

FREE PEOPLE

Delivering ROI With Style: How a Social Media Dashboard Helps Free People Find Success

Free People is no stranger to change. The mature, contemporary fashion brand was a trailblazer in e-commerce and building an online community in the early days of social media. In recent years, the pace of new technology has accelerated at breakneck speed. Changes in consumer behavior and the socialization of e-commerce have transformed the apparel industry—posing new challenges for Free People. How could the social team navigate the changing digital landscape and grow the brand, while managing four different accounts? How could it make sure it invests in the right type of marketing activities that both drive ROI, and maintain brand integrity?

Learn how the team uses efficiencies from the Dash Social platform to:

- Simplify reporting for four different corporate brand accounts using Dashboards
- Understand the ROI of partnerships and influencer marketing with Relationships
- Proactively use artificial intelligence with Visual IQ to create content that performs



Effortless Reporting With Dashboards

- Uses its social media dashboard to save 156 hours—or nearly 4 weeks—every year
- Insights are simple and perfect for sharing with non-marketers and senior leadership

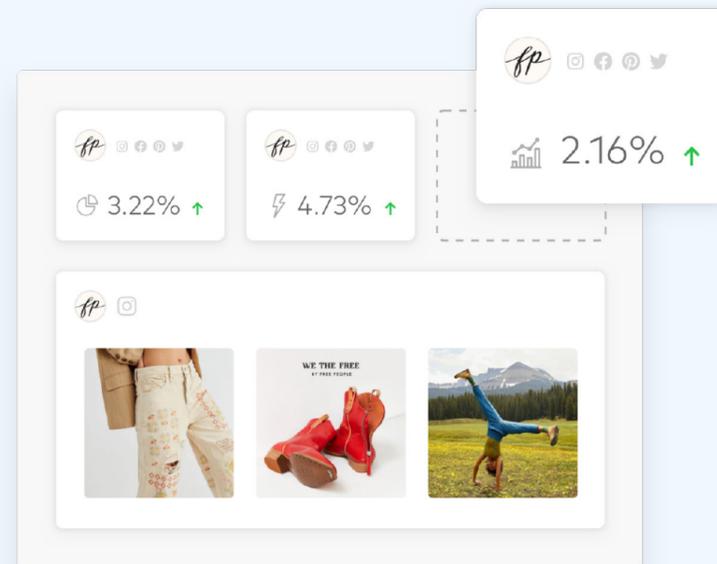
Social media marketing in the fashion industry moves quickly. With four social media accounts in its channel strategy, the team at Free People understood that freeing up time through efficiencies is essential to growth. The team has found those efficiencies through Dashboards.

"Having reporting all in one place, alongside weekly and monthly snapshots, has been huge. Dashboards have helped us to quickly track topline performance, especially for our new brands. It's definitely a time saver."

Coleen O'Hara,
Social Media Manager at Free People

The team receives a weekly email with updates on its social media dashboard, and it uses performance indicators to know where to dig further. For senior leadership and members of the team who aren't as close to social, Dashboards are perfect for breaking down trends and insights in a way that is simple, yet effective.

Free People uses its social media dashboard for all of its reporting needs, including exporting KPIs, digging into what's driving engagement and sales conversions, and using Dash Social's insights to build engagement strategies directly into its content plans.

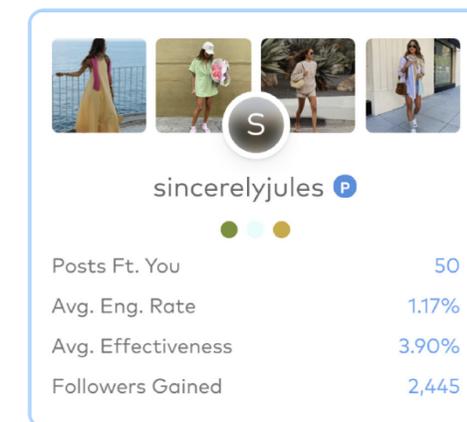


3 hours a week saved using dashboards

Maximizing the ROI of Relationships

- Free People is now able to measure the ROI of influencer marketing
- Relationships have become a staple in the social team's reporting

