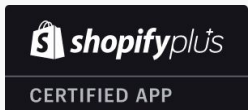
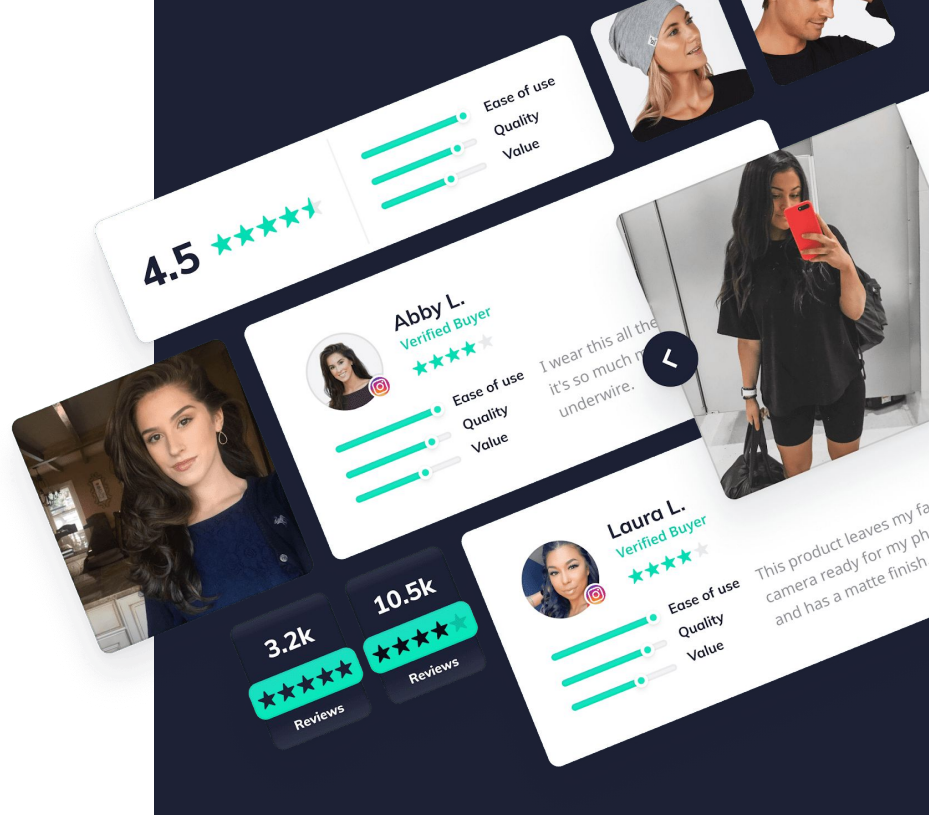


Okendo

A Shopify marketing app for high-growth DTC brands.

- ★ Trusted by 2,000+ of Shopify's fastest-growing brands such as SKIMS, Knix and Nomad.
- ★ Best-in-class product ratings & reviews, customer photos/videos and Q&A.
- ★ Proven to help merchants increase conversion rate, AOV and CLTV.



Agenda



1. Welcome!
2. What is a Brand Community?
3. Why is a Brand Community important?
4. How to build a successful Brand Community
5. How to showcase a Brand Community
6. Brand Community ROI



“ Hey 🙋 I'm Amanda and I'm the Head of Customer Success at **Okendo**. ”

What is a Brand Community?

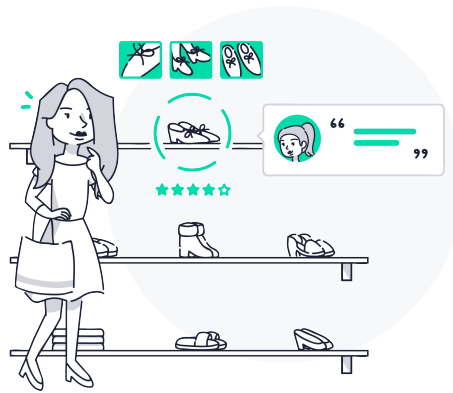


A group of consumers who are:



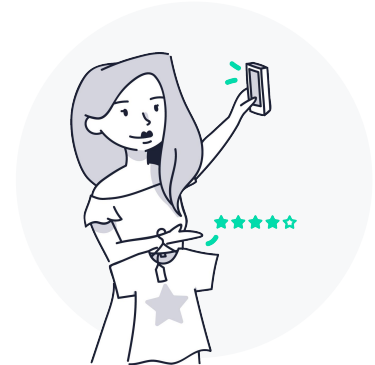
1

Engaged in a consumer -
brand relationship



2

Willing to share
insights & knowledge



3

Share similar values &
passions

Why is a Brand Community Important?



