

WHY

ECOMMERCE
BRANDS SHOULD
BE USING **UGC**
RIGHT NOW



Yellow
headset
€100

Rainbow
Jumper
€55

Visual UGC
powered by Stackla

nosto

Table of Contents

- 1** What is UGC?
- 3** Why User-Generated Content?
- 6** UGC Improves Ecommerce Performance at Every Touchpoint
- 25** Create More Authentic & Personalized Ecommerce Experiences with UGC
- 7** Best Ways Brands Can Strategically Leverage UGC
 - 7- Social Media
 - 9- Ecommerce Homepage
 - 11- Inspiration Page
 - 13- Product Detail Page (PDP)
 - 15- Category page
 - 17- Improve email performance
 - 19- Impactful digital ads
 - 21- Shoppable UGC
 - 23- Creator Communities



What is UGC?

UGC stands for **user-generated content**. By definition, user-generated content is any form of content—text, posts, images, videos, reviews, etc.—created by individuals and published to an online or social network.

The UGC created by consumers offers the most authentic, trusted, and relevant brand experiences that people crave and brands can't manufacture.

In this eBook, we will go over why UGC is such a great source of content for any retail brand and the myriad ways that brands using Stackla Visual UGC by Nosto are strategically leveraging this influential content to fuel their omnichannel marketing.

Why UGC?

Brands today face a unique dilemma: with more marketing channels available than ever before (websites, social media networks, digital ads, emails, the list goes on), how do you go about sourcing enough content to fill each of those channels? Not only that, but how do you ensure the content you publish will inspire people to take action?

With so many content options out there for brands to choose from, why go with UGC?

Here are the reasons why UGC will add value to any brands' marketing:

UGC is trusted

Winning consumers' trust

is a top priority for every brand. Of course, it can also be one of the hardest things to achieve—particularly in today's highly competitive digital environments.

In a Nielsen report, 92% of global consumers say they trust earned media (like UGC) above all other forms of content. UGC is inherently more trustworthy because it comes from real customers who tend to be unbiased third-parties that reflect a more diverse array of lifestyles than more traditional content (e.g., stock imagery).

Simply put, people trust other people more than they trust brands.

Consumers can't see, feel, or try on items in person when online shopping. This is why UGC is more trusted than professional images—giving shoppers the chance to see how an item looks in an unvarnished, real-world scenario so they can make more informed buying decisions.

UGC is authentic & relevant

Brands dedicate a lot of time and money to crafting the perfect messages and professional imagery they think consumers want to see. But it turns out consumers don't want perfect; they want authentic.

When asked in a recent Stackla Visual UGC by Nosto report, 88% of consumers said authenticity is important when deciding which brands to support, and 59% of consumers voted UGC as the most authentic type of content. People were also 3.1x more likely to say UGC is authentic than brand-created content and 5.9x more likely to say it is authentic than influencer content.

UGC is seen as authentic because it comes from real people, not brands. Therefore, content created by another consumer will always be much more relatable to the average person than, say, a photoshopped image of a model or a highly edited visual from a paid influencer.

UGC is abundant & scalable

Visuals have become vital to everything brands do. Yet, 65% struggle to consistently create well-designed and engaging visual assets to support all their campaigns, channels, and target audiences.

Meanwhile, consumers publish massive amounts of content to platforms like Instagram, Facebook, YouTube, and TikTok every single day. So why not take advantage of it for your marketing?

By aggregating content from social networks, brands no longer face the problem of having too many channels but too little content. Sourcing from the wealth of content consumers post online every day means that brands have enough unique and trusted visuals to create more authentic marketing campaigns that keep every channel fresh and engaging.

UGC is personal

Many brands want to create more personalized experiences. However, they often don't have the budget, resources, or tools to support every marketing channel, let alone unique audience segments.

The abundance of UGC gives marketers more unique, diverse, and human content to leverage to keep visuals fresh across every customer touchpoint and create personalized visual experiences at scale for each type of shopper that visits their site.

UGC is inspirational

People increasingly look to social media for purchase inspiration. In our consumer report, 66% say they have been inspired to purchase from a new brand after seeing social media images from other consumers. Also, 80% of consumers say they would be more likely to purchase a product from an online store if the website featured photos and videos from genuine customers.

Because UGC is widely trusted and more memorable than other types of visual media, it has emerged as one of the most influential forms of content. In fact, 79% of consumers say UGC highly impacts their purchasing decisions, while only 12% say branded content and 9% say influencer content is impactful.

UGC is cost-effective

One of the biggest drivers for brands who decide to go with UGC for content marketing campaigns is cost.

Stackla has saved its customers a lot of money in content production costs, helping brands cut content costs by up to 65% and save up to \$160,000 AUD per year.

With UGC, content-starved brands get access to a wealth of visual assets without having to pay big dollars for studios and professionals. Plus, if people are already creating positive content without being asked—and, for the most part, doing it for free—UGC as a cost-effective marketing strategy is a no-brainer.

UGC Improves Ecommerce Performance at Every Touchpoint

Inspire discovery, **boost** engagement,
reduce content costs, **increase** online sales,
grow average order value, **drive** customer loyalty

Best Ways Brands Can Strategically Leverage UGC

Social Media

Sharing organic user-generated content from happy customers on your social media channel is a great way to celebrate the people who exhibit enthusiasm for your brand. Plus, UGC posts tend to perform better than generic posts with professional imagery.

When Trek Bikes researched marketing campaigns that influenced people's behaviors, they found the common denominator to be user-generated content.

