

Pashion Footwear sees a 7X lift in creator-affiliate conversion rate with Creator Storefronts

Learn how Pashion Footwear, the pioneer of the world's first fully convertible high heel, built a best-in-class creator program that resulted in an incremental lift in creator CVR by 680%.

Outcome

200

Creator Storefronts

23%

Cheaper customer acquisition costs

7X

Lift in affiliate conversion rate

6.7%

of all gross merchandise value

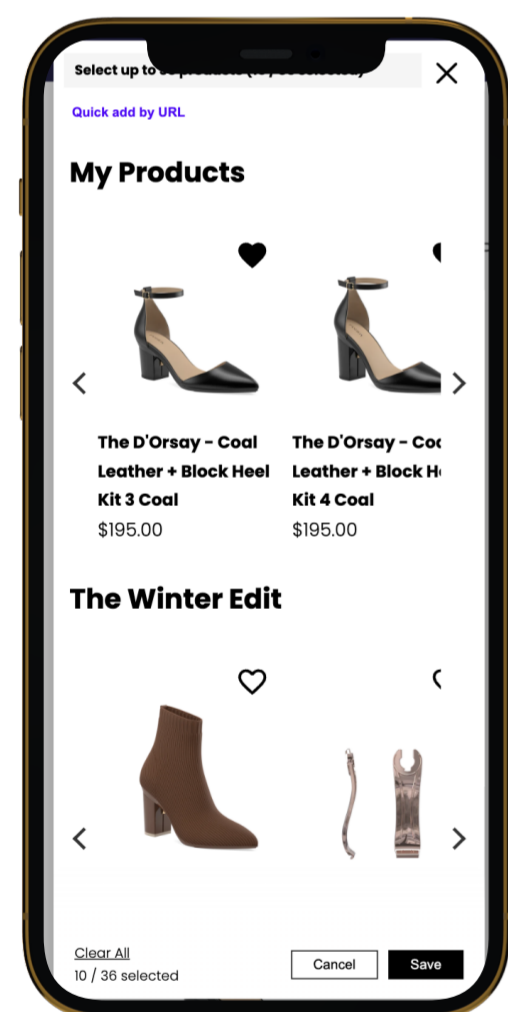
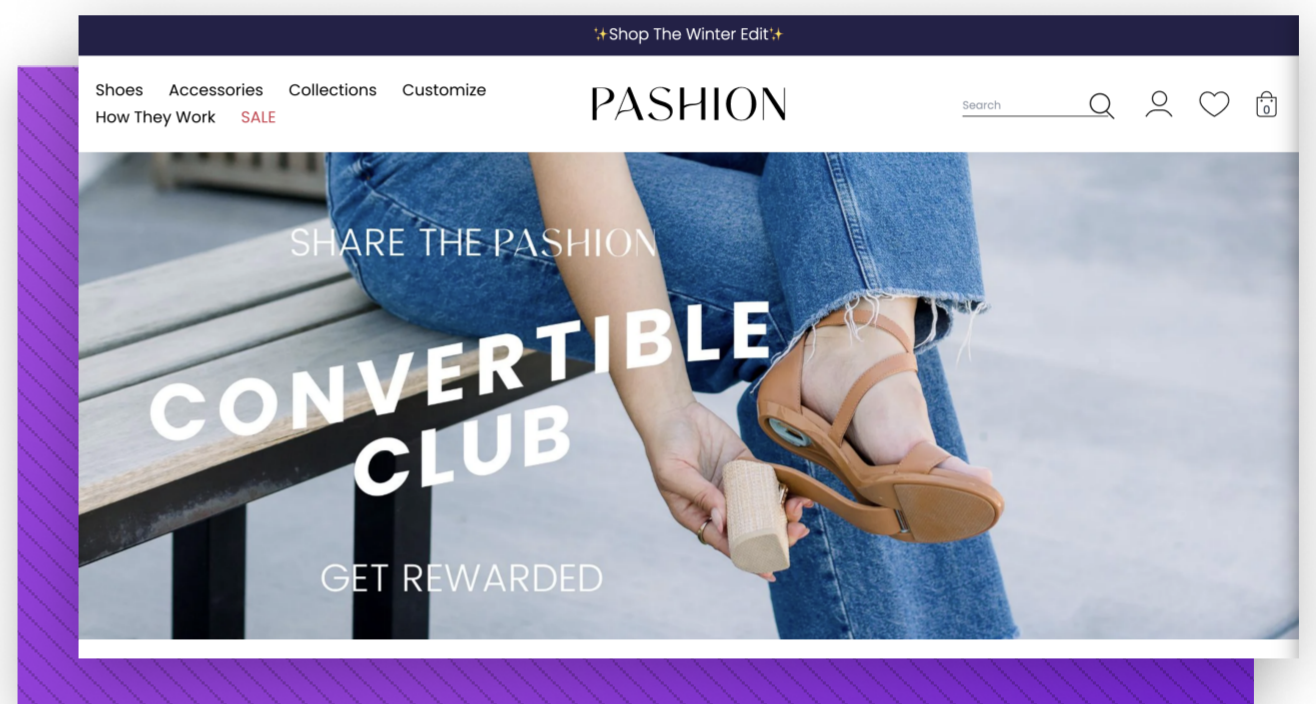
Context

