

Case Study

FOURSIXTY

With over 2 million Instagram followers and tens of thousands of photo likes per day, Pura Vida Bracelets is a dominating force. Though their Instagram channel is a major driver of engagement and purchase desire, Pura Vida had no real way of measuring whether any of their Instagram engagement was translating into sales. Pura Vida needed a solution that not only provided their followers with a direct path to purchase from Instagram, but also enabled them to display shoppable galleries, featuring both brand and user generated content across their site.

puravida
bracelets



From Instagram to Point of Sale

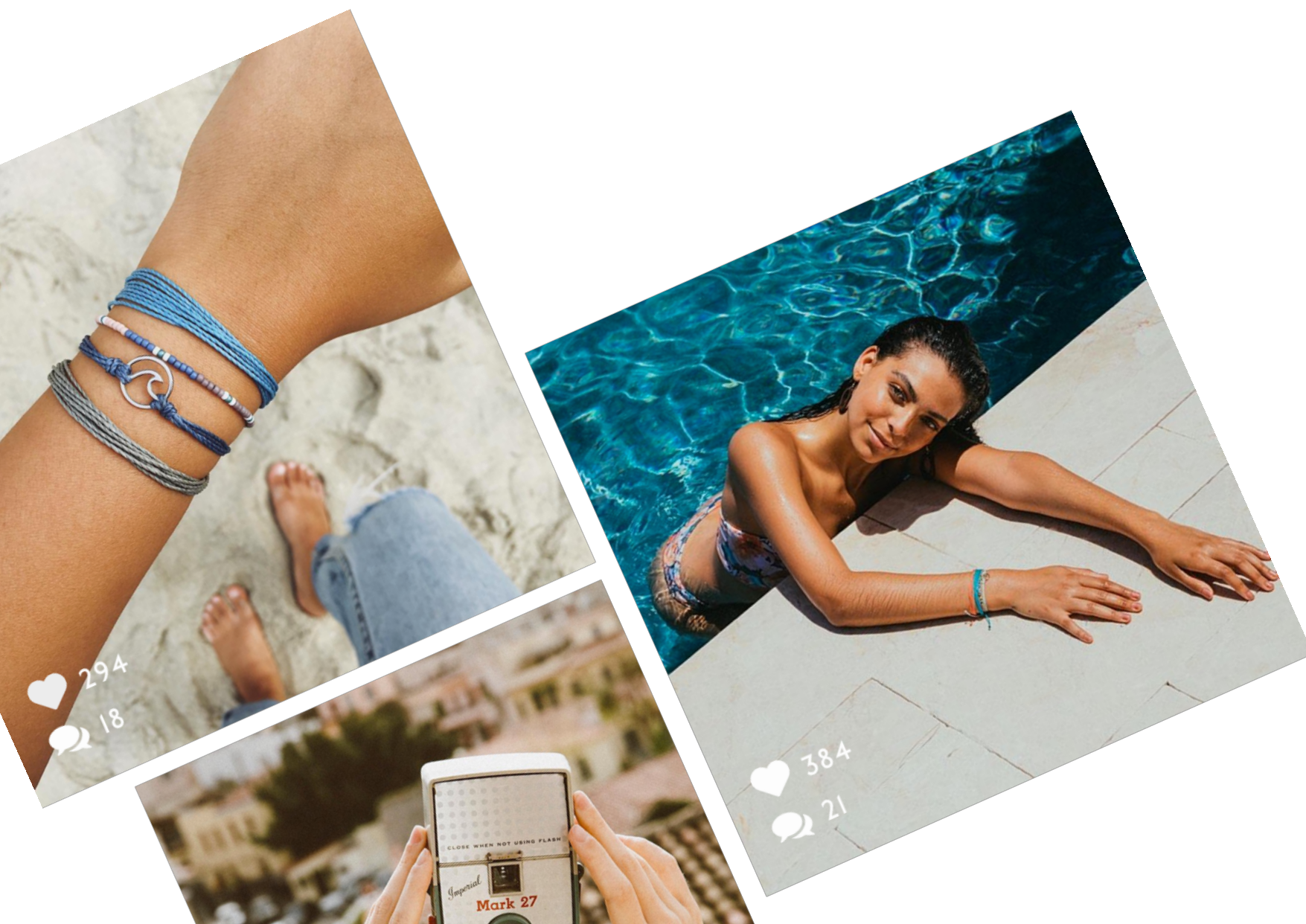
With Foursixty, Pura Vida leverages user generated content and helps their visitors convert. When clicked, the Instagram photo turns into an interactive shoppable experience, providing the customer with a direct path to the point of sale.



