



Case Study

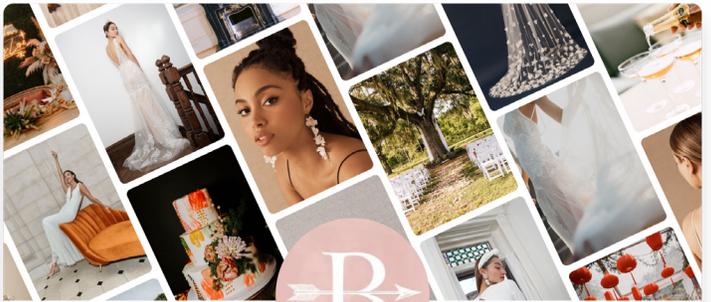
BHLDN +  + DASH HUDSON

Pin It to Win It:

How BHLDN's Pinterest Strategy Bolsters Cross-Channel Marketing



Brides-to-be are planners—and Pinterest is where they plan. For the price-conscious bride, Anthropologie's BHLDN Weddings is the dream dress destination. With over 10 million monthly views on BHLDN's Pinterest account, the platform is the brand's number one traffic driver. The fact that 83% of weekly Pinners have made a purchase based on content they saw from brands on the platform is one of many reasons BHLDN tapped Pinterest to preview its 2020 Spring collection. The team knew that their target audience lived on Pinterest, but needed a stronger grasp on what types of visuals resonated with their community. This intel would drive the creative direction of the collection's launch across marketing and ecommerce channels. BHLDN partnered with Dash Hudson to dive deep into its Pin performance and discern what styles of visuals and dresses its audience cares about. The result was a multichannel campaign primed to inspire action.



10M

monthly views on BHLDN's
Pinterest account

The Ultimate Wedding Planner: Pinterest

BHLDN is a thoughtfully curated wedding shop for all things bridal and celebration. Every bride searches for a wedding dress that embodies their personality and style. And there's no better platform to bring a bride's wedding dreams to life than Pinterest. From rustic vibes and boho dresses, to glamorous weddings and romantic ball gowns, BHLDN has a Pinterest Board that fits every bride's fantasy.

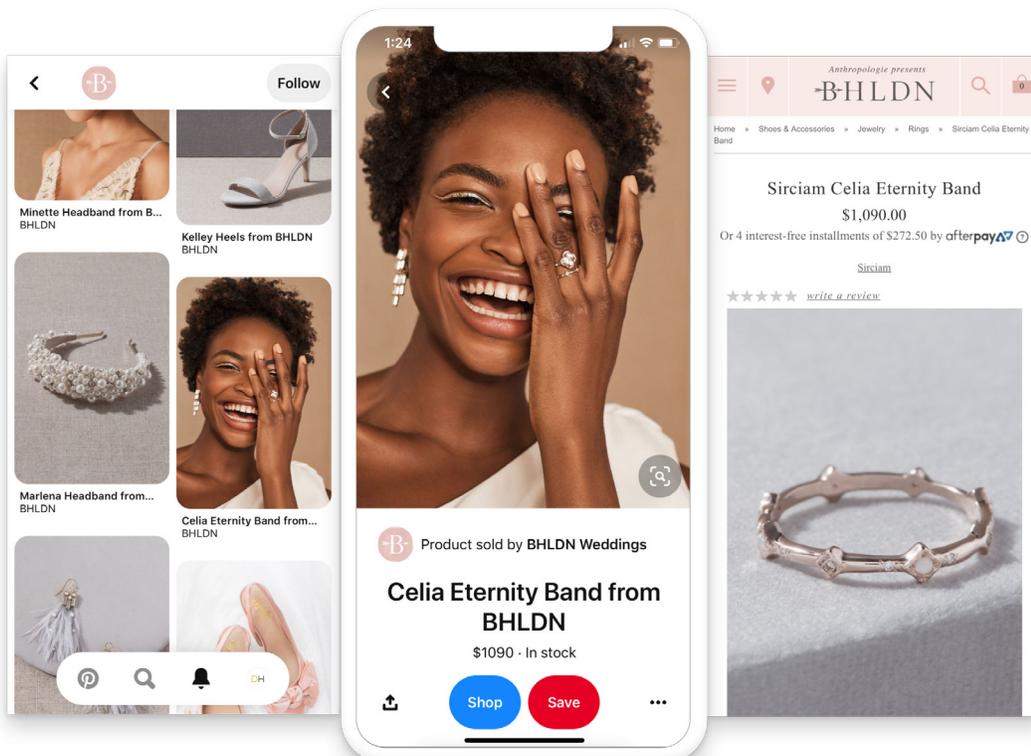
Users turn to Pinterest to inform their purchase decisions more than any other social platform. And Pinners are ahead of the curve when it comes to searching, making Pinterest a top choice for testing new creative. Future brides can save their favorite Pins to go back to when it came time to say yes to the dress. BHLDN wanted to capitalize on Pinner behavior with a preview of their Spring line—exclusively on Pinterest.