Trek invited its followers to join a movement to promote biking over a car to better the environment, aptly named #GoByBike. Trek's global audience immediately responded to the campaign—sharing a wide variety of biking activities and destinations like going to school, commuting to work, or simply exercising.

The campaign reached 36 million people around the globe, generated over 17,000 posts containing #GoByBike—giving Trek over 2,000 rights-approved content assets to use in its marketing and share back out on its social media networks to generate excitement further.

Stackla Visual UGC by Nosto enabled Trek to set custom terms and conditions for the campaign, streamline the rights approval process, and get the campaign itself up and running just two weeks after purchase.

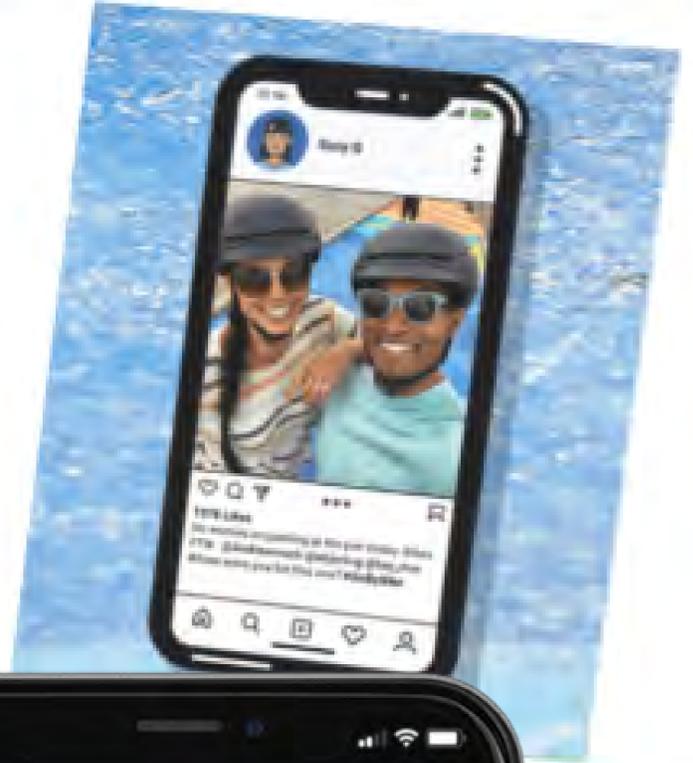
How to join the #GoByBike movement



1. Choose your bike over your car for at least one trip each week.



2. Share the message by posting a photo of your ride using the #GoByBike hashtag.



Ecommerce Homepage

Your brand's homepage is your digital storefront and often the first page your site visitors see. Brands can make this key touchpoint more impactful when they present visitors with authentic, trustworthy UGC that inspires them to click-through to other pages on the website.

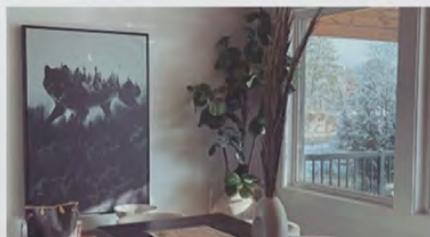
Art prints seller iCanvas showcases images from customers on its homepage to highlight how its artwork looks when styled in real people's homes. Site visitors inspired by a picture in the UGC homepage gallery can click on the image to be brought directly to the corresponding product detail page (PDP) of the featured artwork, helping shorten paths to purchase.

These homepage UGC galleries lend more authenticity to the brand, providing valuable and trusted social proof that encourages people to buy. And by inviting customers to upload and share their iCanvas photos to be featured on its homepage gallery, iCanvas keeps new and existing customers engaged while growing its library of UGC visuals.

Having customer UGC on your ecommerce homepage has shown to consistently improve time on page, bounce rate, and on-site engagement.

We Love To See Your Style

Show off your iCanvas art by tagging #iCanvas on your social post or clicking [here](#) to upload directly.



Share Your #iCanvas Style

Send us a picture of your iCanvas print and your shot could be featured to help inspire others.

Step 1 - Upload your content

Drag your image file here or [browse](#) for an image file to upload

Image: maximum size is 25MB. (.jpg, .jpeg, .png)

Comment

Next

Capture the space around your art.
Show off how the art compliments your room.

Include your everyday life in your picture.
Show us how you live in the space around your art.

Show off why you love this print.
Seeing the connection between your art and life is fun!

THINGS TO AVOID

- ✗ Weird angles that make it hard to see the art
- ✗ Glare on the art because of flash or natural light
- ✗ Zooming too closely so all we see is the art
- ✗ Zooming too far out so the art is hard to see



Inspiration Page

Homepages can double as inspiration pages, but in some cases, brands choose to have a dedicated inspiration page to showcase even more of their best UGC.