Setup Time

1 Day

Foursixty helped Pura Vida get up and running in just a single day.
They integrated 4 types of shoppable Instagram galleries.



Home Page Gallery

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



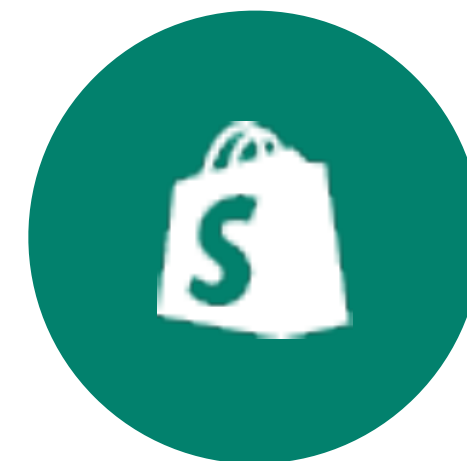
Product Page Gallery

Point of sale is a great place to showcase how customers are using their amazing products.



Dynamic Email Gallery

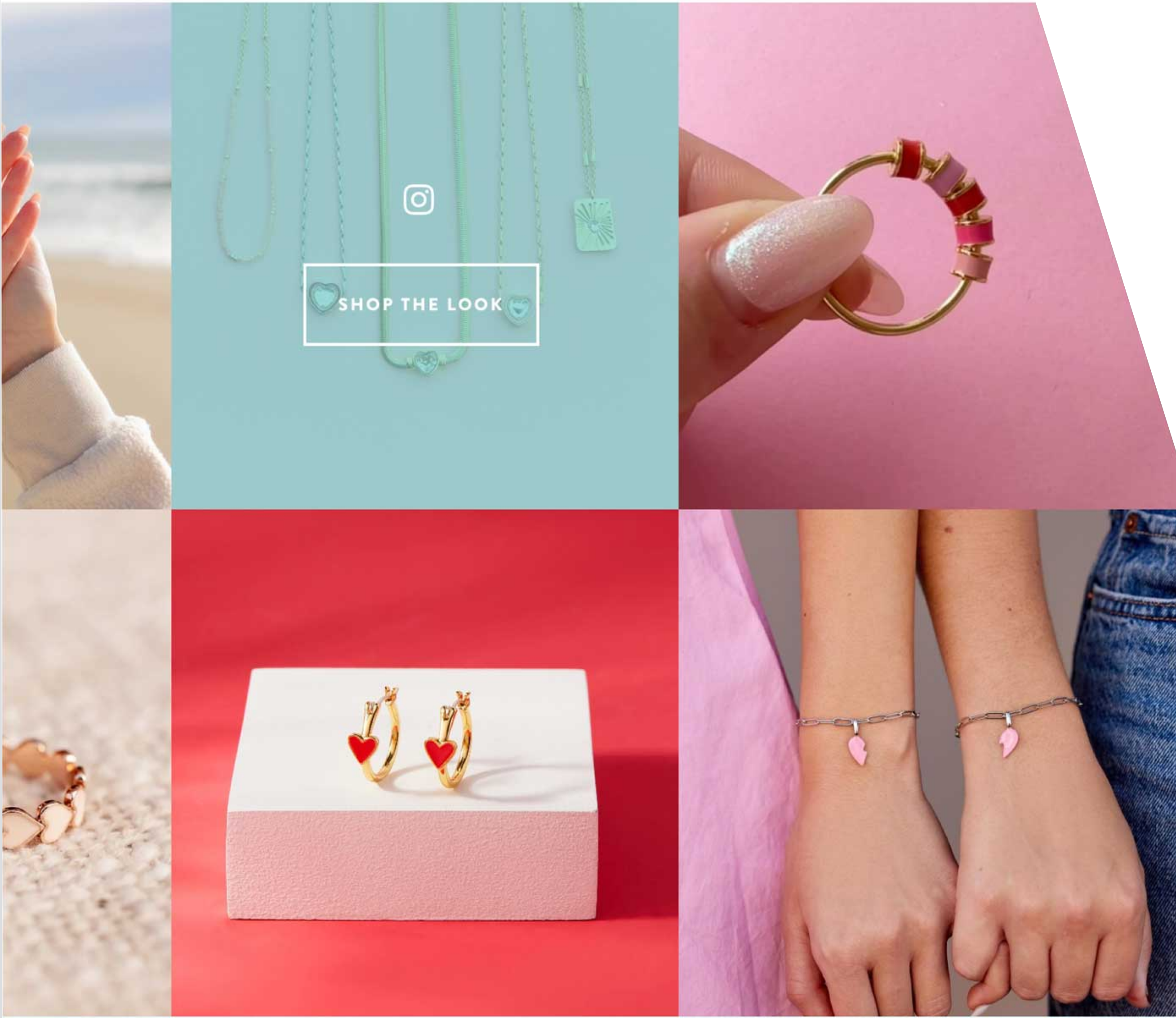
Incorporating Instagram and user generated content into Pura Vida's email marketing was a no-brainer.



