



Case Study

DASH HUDSON

# Brand Loyalty on Instagram: A Financial Brand's Smartest Investment



In today's digital-first market, the abundance of choice and convenience of at-your-fingertips technology is changing the way consumers save, borrow, and spend. Financial brands can no longer rely on the same strategies and business models that once drew loyal clientele—they must learn to meet customers where they are with the innovative solutions they need.

For an installment-pay service loved by 10m+ customers, Instagram is the perfect space to connect with their target demographics, create trust, and build brand loyalty. After all, [80% of consumers](#) use Instagram to make purchase decisions. Conversely, the fintech brand serves 10k+ merchants and also needs the channel to maintain strong relationships and meet their needs. The challenge: seamlessly bridging the gap between followers and partners while maintaining a unique identity that inspires participation from both facets of this audience. That's when they turned to Dash Hudson.

# Skyrocket Stories Reach by +50%

This trailblazing brand carved its own niche in the industry by operating B2B and B2C. With retail partners in sectors ranging from fashion to beauty and consumer goods, it's as important for the brand to elevate the visibility of its merchants as it is to develop its own customer base. Instagram Stories is the perfect tool to satisfy both needs—by offering consumer-focused announcements like trending products and sales, while also providing its brands the high-profile real estate to be easily discovered.

“ We are truly a community-driven brand. We like to say we are a service that is in service to others. Not only are we dedicated to serving our customers, we're also passionate about cultivating a community of merchants, and connecting those merchants to our customers.

Sr. Social Media Manager at financial brand



+50%

Increase in Stories Reach  
from 2019–2020

Reach is an important KPI, as well as brand taps and swipe-ups. The social team strives to create content that inspires followers to take action and interact with their merchants. Dash Hudson's Stories Insights pulls in and organizes all story posts, with the ability to customize timeframes and understand how content performs on a day-to-day basis. Story Boards allow the social team to group this content by type—campaign, influencer, or visual style—to identify what's driving engagement and optimize from there to hit those targets.

“ Some platforms look at Stories as standalone cards—but we're posting up to 10 or 15 cards at once. Dash Hudson makes it really easy to group it into, and show success on, not just one card but multiple cards together.