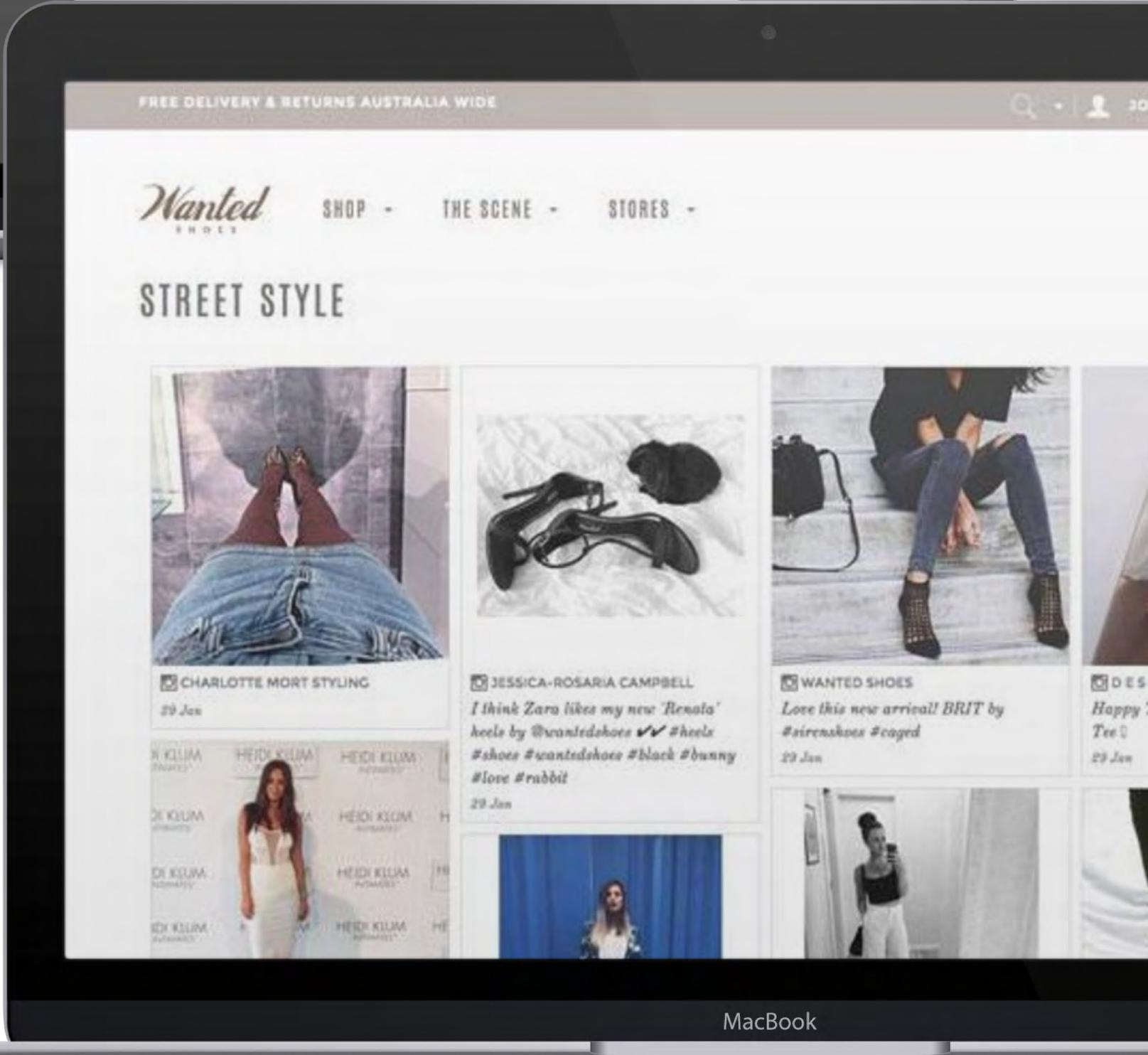
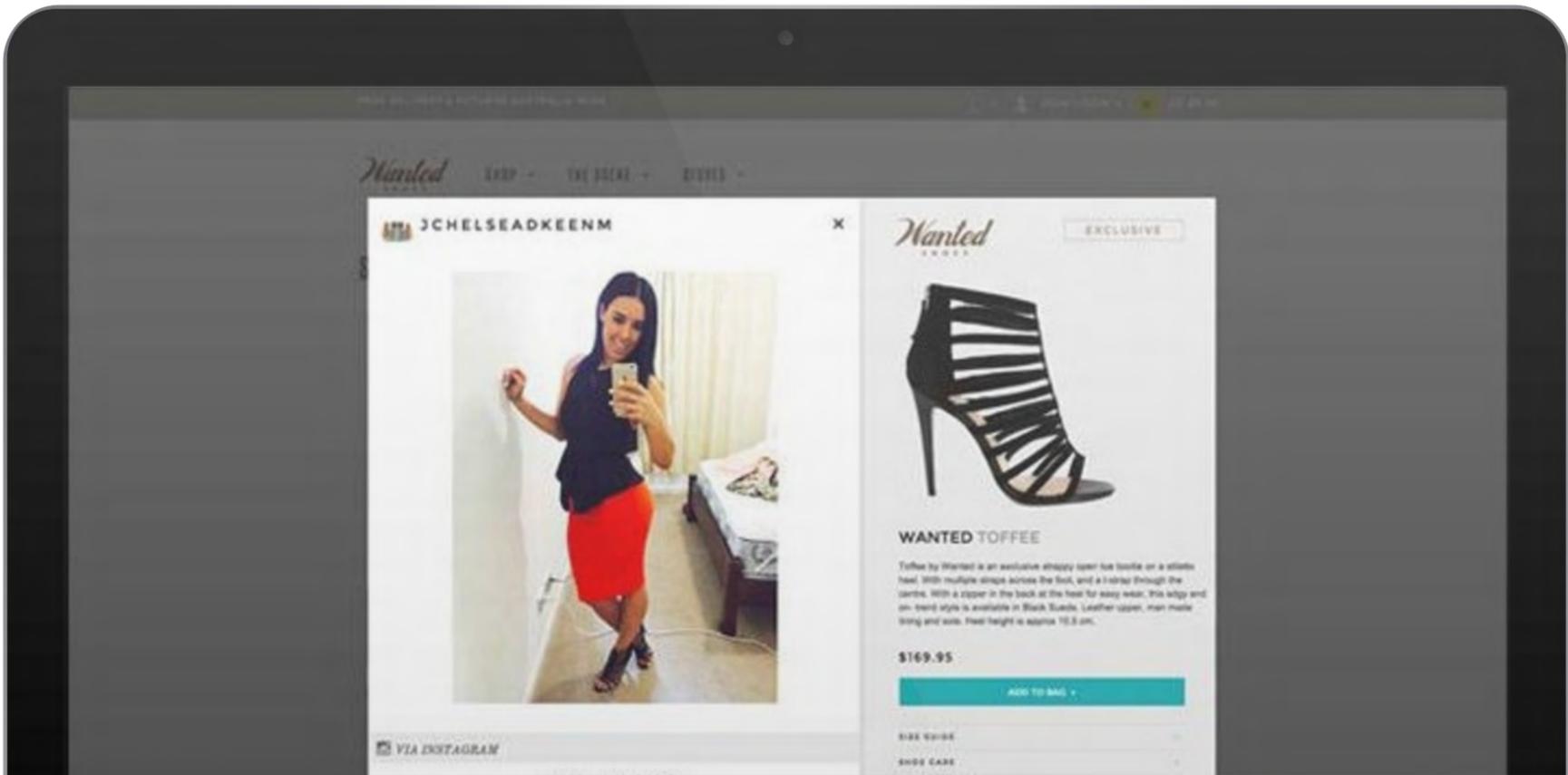
This type of page is aimed solely at showing off content generated by customers to get visitors more excited about the brand and its products. Seeing a website page full of authentic content from happy customers is a superb way to propel people to take action. These types of pages also tend to have a substantially lower bounce rate than other pages on the site.

