

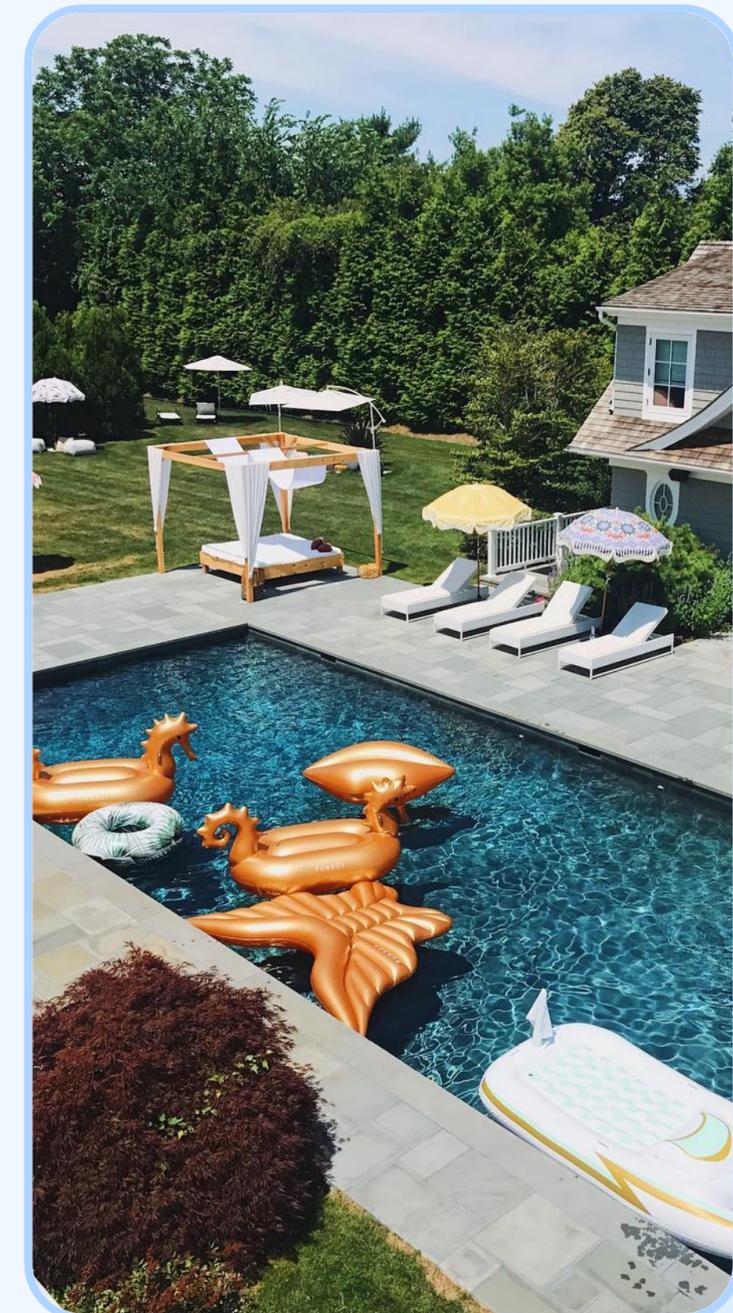
REVOLVE

REVOLVE in the Hamptons: Big Party, Serious Strategy

If Instagram were a party, REVOLVE would be the life of it.

The lifestyle brand founded in L.A. has a social team that knows how to socialize—and how to maximize their influence on Instagram while doing so. They make it look effortless but, as Instagram reigns supreme at REVOLVE, strategy is serious business. The fashion e-tailer sells more than 1,200 brands, including 13 popular in-house labels and a new private beauty line, all while boasting over a million followers of like-minded fans on Instagram.

