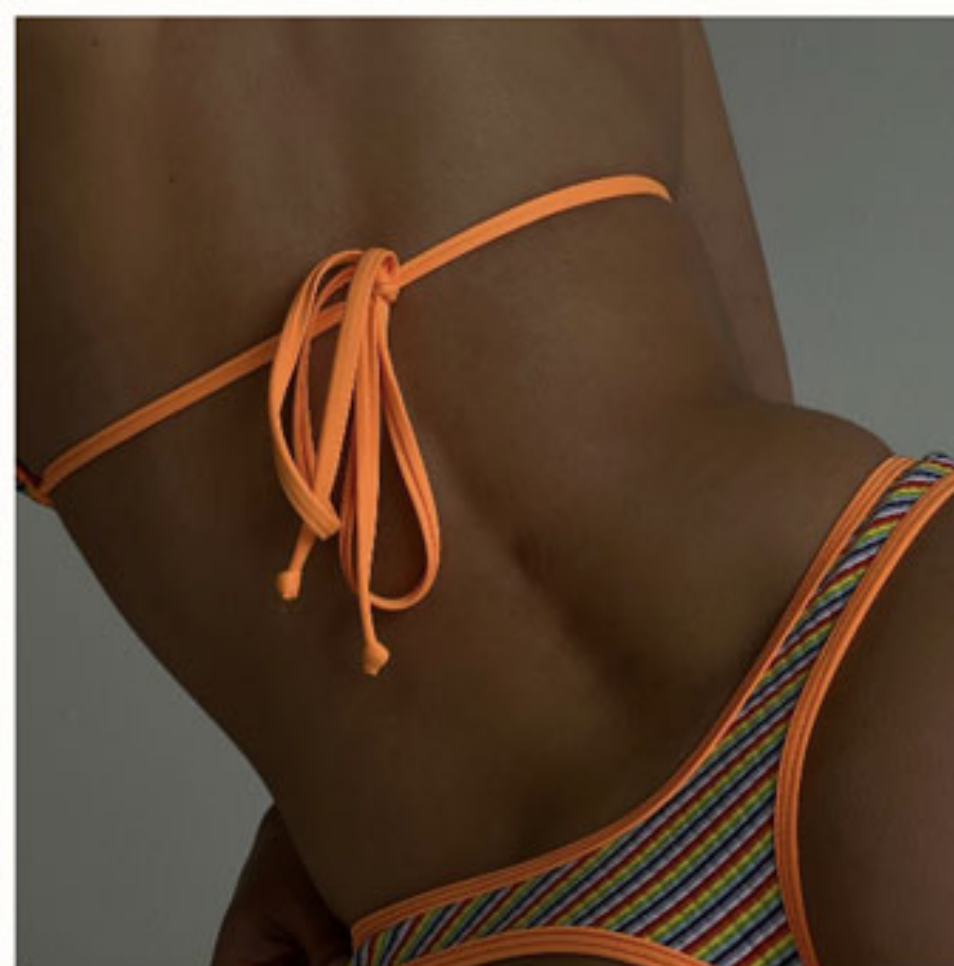
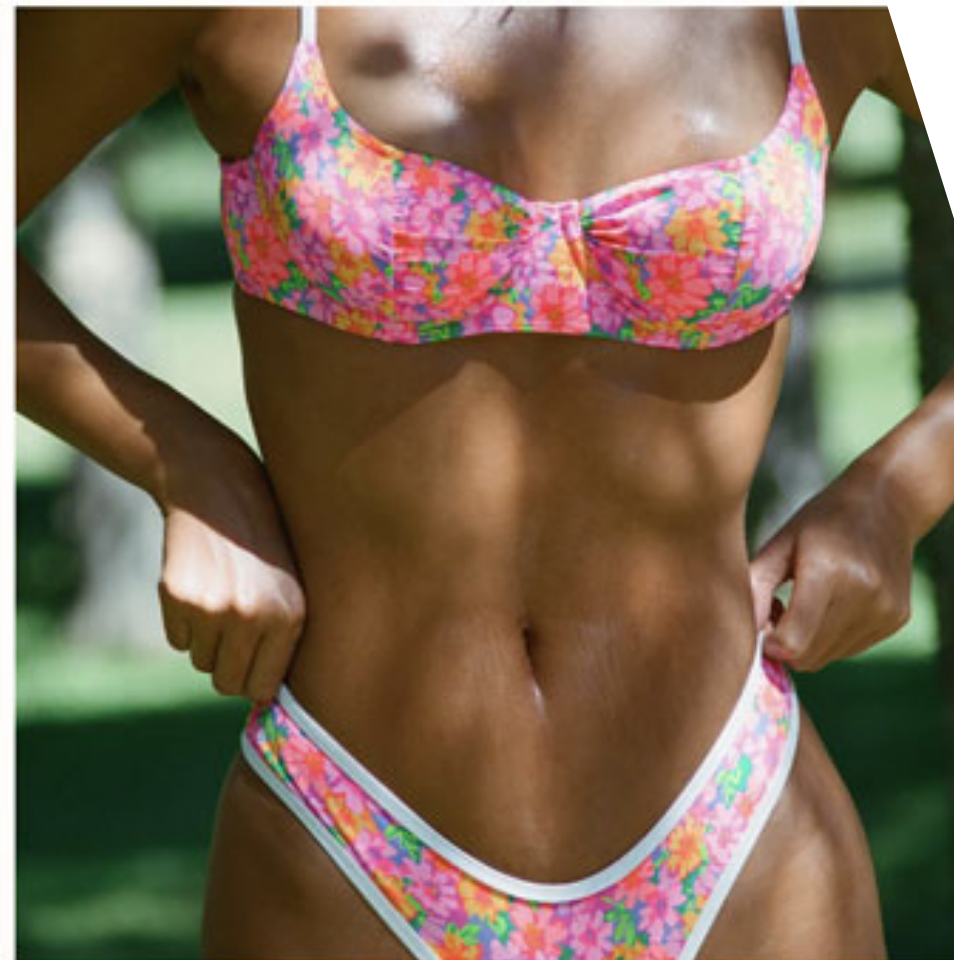
Frankies knew just how engaging product page galleries could be. That's why they were excited to show off how amazing their products looked in everyday life.