Australian fashion-footwear brand, Wanted Shoes, was looking to give website visitors a unique way to browse its catalog. They used Stackla Visual UGC by Nosto to collect content from their engaged social media audience, to create an inspirational 'Street Style' page on their ecommerce site.

It was a strategy that had real dividends for the company. Users who navigated through the Street Style page were 30% more likely to purchase than users who visited pages of the website that did not contain any UGC.

“

Stackla (Visual UGC by Nosto) puts us ahead of the trend. The audience, our customers, can share content and enjoy a shortened path to purchase,” said Jennifer Christodoulou, (former) Marketing Manager at Wanted Shoes. “Our customers trust their peers, and this is proven by the results we’re getting with Stackla (Visual UGC by Nosto), driving social sharing as well as purchase.”



Product Detail Page (PDP)

Adding product-specific UGC to product detail pages is where brands can bring value to browsers by giving them more context around how something looks in a real-life scenario. It can even help reduce return rates, as people are typically less likely to return a product when they see it in person before purchasing.

Beauty and bath brand, Lush Cosmetics, is known for its wildly colorful and pleasantly scented bath bombs. But a simple photo of the bath bomb itself doesn't truly encapsulate the fabulous bath experience these products provide to consumers.

Given they already have a highly engaged community on social media, Lush decided to collect all that content via Stackla Visual UGC by Nosto and feature user-generated content of its bath bombs and face masks in action on individual product pages. It lends more authenticity by showcasing how the product looks from customers (who are more than happy to share these images with the brand). It also boosts sales by giving shoppers a direct path to purchase from UGC images featured.

Plus, it doesn't slow Lush's team down or break the bank.

“

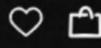
With Stackla (Visual UGC by Nosto), when a last minute change arises, we've been able to use Stackla-powered UGC on social and on the website in place of planning, booking, and paying for a photoshoot,” said Sabine Schwirtz, (former) Community Manager at Lush Cosmetics North America. “I don't think we'd be able to be as personalized or authentic without the UGC capabilities Stackla (Visual UGC by Nosto) has given us.”



LUSH

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HOME / FACE / MASKS



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--	--------------------	-------------------------	---------------------	--	---------------------

