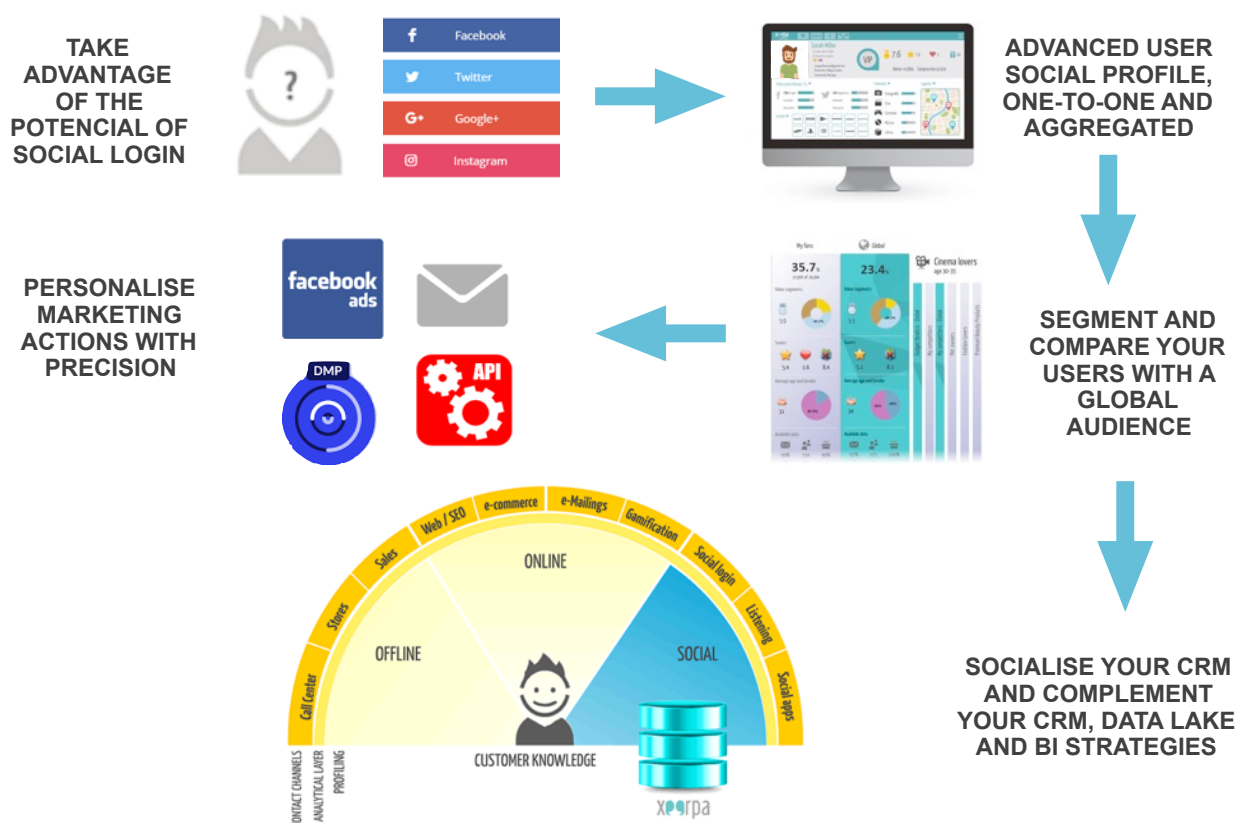


For Fashion and Apparel companies

Xeerpa is a Big Data SaaS marketing solution that allows brands to explore the social universe of each of their users, customers, prospects, fans and followers, by analysing the information they share across the most popular social media networks such as Facebook, Twitter, LinkedIn, Google+, etc.

Unlike other solutions, Xeerpa creates unique profiles for each user, storing them in a database specifically designed to help Marketing and Analytics teams personalise campaigns, increase their ROI, improving customer experience.



Key Benefits for the Fashion and Apparel industry:

- ✓ Identify Brand Ambassadors and Top Influencers amongst your fans and clients
- ✓ Improve segmentation in your CRM, BI platform and DMP
- ✓ Hyper-segment emailing campaigns and Facebook Custom Audiences
- ✓ Identify contents, influencers and partners that best fit your audience
- ✓ Impact users that have engaged with specific posts or products
- ✓ Qualify the DMP to boost the efficiency of programmatic advertising

[BOOK A DEMO](#)

Selected clients and success stories in the industry:

StyleLovely.com **TELVA**

StyleLovely.com

· Style, Fashion & Beauty ·

"We used Xeerpa's tool in a promotion campaign aimed to obtain qualified leads for one of our luxury fashion clients. The results surpassed our expectations not only because we achieved the required number of leads via social login in record time, but also due to the valuable insights we gained thanks to Xeerpa's manager for future campaigns".

Antonio Mañas, CEO at StyleLovely

StyleLovely.com is a leading fashion portal that compiles a number of style, fashion and beauty blogs. It also has a free App and publishes a luxury fashion magazine.

Engagement and objective

- StyleLovely engaged Xeerpa to gather and analyse their readers and fans' social data obtained via Facebook social login.
- Using Xeerpa's solution, StyleLovely is building a Social CRM composed of one-to-one user profiles, using social analytics to create highly effective marketing campaigns.

Success

- By connecting Xeerpa's analytics engine to their App and promotion campaigns launched via Cool-Tabs, StyleLovely has been able to understand their user's interests, hobbies, passions, fashion trends, influence scores, engagement and affinity to their most favourite brands in the Beauty and Fashion industries, etc.
- This information allows StyleLovely to identify their most valuable customers, brand ambassadors and community influencers, qualifying prospects and personalising marketing campaigns and UX on their App, based on individual preferences. This strategy is already showing great results in terms of extraordinary high open rates of their email campaigns and a more rapid growth in StyleLovely's community of fans, boosting the engagement levels.
- Moreover, the brand affinity score and this micro-segmentation that Xeerpa makes possible, will help StyleLovely take an innovative approach in their e-commerce channel, and to customise their online showroom in the future.
- Additionally, StyleLovely uses Xeerpa Analytics to qualify its DMP to improve the efficiency of programmatic advertising.

Luxury Fashion Brand Campaign

- StyleLovely ran an online sampling campaign for a luxury fashion brand, aimed at obtaining qualified leads by employing Facebook social login on the promotional page and also by engaging influencers. Surprisingly, in only 2 days they doubled the expected target number of qualified leads. In just a week the total number of leads generated grew to 400% over the initial target figure. The client was delighted with the incredibly low cost per lead and with the reports based on Xeerpa Social Data Analytics.

BOOK A DEMO

More information on hello@xeerpa.com and www.xeerpa.com

Because not all leads are created equal