DRIVING QUALITY MOBILE TRAFFIC FROM INSTAGRAM

**LIKE2BUY + FOREVER 21**

With more than 5.4 million followers, Forever 21 is one of the most popular apparel brands on Instagram – and with good reason. Since bursting onto the scene in the 80’s, the established retailer has become a fixture in the fashion community and an authority on style and trends. Today, they are the 5th largest specialty retailer in the U.S.

**A FASHIONABLE FIND**

Forever 21 saw a tremendous opportunity in Instagram, a platform on which they receive upwards of 100k engagements with any given image. The challenge was that, up until recently, they had no way to convert those interactions into on-site traffic or demonstrate how Instagram was delivering ROI.

That’s when Forever 21 learned about Like2Buy – the fastest way to drive users from Instagram to product pages. Here’s how it works.

**SEE IT. WANT IT. SHOP IT.**

Leveraging the only active link on Instagram (i.e. the link in a user or brand’s profile), Like2Buy turned Forever 21’s photo feed into a gallery of shoppable products – without any involvement from their ecommerce team. Integration was easy. Because Like2Buy works retroactively, the team was able to link existing Instagram images to product URLs, driving traffic to their mobile site immediately.

Consumers can now click through from Forever 21’s Instagram images to product pages, where they can view pricing, availability information, customer reviews and more.

"With the influence that social media has on purchase intent, Like2Buy has helped us directly connect to our customer and serve them exactly the product that they want."

- Mario Moreno, Global Social Media Manager
**EMPOWERING A MOBILE FASHION MARKETPLACE**

Since launching Like2Buy, Forever 21 has seen compelling results. In the first two weeks alone, they delivered:

- 47.6k visits to their Like2Buy gallery.
- More than 38k outbound clicks from Like2Buy to their website.
- An 80% click-through rate from Like2Buy to their website.

Beyond quantity, Forever 21 noticed that their Instagram audience is more engaged too. During this same period of time, Forever 21 found that mobile visitors referred from Instagram averaged **19% more pageviews** and **24% more time-on-site** than the brand’s average mobile user.

By enabling Instagram users to easily shop the fashionable products they find, Forever 21 ultimately proved that Instagram is a powerful driver of discovery and engagement as well as mobile traffic and purchase intent. Says Mario Moreno, the brand’s Global Social Media Manager, “**Like2Buy has assisted Forever 21 in turning a social channel that was built purely for brand awareness into a revenue driver.**”

**LET’S CHAT**  |  hello@curalate.com

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