afterpay now available for all orders

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Buy once

1 ADD TO CART

DESCRIPTION HOW TO USE INGREDIENTS SHIPPING & RETURNS

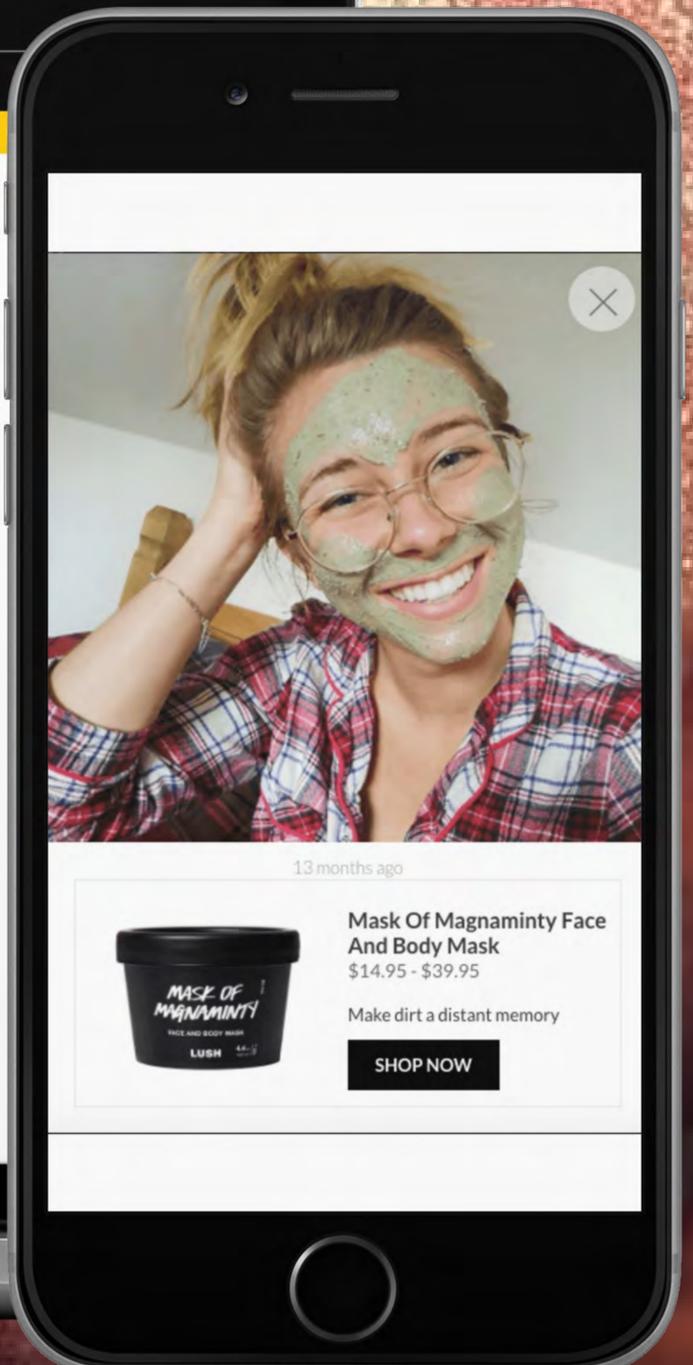
This tingly, minty face and body mask was formulated to be intensely cleansing but never harsh or abrasive. Kaolin clay and peppermint oil rid your pores of debris, giving you a delightfully tingly clean sensation. We add loads of ground aduki beans to exfoliate flaky or dry skin, vanilla absolute to calm redness and honey to soothe and moisturize.

Benefits

- Kaolin and peppermint deeply cleanse pores
- Aduki beans gently exfoliate
- Honey soothes and hydrates

Scent

Minty



Category Page

Category pages are an essential selling point for ecommerce brands. Up to 70% of online sales originate from category pages.

Yet, less than 50% of category page traffic progresses to a product page, so it would seem people are generally not finding what they are looking for on these pages.

Brands can bridge this gap with UGC. Featuring a mosaic gallery of customer content not only provides more of that coveted social proof we keep talking about, but it also sends visitors the message that a specific category of your products is well-loved by customers.

Haircare brand, Lady Jayne, promotes its 'Salon Pro Brushes' category page with a Stackla Visual UGC by Nosto gallery to show how customers love this line of its products. It is one thing to have perfectly-modeled hair images to promote this kind of product and something entirely different to let visitors see the tangible results people get.

NEW GLAMOROUS ACCESSORIES



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A slick styled look always starts at the root! The ladyjaynehair brush has the most unique design, engineered to maneuver to the shape of your head, this way you're able to brush every hair from the roots! This claw clip literally has the strongest grip (very important for someone with a lot of hair! R.s The entire range is 40% off at pricelineau 25th December to 6th of January