new swimwear clothing active collections **sale**

#FrankiesGirl

Tag #FrankiesGirl on Instagram for a chance to be featured on our gallery [@frankiesbikinis](#)

[shop now](#)



Home Page Gallery

On their homepage, Frankies used Foursixty to create a shoppable Instagram experience, designed to captivate visitors at the bottom of the page and discourage them from leaving the site.

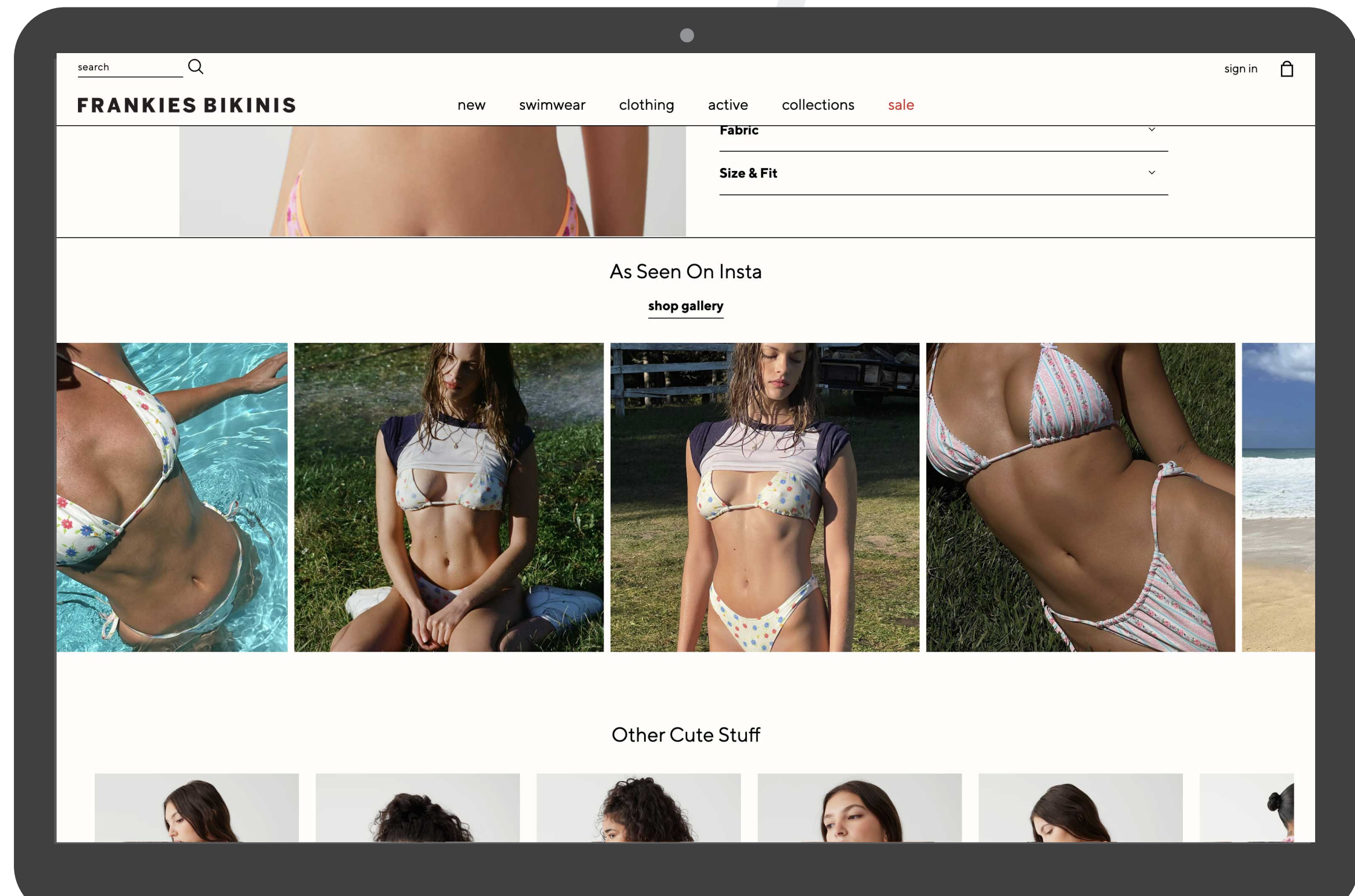
This homepage gallery isn't just inviting; it also leads customers deeper into the site, bringing them straight to the point of sale.

Product Page Gallery

Within Frankies point of sale pages, we integrated beautiful product specific “As Seen On Insta” galleries. These product-specific galleries help customers make confident purchase decisions by showing them how others are wearing the products.