Shop Mini Gallery

Pura Vida instantly displays their latest Instagram content in the Shop App leveraging our direct Shopify integration.

GET INSPIRED



Home Page Gallery

On the homepage, Pura Vida wanted a shoppable Instagram experience that ensured their web visitors had an enticing engagement tool at the bottom of their homepage to prevent website exits.

The homepage gallery is also a fantastic entry point deeper into site, which instantly drives customers to the point of sale.

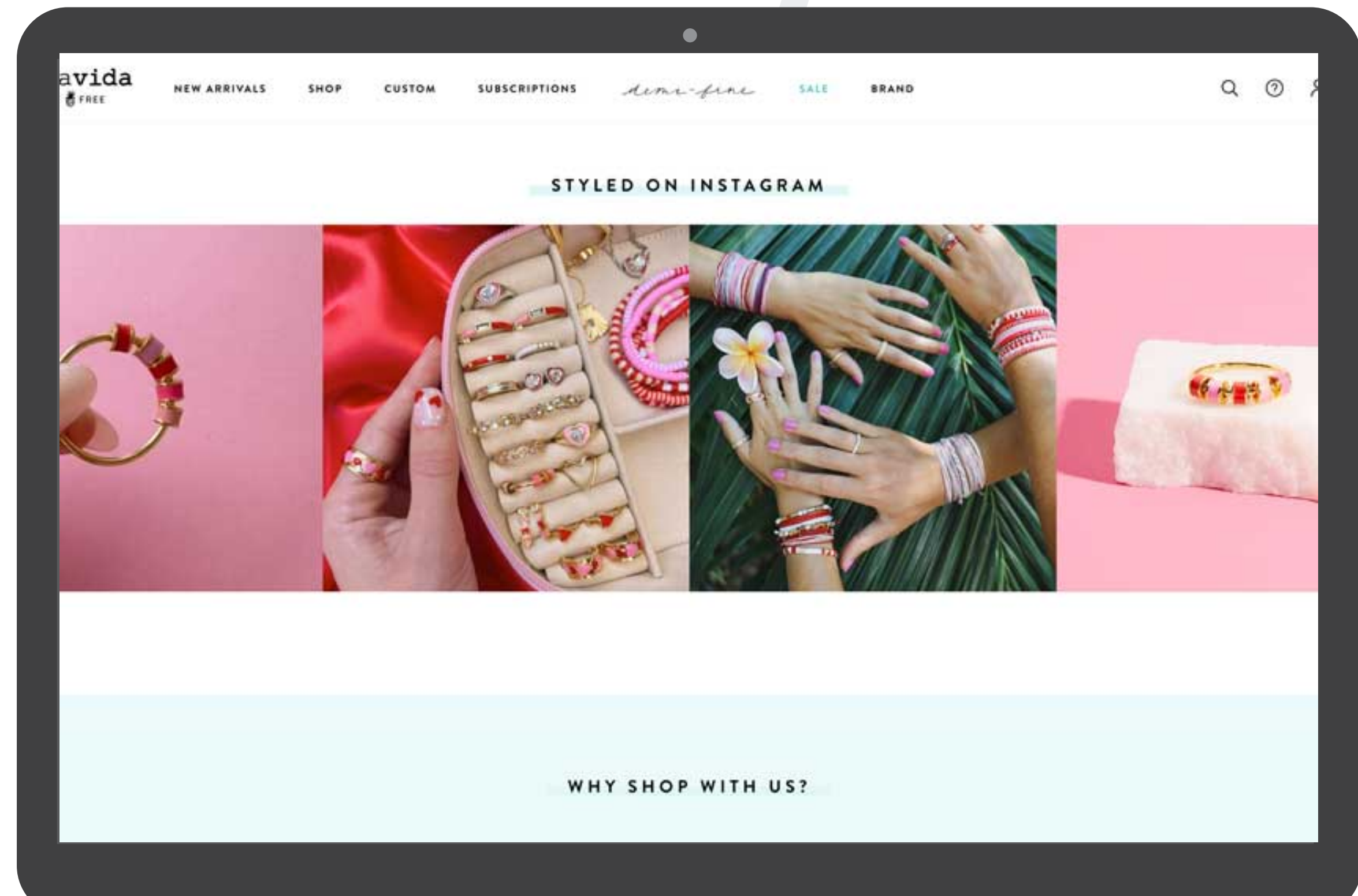
Product Page Gallery

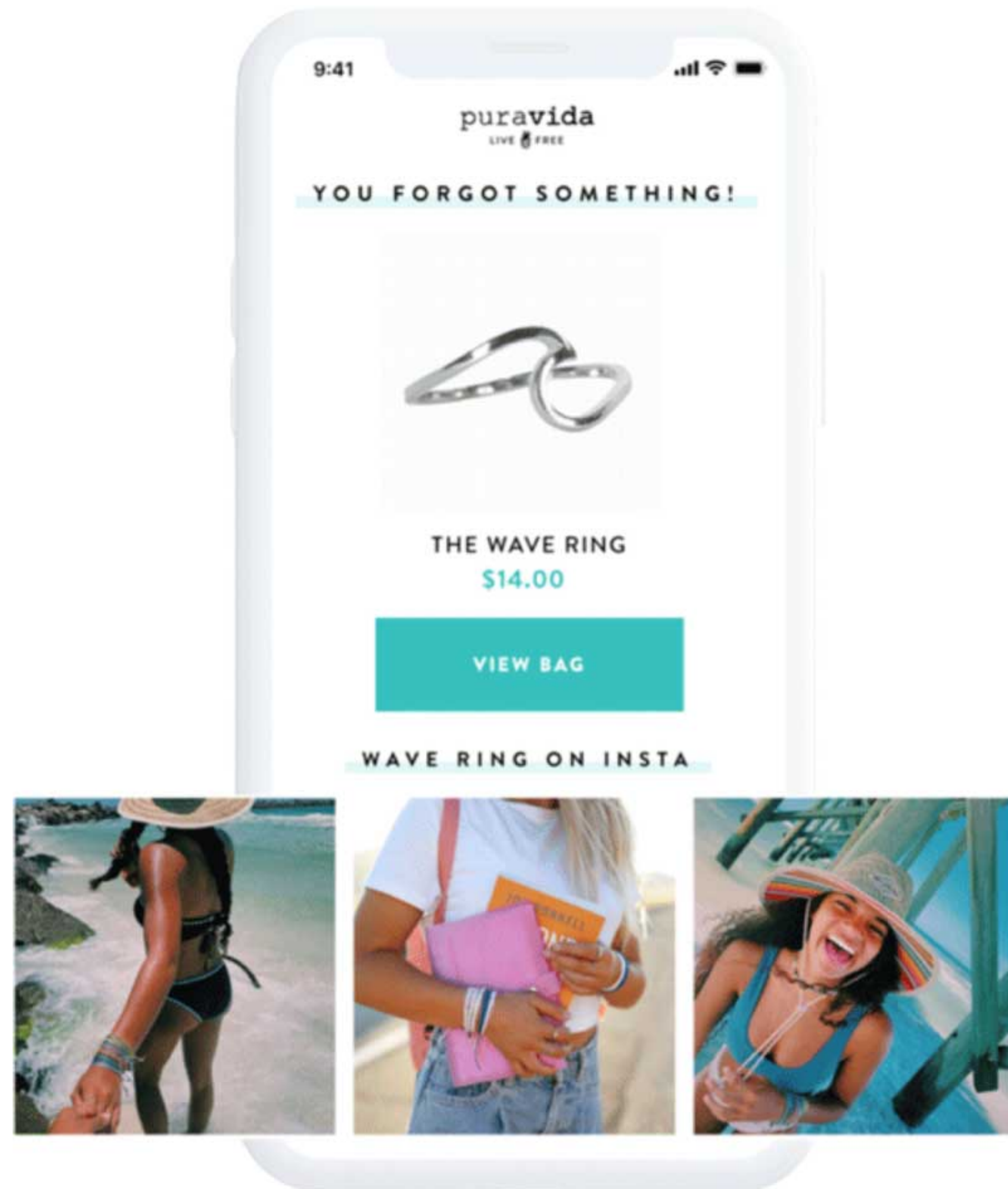
Within Pura Vida's point of sale pages, we integrated product specific "Styled On Instagram" galleries.

These product-relevant galleries help validate purchase decision by allowing their customers to see how their products are worn by their peers.