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MacBook

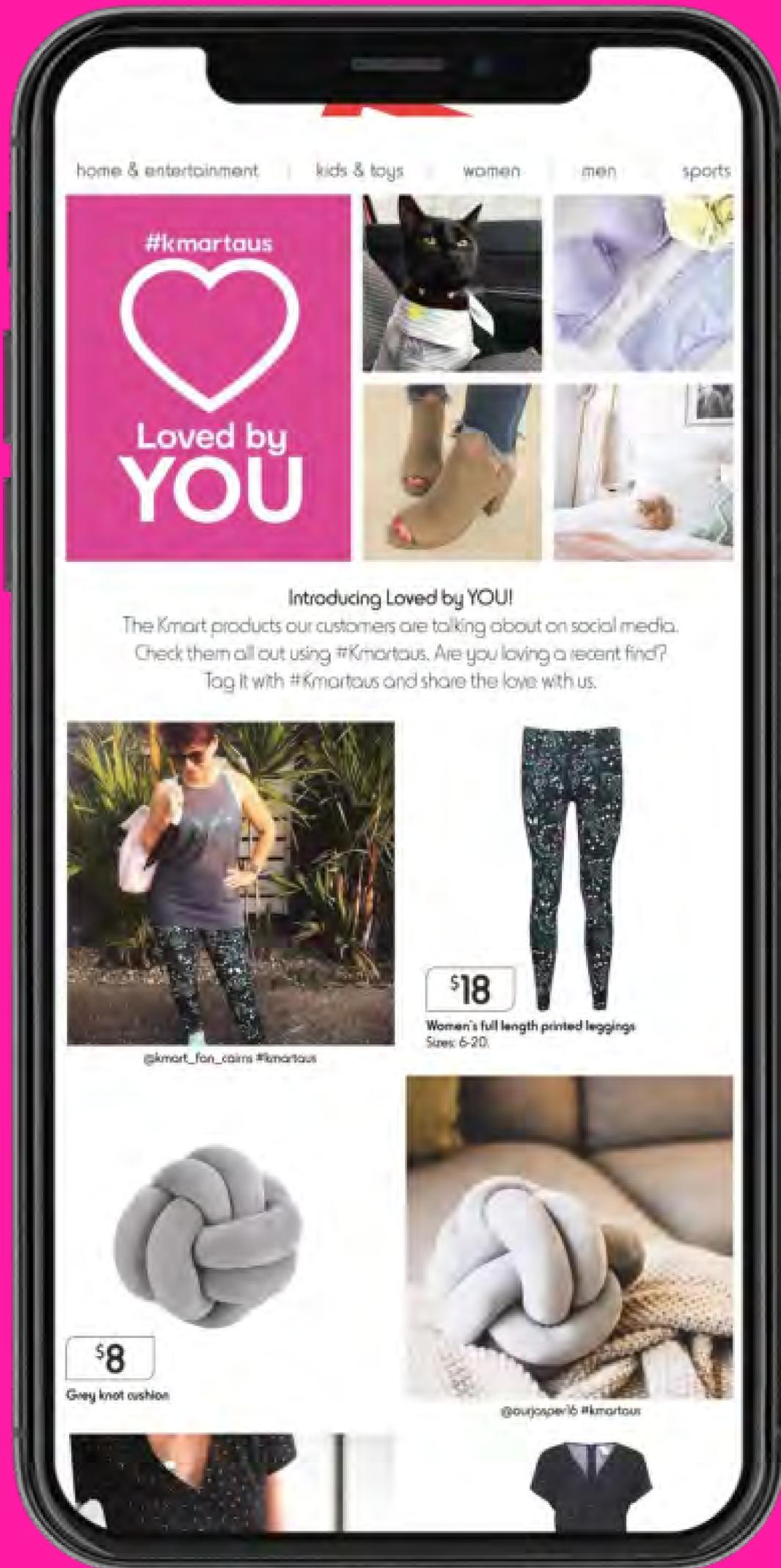
LOAD MORE

Improve Email Performance

The question of “How do I improve my email results?” plagues most marketers.

One effective way to make your emails stand apart is by including interactive user-generated content in them. It gives readers more things to click on and is a great way to promote your products in a fun and authentic way to subscribers.

Kmart Australia decided to liven up its emails by showing select products they offer paired next to a UGC image of that same product used by happy customers. They collected these images on social media via the branded #Kmartaus hashtag—enabling them to display a side-by-side comparison of what popular products look like on real customers.



Impactful Digital Ads

Digital ads are more competitive than ever these days, but with the help of some trustworthy and authentic UGC, you can watch the positive results roll in. Brands routinely see more clicks and engagement on ads that feature UGC over brand-created visuals. Don't believe us? Try running an a/b test with ads using UGC images versus ads using brand-created imagery.

Direct-to-consumer dental brand, Smile Direct Club, uses before and after images from real customers in its Facebook Ads to show how quick and effective its dental products are at giving people perfect smiles.

“

...up to **38%**, a **30% lower cost-per-click**, and **36% more ad clicks**”

Other notable results from Stackla Visual UGC by Nosto customers who have leveraged UGC images for paid ad campaigns include a higher click-through rate of up to **38%**, a **30% lower cost-per-click**, and **36% more ad clicks** compared to branded ads. One brand even saw a **440% increase in engagement** after switching over to UGC ads for a specific campaign.

“

...a **440% increase in engagement**”

Like Follow Share ...

Learn More

Status

Write something on this Page...



Smile Direct Club

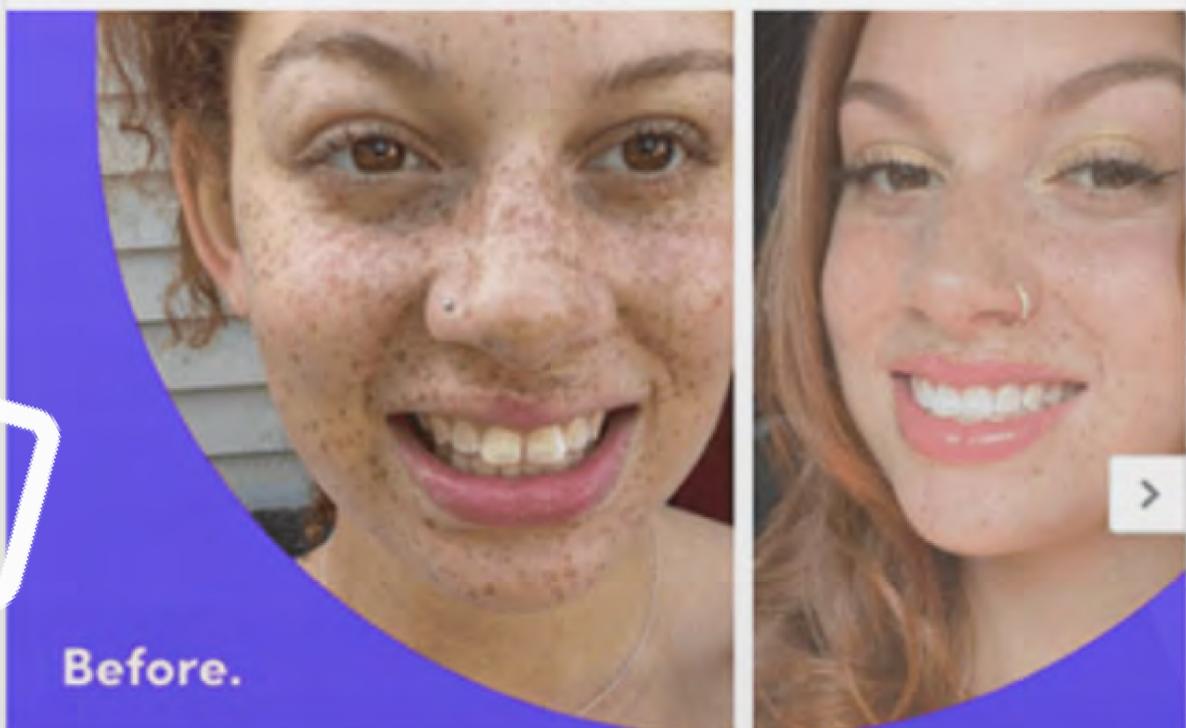
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"SmileDirectClub changed my life for the better!" -Club member Lana