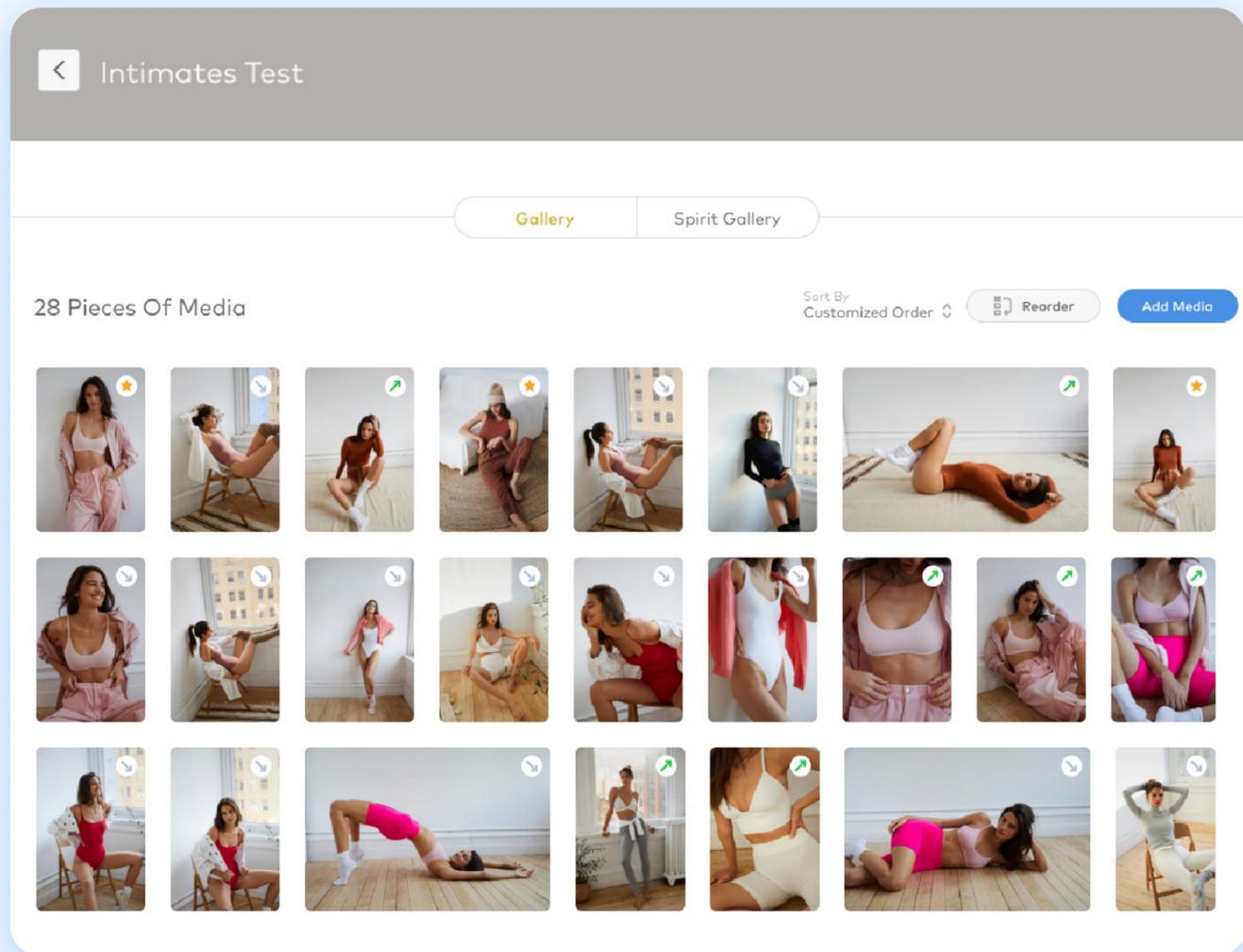
Free People is a community-driven brand, and at the core of its marketing activities are influencers, UGC, and partnerships. While these activities are powerful drivers of ROI in the fashion industry, their value is challenging to quantify. Dash Social Relationships were game-changing for the team at Free People, allowing it to measure, plan, and perform in ways that it wasn't able to before.



"We used Relationships to look at the value of a follower growth project. We wanted to make sure that our money was being well spent, and without Relationships, we wouldn't have been able to measure ROI."

Coleen O'Hara,
Social Media Manager at Free People

The brand uses Relationships to measure the effectiveness of owned vs earned content, as well as cross-referencing data with other Dash Social insights to understand the ROI of UGC and community engagement. In an industry as fast-moving as fashion retail, taking the guesswork out of marketing ensures that Free People is always performing at the top of its game.



AI-Driven Content that Performs

Vision is an ever-learning AI technology that analyzes a brand's library of owned, earned, and paid content to build a brand-specific algorithm, and identify top-performing content and recommendations on which photos and videos to use.

The team at Free People conducted a paid A/B test with its recycled tee and intimate products, and found that the best-predicted imagery in Vision indeed performed the strongest. With the knowledge that Vision saves time alongside the costs of A/B testing, the team is now planning to use Vision more frequently in the planning for its organic content in the future, including using Vision for Video to predict the best performing snippets from video shoots.

Create content that delivers ROI with Dash Social's suite of tools to monitor, analyze, organize, and schedule across your social channels.

[Get a Demo](#)

Dash Social predicted imagery drove on average **+200%** higher sessions to site and **+400%** higher demand than the lower predicted imagery

+48% Increase in avg. engagement rate

+19% Increase in effectiveness rate