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





Dynamic Email Galleries

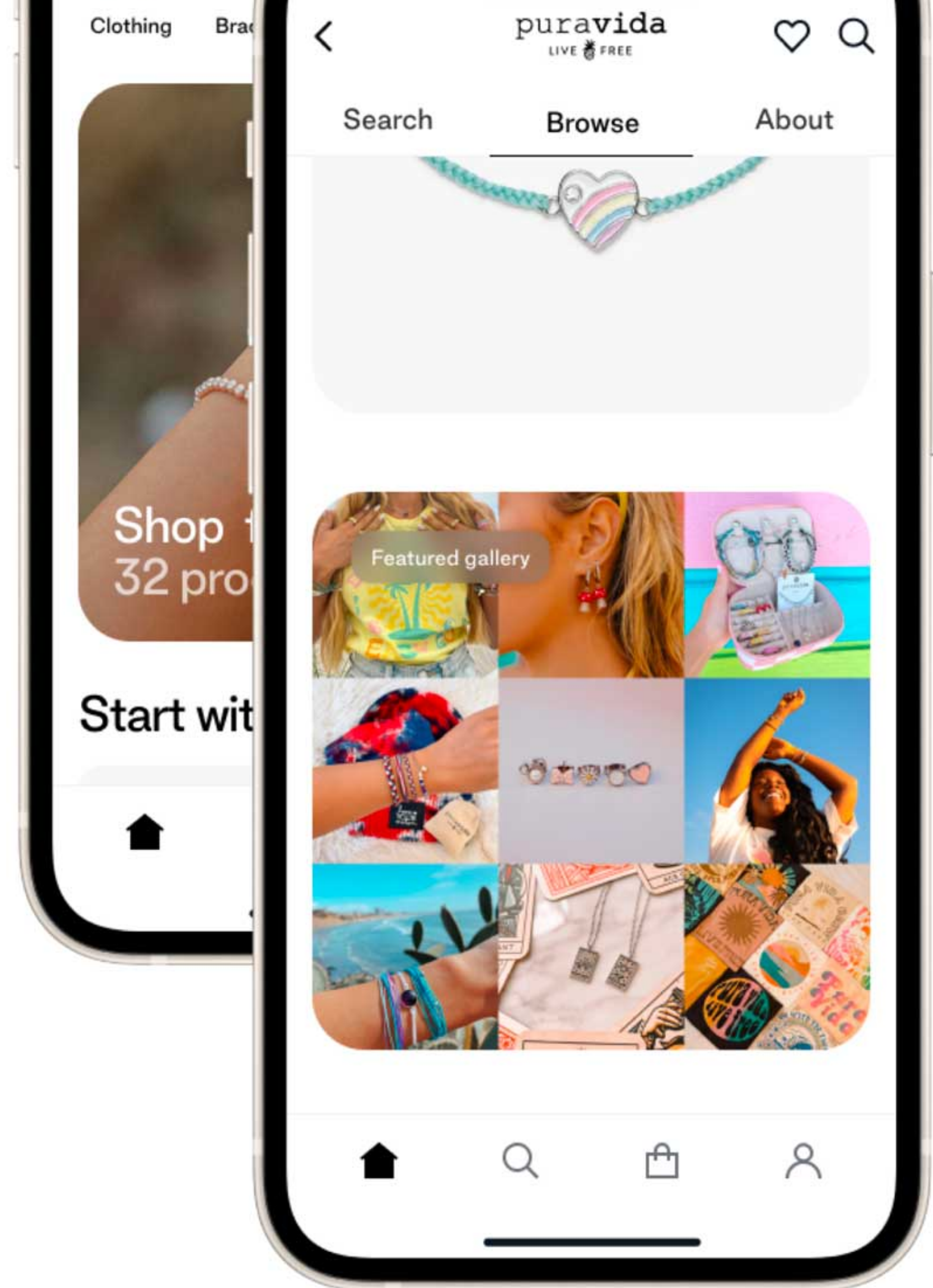
Pura Vida Bracelets has a very active email subscriber base. Since their Instagram is so popular, Pura Vida uses Foursixty's email campaign feature to add shoppable Instagram galleries to their Email campaigns and newsletters. One of the best things about this feature is that you can control which photos show up in your feeds. So, if you wanted to showcase your most recent Instagram photos, or only display photos featuring specific products, you can.



Shop Mini Gallery

Pura Vida is able to drive increased conversion via their Shop app store by automatically sharing their existing shoppable social feed content at the right moments in the mobile shopping journey.

Customers can easily access the gallery while they're browsing Pura Vida's Shop Store and product pages.



The Results

17%

of Pura Vida's online revenue generated through Foursixty engagement.



18.2% Click Through

Users who interacted with Foursixty's shoppable photos clicked through to the point of sale.



+73% Page Views

With Foursixty installed, Pura Vida's page views had a massive increase.



-34% Bounce Rate

When visitors interact with Foursixty, they spend longer on Pura Vida's site and are more likely to purchase.

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Foursixty is by far the best shoppable Instagram app on the market! I have tried just about all of them, and Foursixty just does it right. Don't waste your time with any other apps. Their customer service to get everything set up and off the ground was second to none! I would highly recommend this app for any brand. Just install it - you'll be more than satisfied.