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- 107,476 people like this
- 99,000 people follow this
- Sara Helwe likes This

About

- Contact Unblast on Messenger
- Education

People

107k likes

Pages liked by this page

- Artists
- Developers
- Designers



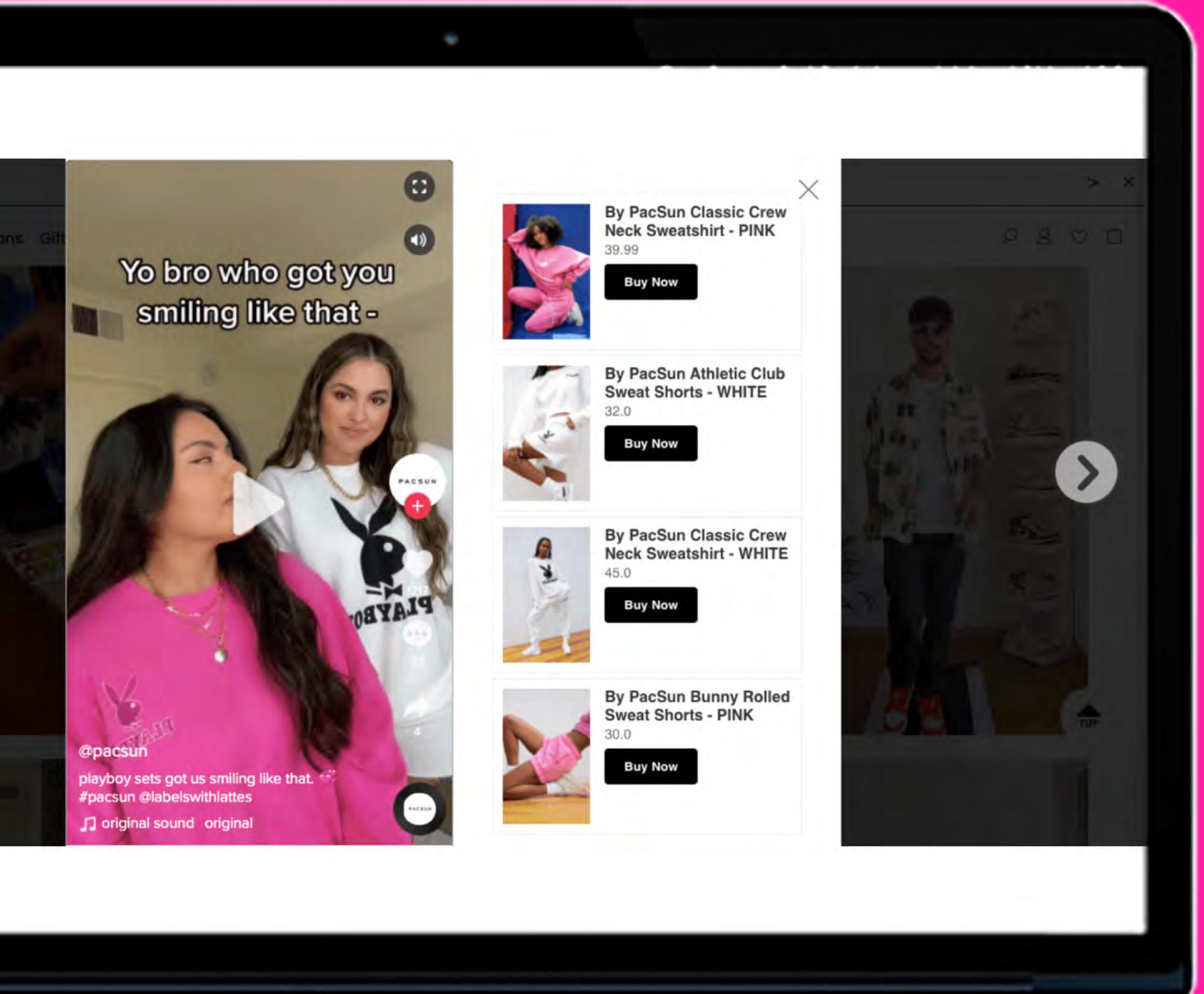
MacBook

Shoppable UGC

Have you ever been inspired to buy something from an image you saw on social or online, only to go to that brand's website and not be able to find the product?

Brands can pack an extra punch with UGC by making it shoppable (yes, as in, click-to-buy), so you don't miss people at the point of inspiration. At Nosto, we are all about making shopping experiences more seamless and enjoyable for consumers, and shoppable UGC is a unique and effective way to do this.

Fashion and apparel brand PacSun uses Stackla Visual UGC by Nosto in one of the most distinctive ways yet seen. By creating a page on its website featuring user-generated TikTok videos—all of which are shoppable—they're able to engage and inspire their Gen Z shoppers while driving online purchases.



Creator Communities

Some teams want to do more with their UGC strategy than wait for people to post good content about their brand online.

Stackla Visual UGC by Nosto's **Organic Influencers** feature lets brands take a more proactive approach to user-generated content by enabling them to invite enthusiastic customers to join their community and actively participate in their content creation efforts.

Brands can send creative briefs once the community has launched, asking members to create new content around a specific product, campaign, or initiative. Most who join these communities are more than happy to create content for the brands they love and for the chance to be featured in the brand's marketing.

In our consumer report, over 60% of Millennials and Gen Z said they would likely join an advocate community to help create content for a brand they purchased from. Also, 61% of consumers said they would be more loyal and more likely to buy from a brand if it invited them to be part of a customer advocate community.