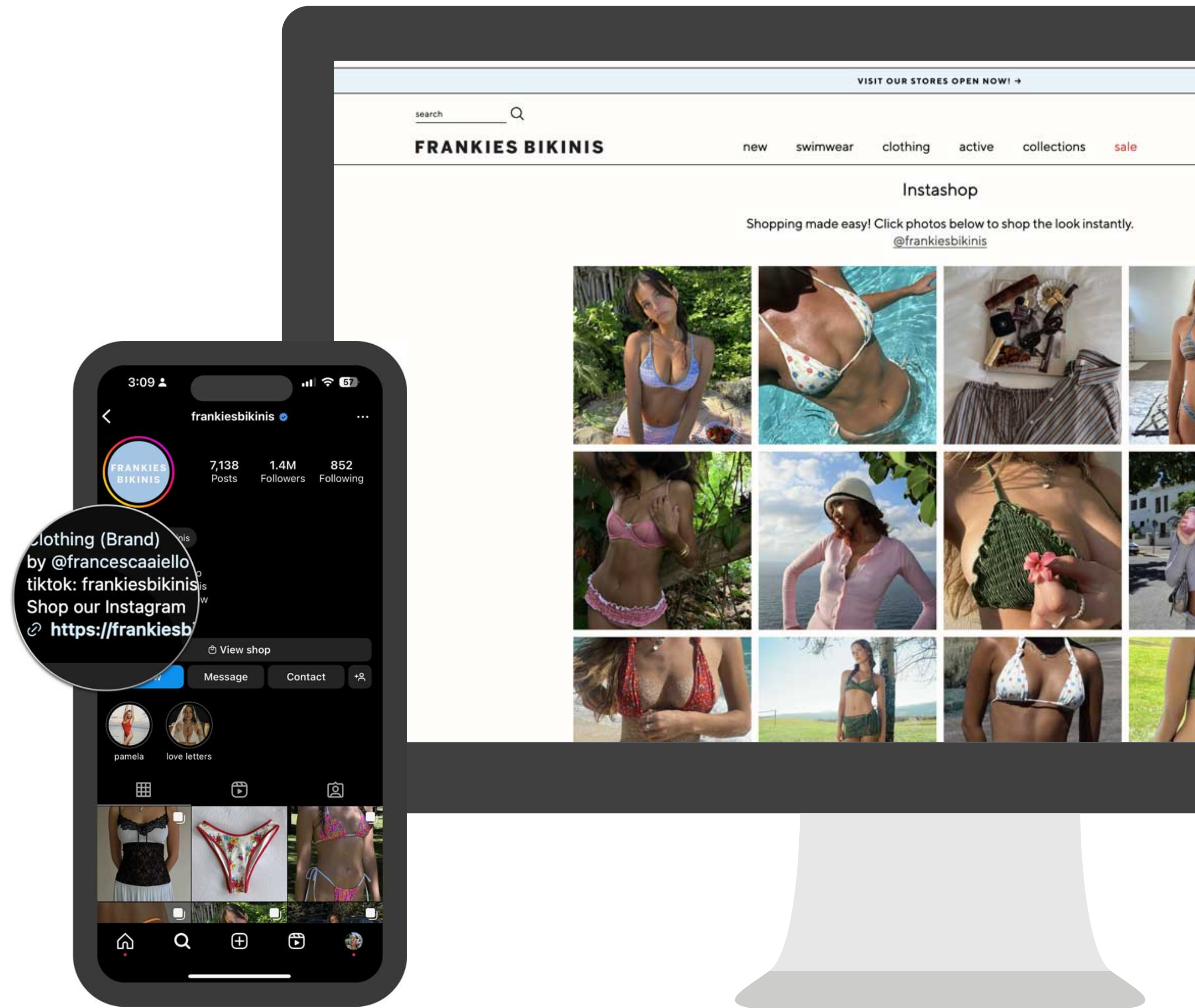


Point of sale galleries get **5x** more engagement than full page “Shop Our Instagram” galleries



Link From Instagram Bio

Rather than drive their followers to their homepage, Frankies drives them to their full page shoppable Instagram gallery. By doing this, customers can easily find the products they were interested in with just a click.



The Results

Frankies has seen incredible results using Foursixty. The use of their galleries in tandem, creates interactive experiences that convert. Big time.



