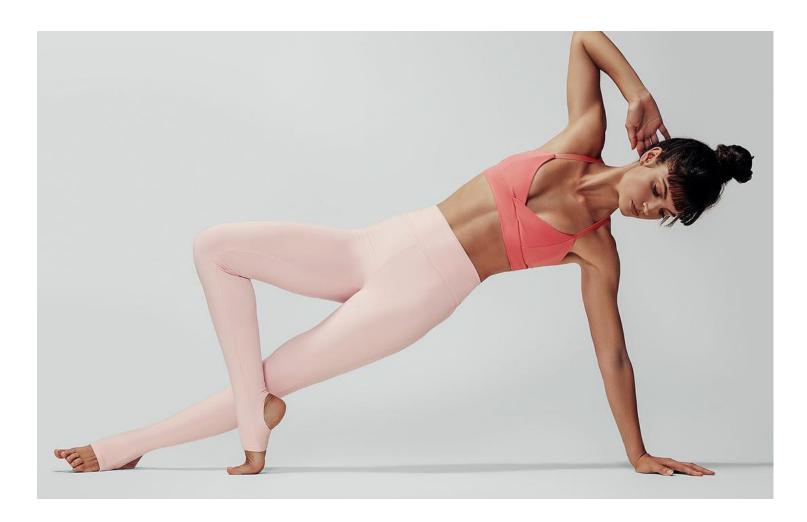Case Study

CARBON38 + DASH HUDSON

Leading the Pack: Driving New Ecommerce Revenue with LikeShop

The rise in popularity of athleisure has led to a surge of new sportswear brands as well as dedicated lines by existing players. Morgan Stanley predicts this segment of the market will represent $83 billion in apparel sales by 2020. Ecommerce retailer Carbon38 has emerged as a leader in this dynamic category by bringing the best sportswear lines together in one place. By curating its assortment to include only the most stylish pieces, Carbon38 has solidified itself as a main contender in the online athleisure game.

A Need for Speed

As an e-tailer, much of Carbon38's marketing initiatives revolve around digital and social. Instagram is a key channel for Carbon38 and is used to connect with consumers, promote product offerings, and drive new traffic to its website. Carbon38 had previously experimented with a well-known "link-in-bio" monetization tool, but were unimpressed by its limited functionality and ability to convert new customers.

The company needed a more robust solution that would be easy to implement, surface data on a granular level, and drive significant sales. Fortunately, Dash Hudson was there to provide Carbon38 with a powerful platform to enhance its strategy and drive meaningful results.

A High-Performance Solution

Implementing a new ecommerce solution can be a complex, tedious process. With LikeShop, Carbon38 was up and running within minutes with no website integration necessary.

Additionally, working with Dash Hudson gives Carbon38 access to the platform's full range of features including the Scheduler tool. Dash Hudson's Scheduler uniquely enables brands to pre-plan content and pre-set the corresponding single or multi product page URLs, so that shoppable posts push live alongside Instagram. This allows the Carbon38 team to scale their time and execute on other facets of their strategy.

> **"**
> *Utilizing Dash Hudson's new shoppable Instagram tracking, as well as being able to quickly and clearly see which posts are driving traffic through the LikeShop tab, has allowed me to hone in on the types of creative that drive revenue.*
>
> *Harrison Edwards,*
> *Social Media Coordinator at Carbon38*

Along with the ease of scheduling shoppable content in advance, Carbon38 can see exactly which posts are driving revenue, increasing time on site, and improving conversion rates with LikeShop's automated tracking tags. With Dash Hudson, brands can quickly and easily view key LikeShop metrics per post, as well as on an aggregate level. This data is used to gain insight into top-performing content that helps inform content strategy going forward.

Dash Hudson also surfaces engagement metrics for shoppable posts providing Carbon38 with the ability to identify trends and assess content resonance with its audience. Taking these insights into account, Carbon38 deepens its connection with fans by posting content and call-to-actions that ring true.

"

The ability to have a very high level reporting screen in the LikeShop tab helps with a quick look of how a photo is doing, while the more in-depth data exports allow me to figure out if there's a correlation between LikeShop traffic and engagement, and to see which types of Instagram posts are consistently generating sales.

Harrison Edwards,
Social Media Coordinator at Carbon38

Since working with Dash Hudson, Carbon38 has achieved winning results including:

Increasing its average number of monthly purchases by:

54%

Increasing average monthly website sessions from LikeShop by:

14%

Increasing its conversion rate from Instagram by:

19.7%

Growing revenue from Instagram by:

83%

A Powerful Partnership

Carbon38 is an agile, forward-thinking brand with a digitally savvy team that understands the value of data in business and creative decision making. Collaborating with Dash Hudson has allowed Carbon38 to markedly improve its organic traffic and revenue from Instagram.

> *Before Dash Hudson, I was patching several different platforms together to get the scheduling, analytics and to get the scheduling and analytics that I needed that I needed at Carbon38. Dash Hudson not only put all these under one roof, but improved on every aspect. We've experienced a growth in revenue, impressions and total engagement, directly resultant from the trends and data that Dash Hudson was able to show us. Plus, the team has gone above and beyond in helping Carbon38 reach our goals. I recommend Dash Hudson to everyone.*
>
> *Harrison Edwards,*
> *Social Media Coordinator at Carbon38*