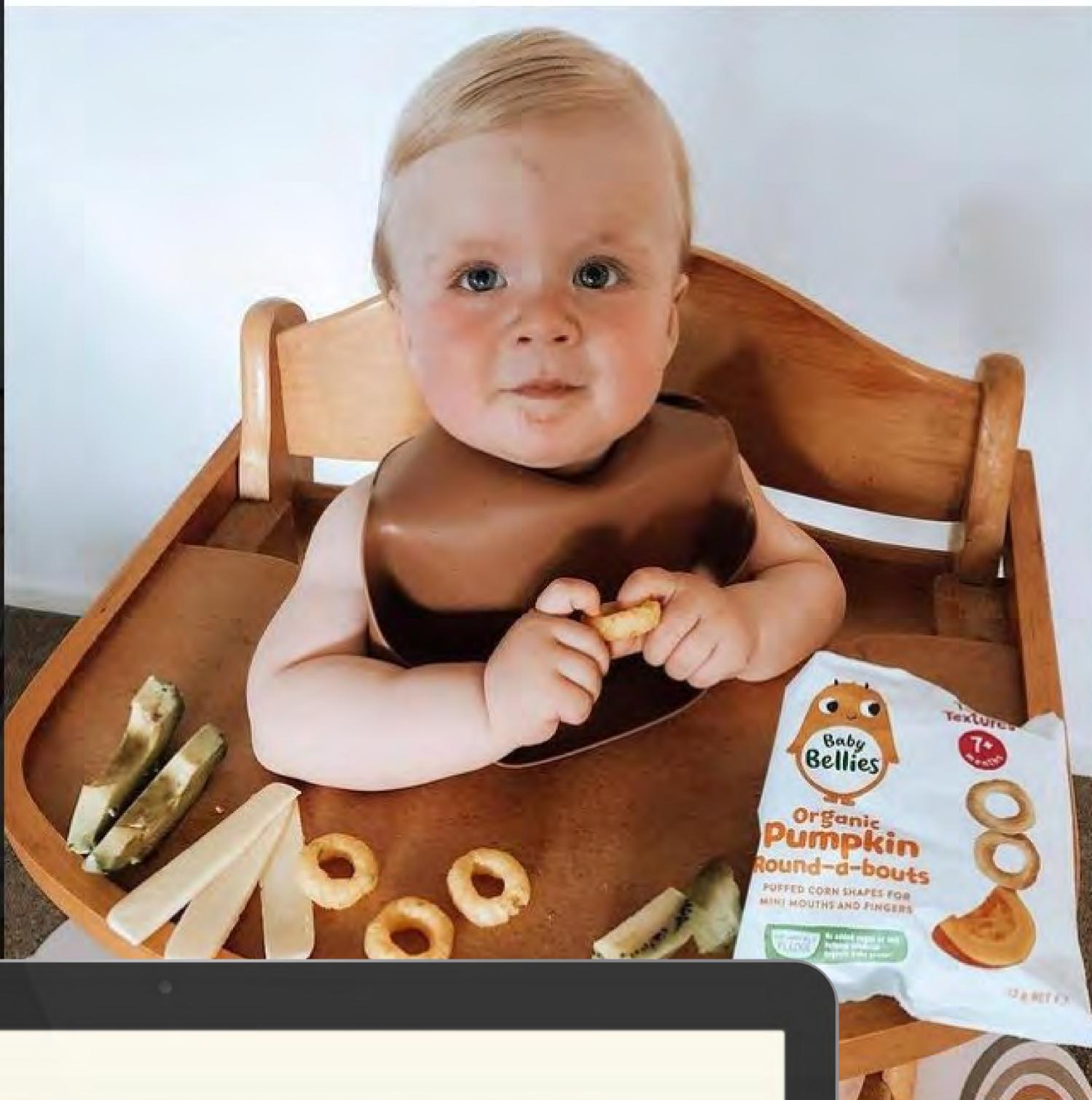
Baby and kids food brand, Little Bellies, decided to engage its already passionate community of parents by inviting them to join its creator community. Since Little Bellies has multiple products for young children of various ages, but not necessarily the budget to create branded content, this strategy has helped provide the content they need to build brand awareness and drive sales.

When we spoke with them, Little Bellies had gained over 360 members in its creator community and collected over 640 pieces of UGC. In addition, after adding UGC galleries across its web pages, they saw a 158% increase in average session duration on their site.



LITTLEBELLIES

@littlebellies



Load more

investigate and
squishing,
ing at what
range is
e have a
made with
oehes ...
byFood
yWithFood

Create More Authentic & Personalized Ecommerce Experiences with UGC

For years, retailers have had access to the massive amounts of consumer data crucial for personalization. But that's just one piece of the puzzle. To truly deliver on the promise of personalization, brands need the correct data, the right tools, and enough content to support it all.

User-generated content provides the perfect solution for brands by offering the abundance and diversity of trusted, high-performing content brands need to support the fully personalized experiences they want to create for every shopper across every channel.

UGC not only helps brands provide consumers with the authentic social proof they seek when making online purchasing decisions but has also proven to outperform branded- and agency-created content across all digital touchpoints.

By combining data-fueled personalization and dynamic experience delivery with scalable visual UGC, Nosto is solving the personalization puzzle for brands and making it easier than ever to create more authentic shopping experiences that win customers for life.

Want to learn more about how Nosto can help you crush your 2022 ecommerce goals with visual UGC? **Request a personalized demo** to speak with one of our ecommerce experts today!

Visual UGC
powered by Stackla 