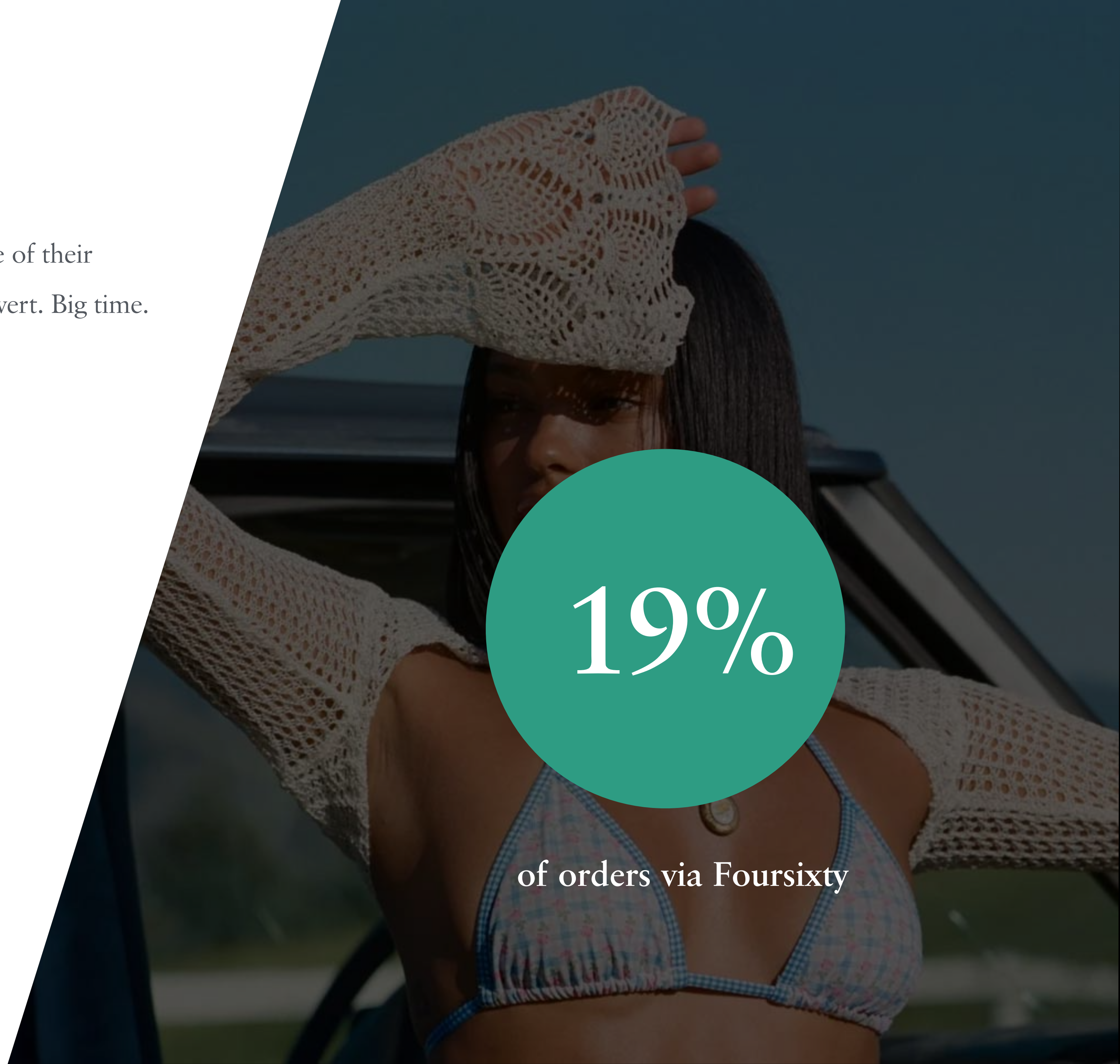
23%

of total revenue via Foursixty



19%

of orders via Foursixty



FRANKIES BIKINIS

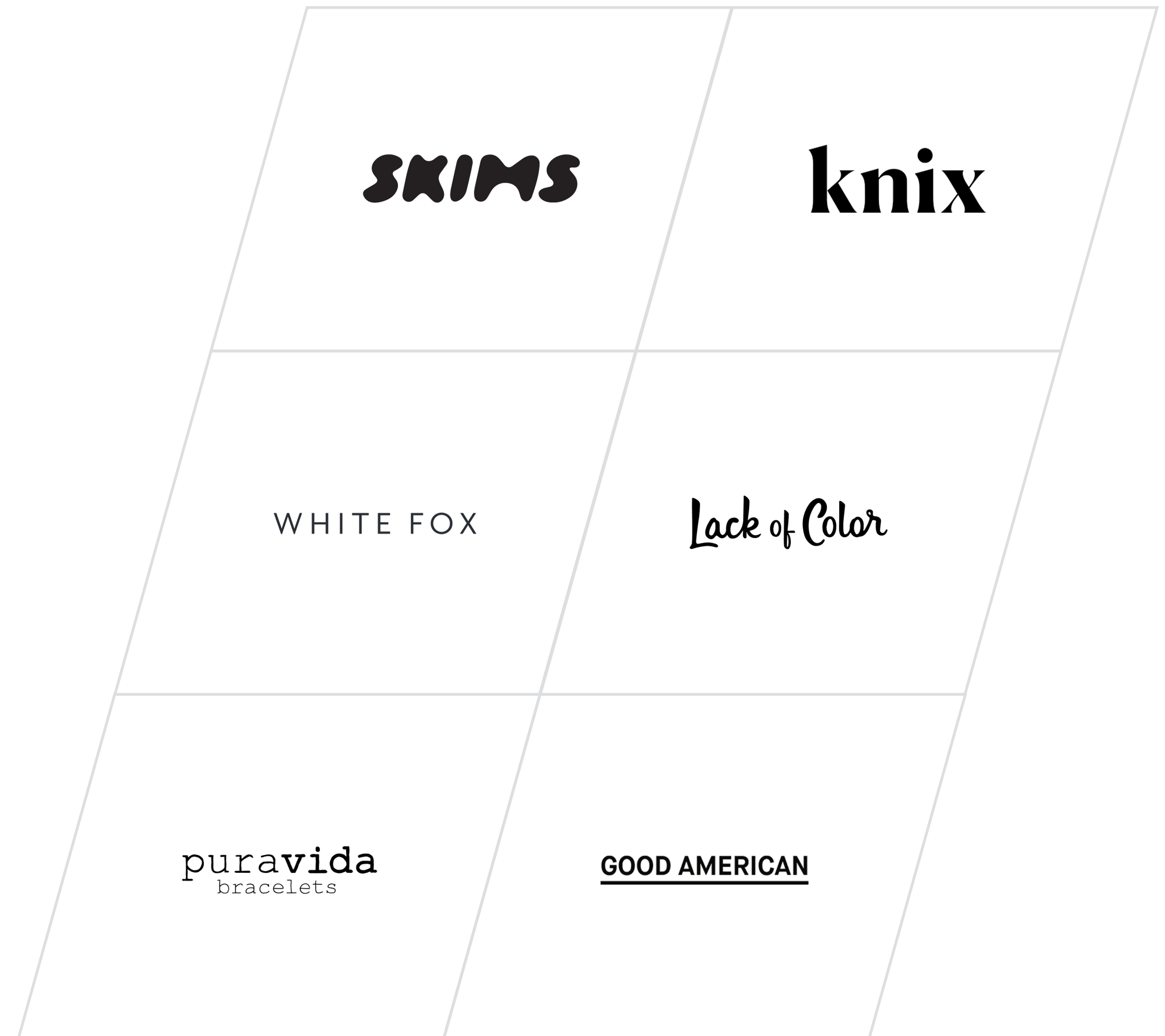
There's a reason Frankies has kept Foursixty galleries running after 8+ years. Their Instagram following is 1.4M and growing, with no signs of slowing down.

Foursixty makes it easy for Frankies to monetize their incredible audience and provides their customers with an unforgettable, engaging and interactive experience.



You're In Good Company

Join these world class brands and create interactive shopping experiences on your online store like never before.



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