- ★ Championed as the **D2C growth model** for global success brands including: **Gymshark, Fashion Nova & Freshly Picked**
- ★ Establish yourself as **authentic** and **real**. Put a personality behind the brand.
- ★ **Actively listen** to what your community is saying.
- ★ Let your current customers be your **best ambassadors**
- ★ **Loyalty and repeat customers** account for 40% of an average store's recurring revenue



Freshly Picked



- ★ Started in 2009, Freshly Picked produces quality handmade shoes and accessories for babies and their mothers, from baby moccasins, diaper bags, swaddles, and more to come!
- ★ **921k followers** on Instagram
- ★ Influential community of mothers, from **the Kardashians, Jessica Alba, Ayesha Curry**, and so many more!
- ★ Appeared on **Shark Tank in 2014**



⇒ Freshly Picked

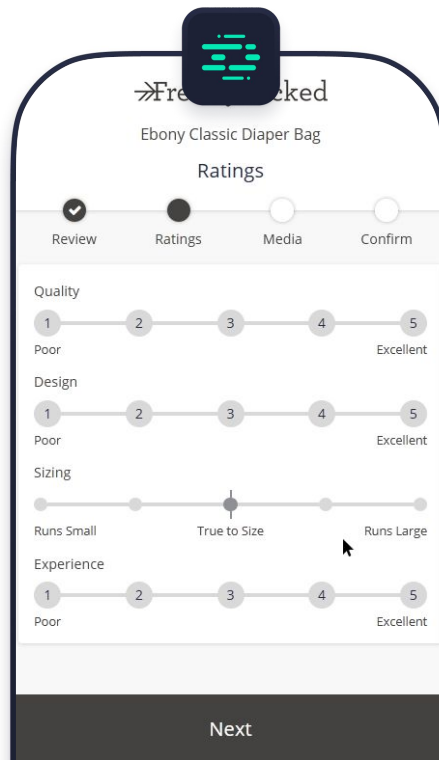
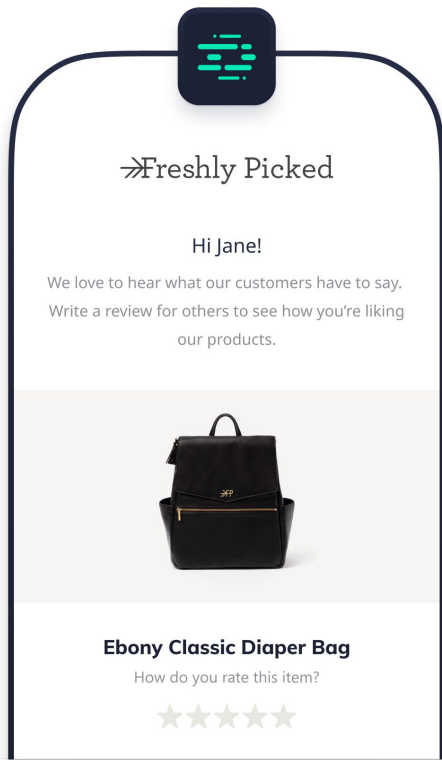
Mike Woodland
Digital Acquisition Manager



⇒ Freshly Picked

Susan Petersen
Founder & CEO

Building Community with Okendo



Showcasing Community with Okendo





4.7 ★★★★★

Quality

Design

Experience







Jenny K.
Verified Buyer

I recommend this product

Age Range18 - 24

★★★★★3 days ago

Stunning Bag!

It's perfect in every way and I couldn't be happier with my purchase! Now I just have to wait 7 more weeks for my sweet baby girl to arrive to use it!!!

Quality

Design

Experience





Ellie N.
Verified Buyer

★★★★★3 days ago

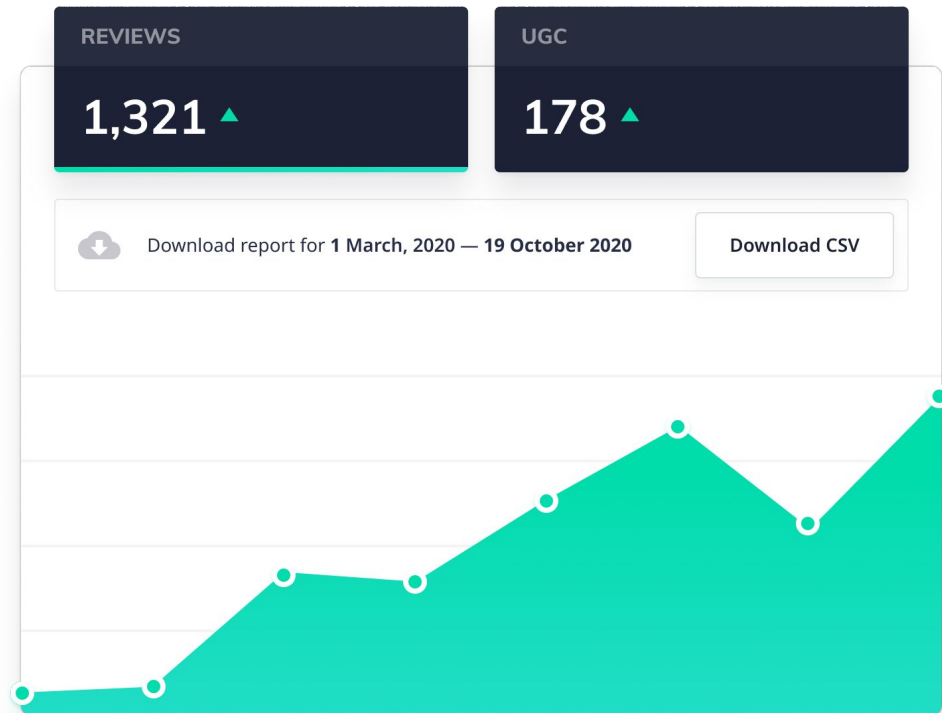
Beautiful bag, I love the color!

Showcasing Community with Okendo



Timeline:

- ★ Conversion rates are 5% higher for those interacting with the Okendo widgets.
- ★ Average order value is \$11 higher for those interacting with the Okendo widgets.
- ★ **1,321 reviews and 178 pieces of media generated**





Thank You.