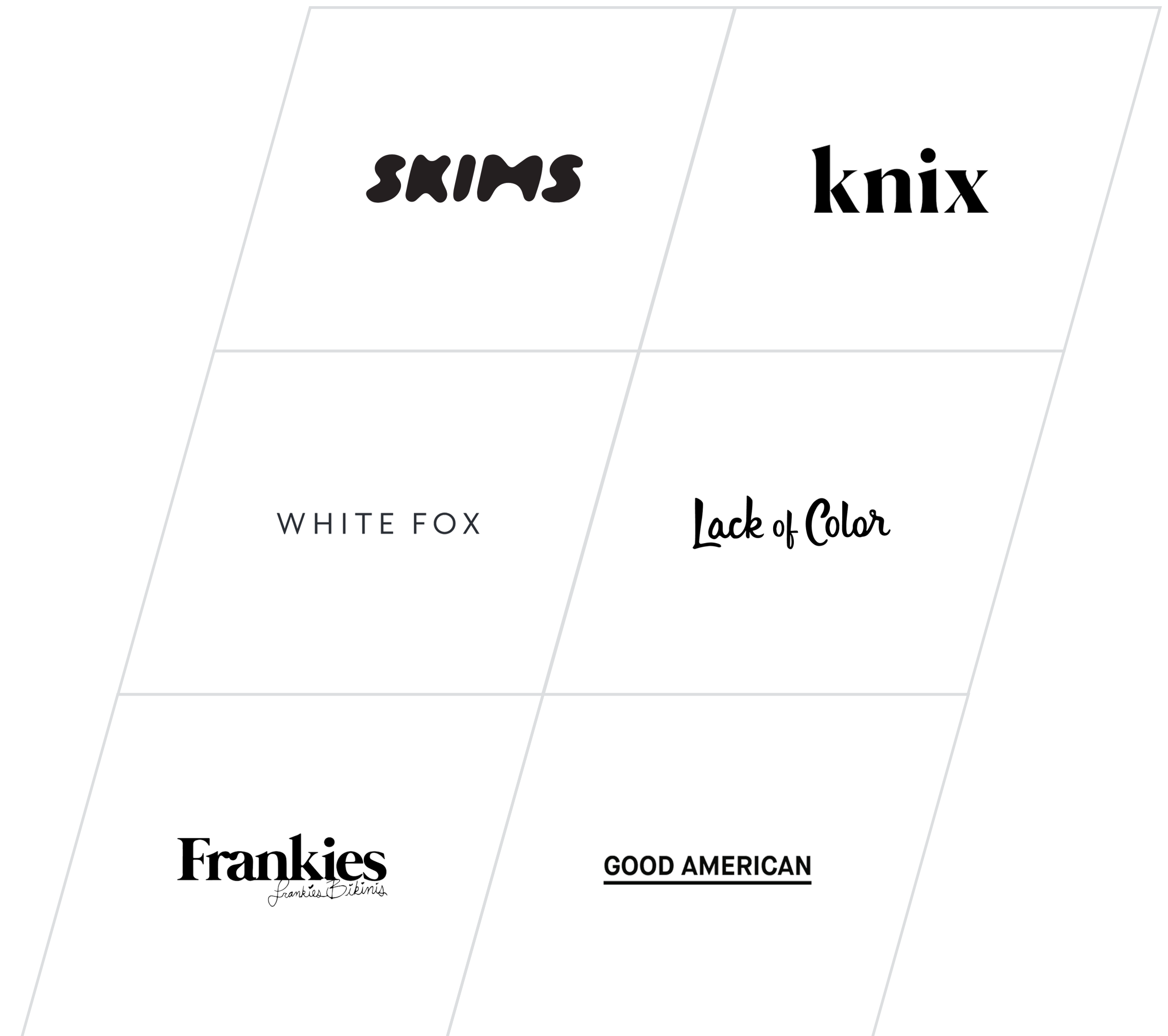


CEO & Co-Founder, Pura Vida Bracelets
Griffin Thall



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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