REVOLVE speaks to its #girlgang on Insta through aspirational content captured from all corners of the globe by influencers, celebrities and fans alike. The company hosts several social activations a year in luxe locales like Anguilla, the Amalfi Coast and Palm Springs, which are all documented through the #REVOLVEaroundtheworld hashtag. Known for leveraging grand social affairs like Coachella, their biggest bash on the calendar is their yearly excursion to the Hamptons.



Instagram Overload

With so much activity being generated on Instagram from REVOLVE's initiatives, the brand needed an ally to assist in sourcing, creating, measuring, and enhancing the engagement of its photos and videos. Dash Social's focus on data-backed content curation made it an ideal match for REVOLVE's approach to the social platform. Join the party as we dig into how the company was able to achieve its Instagram [#REVOLVEInTheHamptons](#) campaign goals with the support of Dash Social.

REVOLVE's Instagram #Goals

1. Source influencers & measure ROI
2. Spread brand awareness
3. Increase content performance

The Hamptons Rundown

- ☀️ 4 Weeks in July
- 🏠 1 Home
- 📷 34 Influencers
- ★ 4 Celebrity Hosts
- 📅 28 Events

Let's Get in Formation

The team at REVOLVE knows who their girl is and carefully selects influencers that embody their aesthetic. These Insta stars are some of the biggest names in the industry: Chiara Ferragni, Alexis Ren, and Aimee Song, to name a few.

With so many personalities to choose from, REVOLVE was able to leverage the unique data provided by Dash Social's Relationship IQ feature to measure the power of each influencer and refine their Hamptons A-list. Relationship IQ reveals influencer impact and audience resonance through metrics like post frequency and engagement to maximize REVOLVE's influencer partnerships.

"Relationship IQ is like an influencer report card!"

Anna Tran,
Brand Director at REVOLVE

Relationship IQ not only helps REVOLVE decide which influencers and celebrities to team up with but it also measures the results of the collaboration after the fact and provides clarity into each guest's impact.

"With Relationship IQ, we are able to check that influencers are in fact posting and understand the performance of each of their posts."

Anna Tran,
Brand Director at REVOLVE



Photo & Video Paradise

With so many amazing posts being created on a daily basis in the Hamptons about REVOLVE, you might be wondering how the social team could possibly decide what content to share from its influencer partners. To guarantee their selects would perform highly and resonate with viewers, they turned to Dash Social's Insights and Boards features.

In Insights, the REVOLVE team can view KPIs for each piece of their owned and earned content. This helps them assess what has previously achieved high engagement, as well as identify top performing photos and videos from users. As for Boards, they enable the segmentation of photos and videos to be measured as a group. This is the ultimate way to understand which types of content your audience will be most responsive to. Armed with data, REVOLVE was able to combine visual acumen with metrics to make spot-on curation choices that outperformed regular content.

Slam the 'Gram

If you don't Instagram it, did it even happen? REVOLVE knows that in order to create real buzz around an event, it's crucial to get your community posting about it. To do this in the Hamptons, REVOLVE created an oh-so Instagrammable environment by choosing a stunning home base, inviting an impeccable crowd decked out in REVOLVE threads, and constructing original details at every event to encourage social shareability.

REVOLVE Hamptons Campaign Estimated Earned Reach

301,000,000+

All of those coveted photo tags and caption mentions heightened brand awareness through organic reach. Using Dash Social, the REVOLVE team was able to understand the reach of all the brand's earned content created in the Hamptons to ensure they'd crushed their campaign goals.

Social Success

A full social calendar in the Hamptons meant that the REVOLVE team had to be efficient, and focus on the things that would drive results. Having Dash Social on deck empowered REVOLVE to source and measure influencer partnerships, amplify brand awareness, and enhance content performance to bolster its social strategy. Final verdict: they blew their goals out of the water. The social savvy brand capitalized on the magic of summer out east, catching each Instagram wave effortlessly and riding it out in the cutest REVOLVE bikinis!

"All of Dash Social's features help us tremendously with strategy for all of our activations. Go Dash!"

*Tatiana Holifield,
Director, Brand Social at Hulu*