Sr. Social Media Manager at financial brand



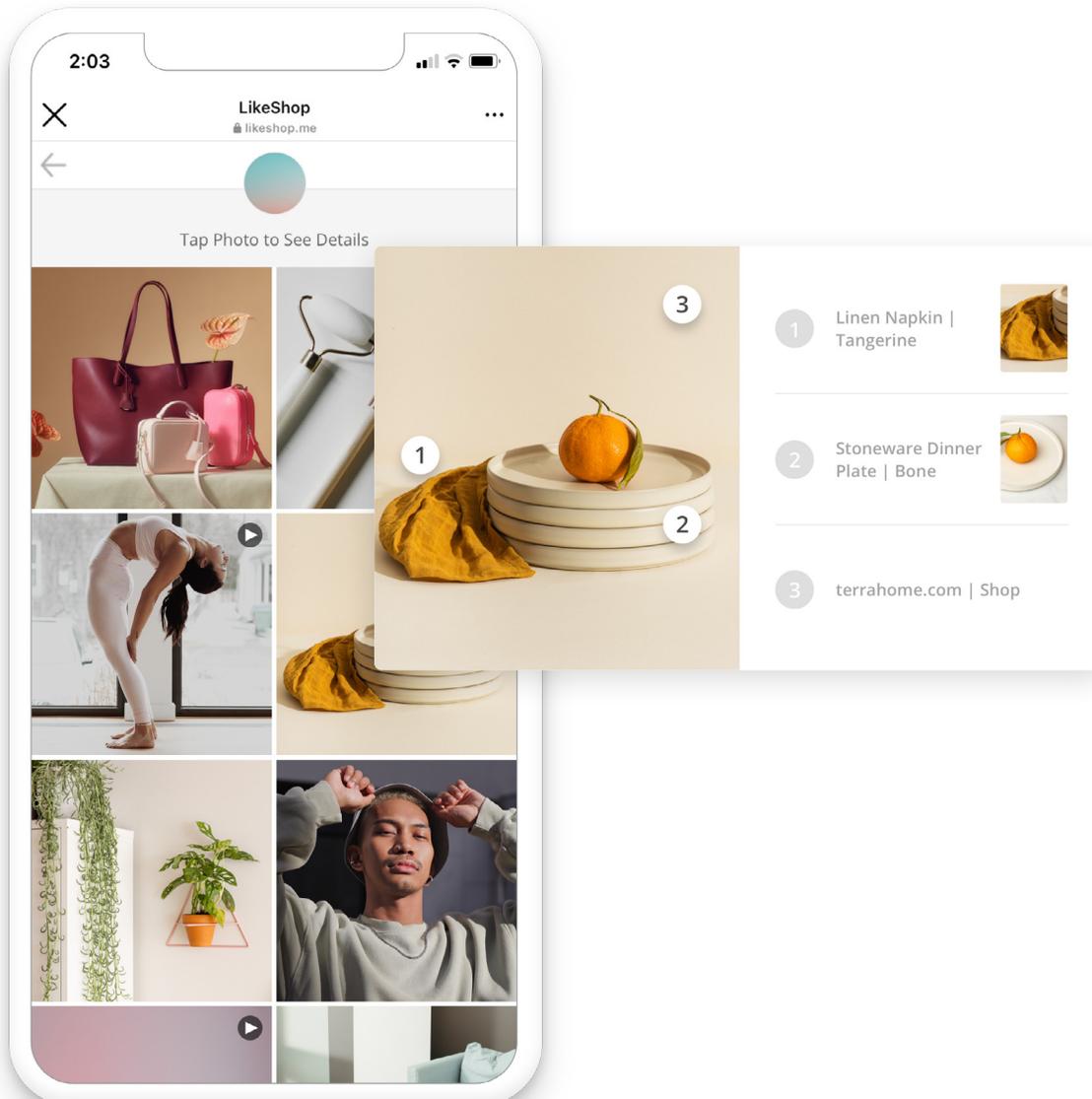
# Power High-Quality Conversions with LikeShop

Instagram gives brands an opportunity to reach social media users at every level of the funnel. From top-of-funnel brand building initiatives like meme campaigns and influencer collaborations to bottom-of-funnel swipe-ups and shopping, the customer journey is perfectly streamlined. LikeShop, Dash Hudson's link-in-bio solution, plays a major role in driving brand discovery and sales.

The brand relies heavily on LikeShop to direct traffic to its merchants, thus inspiring shoppers to take advantage of their services. It also provides unparalleled reporting capabilities to enable the brand to prove its value. Link clicks are a highly effective indicator of post success—even if a post underperforms in likes or comments, link clicks demonstrate the effectiveness of the content to convert. And it's definitive proof for the retail partner that the post was responsible for that conversion.

“ Dash Hudson makes it so much easier to link out to our merchant sites with LikeShop. It really helps with that seamless transition and demonstrates the value of our brand to our retail partners.

Sr. Social Media Manager at financial brand



# Boost the ROI of Strategic Shifts with Vision

In-feed content selection for payment solution brands can be more complicated than most. Because the majority of its visuals are supplied by partners, each with their own brand guidelines and aesthetics, the brand needs an efficient way to select the individual images and videos that will resonate with its own audience. Enter: Vision.

Social media marketers can get a bird's eye view of their entire content library in the Dash Hudson platform. Our AI technology scans these images and predicts performance based on your account's historic data and specific visual cues. This means the social team can upload a campaign from a partner and confidently choose the images their unique audience will care about most. The same rings true for its own campaigns in the midst of a rebrand.



As we go through a rebrand, I am excited to load all of our content into Vision and see which images have been doing the best in order to predict what kind of content will do best in the future. We're using it to look at our current strategy and learn and build on future iterations.

Sr. Social Media Manager at financial brand

Streamline your customer journey and inspire loyalty like the world's savviest brands. [Request a demo today.](#)