BHLDN moved quickly to take advantage of the opportunity. The brand shot its Spring 2020 line two months ahead of schedule, partnered with influencers to create real-life inspirational content, and carefully created an early access Pinterest Board to debut the new collection. Not only would the brand capture brides earlier in their dress shopping journey but, with access to real-time insights, BHLDN could optimize each of its visual touchpoints with the imagery and dresses that its community loves most.

“ We chose Pinterest because the Pins would live forever. We don't have to worry about constantly posting about the new line because we can get great organic distribution based on relevancy instead of recency.

Kelly Reid,
Associate Social Media Manager at BHLDN

83% of weekly Pinners have made a purchase based on content they saw from brands on Pinterest.





Marrying Data and Design

Before Dash Hudson, BHLDN approached Pinterest with a similar strategy to its other social channels, sharing lifestyle imagery and repinning community created content. Since day one of using Dash Hudson, the brand had the data it needed to create a Pinterest strategy that aligned with the platform's unique audience and search engine functionalities. To speak to the purchase minded Pinner, BHLDN started repurposing its ecommerce imagery for Pinterest, and saw an immediate lift in performance as a result.

From ideation to measurement post-launch, Dash Hudson backed BHLDN's Spring campaign planning with data-driven insights every step of the way. Pre-campaign the team seamlessly bulk

scheduled their visuals to Pinterest. Each Pin linked to an email capture page that prompted Pinners to sign up to be first in line when the collection was available for purchase.

With Dash Hudson's content segmentation technology BHLDN could quickly identify which Pins were resonating with its audience in real time. Powerful filtering and sorting features let BHLDN slice and dice its Pin data to reveal benchmarks and insights by board, category, date range, link clicks, and more. The team used this insight to pivot their content strategy on the fly to maximize the campaign's reach and create a meaningful dress shopping experience for Pinners.

Choosing photos that inspire audience action is critical for success on any marketing platform. Through Dash Hudson, BHLDN could strengthen its creative decisions with data. The team recognized that imagery with product details outperformed BHLDN's average Pin performance, and that off the shoulder dresses were a hit with its audience. The social team worked closely with the brand's merchandisers to advise them on what types of imagery and dress styles were making an impact on Pinterest to guide their marketing and ecommerce collateral creation.

When the Spring collection was available for purchase, BHLDN doubled down on its Pinterest preview with a multichannel marketing campaign to generate even more hype. Armed with top-performing visuals, the brand created new touchpoints with its audience to take them from planning to purchase. Dash Hudson is a one-stop solution for BHLDN to schedule, measure, and publish its photos and videos for its most important marketing channels.

“ With Dash Hudson's creative analytic capabilities for Pinterest, we're able to analyze what types of imagery resonates with our customers and can adjust our content by the time our marketing goes into full swing. The learnings we gather now on best performing creative and dresses will inform what content we'll run across our paid marketing channels.

Kelly Reid,
Associate Social Media Manager at BHLDN



Pure Engagement Bliss

Closing the feedback loop on reporting to inform future campaigns is what set BHLDN's Spring collection up for overwhelming success. The team put their highest-performing Pinterest visuals to work to launch a collection primed for conversions. And Dash Hudson's robust multichannel reporting equipped BHLDN with the tools it needed to demonstrate ROI.

Access to data-driven insights in real time meant that BHLDN could curate its Spring 2020 Board around its audience's tastes and preferences, resulting in a +82% higher engagement rate than the brand's average Board engagement.

BHLDN translated its early success on Pinterest into an impactful collection launch that resonated with its community of brides-to-be. Before the collection went live for purchase, the brand already knew that its target customer favored off the shoulder style dresses this season, imagery with product details captured the most attention, and the Kantara and Heartleaf gowns were likely to be top sellers. With this insight, the brand optimized every visual touchpoint with its consumer to meet them on their bridal journey—and ultimately, maximize conversions.



BHLDN Spring Collection Pinterest Results

+82% higher engagement rate
than average Board



Off The Shoulder Style Dresses

+25.8%
Engagement



Closeups of Product Details

+13.8%
Engagement



Kantara Gown

+61.7%
Engagement



Heartleaf Gown

+101.1%
Engagement

*Compared to Spring 2020 Board



Unlike other platforms, BHLDN knew that its Pins would inspire brides for months and years to come. With Dash Hudson, the brand can measure engagement and traffic growth over time to perfect its organic Pinterest strategy—and grow its bride tribe.

“ Dash Hudson has enabled our team to build out a data-driven organic strategy for Pinterest. With DH Board analytics, we can segment content pillars and measure campaigns to surface which creative is driving click throughs, engagement, and impressions.

Kelly Reid,
Associate Social Media Manager at BHLDN