Pashion Footwear is the world's first fully convertible high heel. Pashion's mission is to empower women across the globe to find customizable shoes that fit their unique lifestyles.

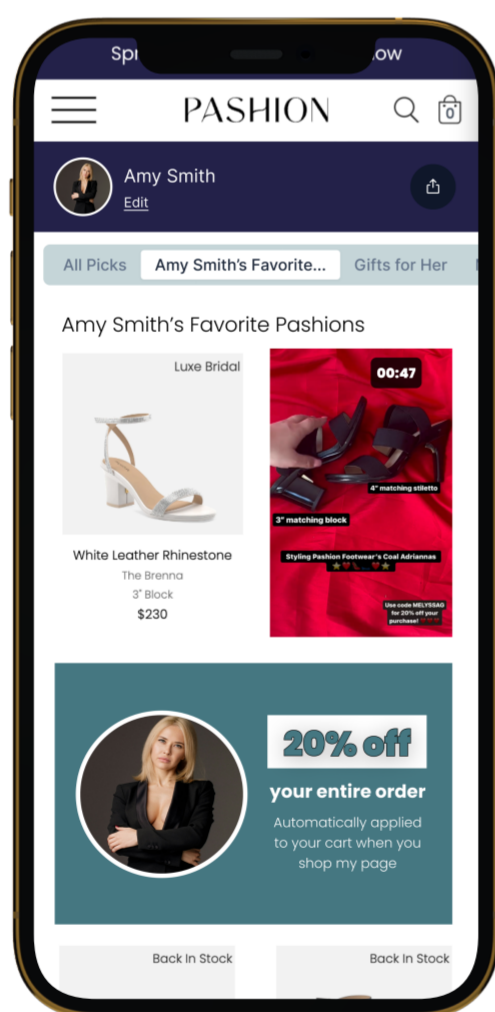
Pashion experimented with social commerce platforms like, LTK and Impact.com, before seeking out LoudCrowd for a more creator-centric & automated affiliate program. Pashion wanted to bring optimized, forward-looking commerce experiences to its customers with Creator Storefronts.

Solution

Pashion partnered with LoudCrowd to launch the *Convertible Club*, a creator-affiliate program focused on (1) Boosting creator conversion rates with co-branded landing pages through Creator Storefronts (2) incentivizing UGC content by offering automated rewards & (3) launching contests for special product promotions.



Product Picker



Creator Storefront with UGC & discounts

Execution

Pashion launched the Convertible Club affiliate program in September 2023. The program uses LoudCrowd's integration with Loyalty Lion to offer site points in exchange for UGC content.

Each approved applicant into the program is offered their own personalized Creator Storefront on the Pashion website, without the use of any development resources. Creators earn commissions by sharing their Storefront on social media and driving sales, all of which are tracked and paid out automatically.

Also, each creator accepted into the program receives a auto-generated name discount code to share with shoppers arriving at their personal Storefront.

Each member's Creator Storefront works seamlessly by (see images to the left):

- Auto-adding the creator's Instagram/ TikTok UGC to their Storefront page
- Enabling members to make personalized collections on their own using the *product picker*
- Driving conversions with personal co-branded landing page & automated discount

Results

After just a few months, **200 Storefront** owners have created a new channel of revenue amounting to nearly **6.74% of Pashion's monthly Gross Merchandise Value**. Each month, that percentage has continued to grow, proving the program's sustainable position as an important growth channel.

Also, by optimizing the social media to e-Comm shopping funnel with Creator Storefronts has allowed Pashion to convert new social leads at a rate **7X higher than its site's typical average**.

On top of that, **4 out of every 10 shoppers** who complete purchases through Influencer Storefronts are first-time customers with a substantially cheaper CAC. In fact, the average CAC in the Fashion industry is \$66, whereas for Pashion shoppers, it is \$51.07 (average commission paid to creators for each new customer) – a **CPA that is 22.6% lower than average**.

And all of these milestones are achieved with little management, and a small team overseeing all 200 members, Storefronts, and affiliate discounts. LoudCrowd's automations and specialized integration with Loyalty Lion, make seamless delivery of creator communications, points, commission payouts and more.