

# REVOLVE

## REVOLVE Unfiltered: Behind-the-Scenes Strategy of Instagram Stories

Keeping up with the fast-paced world of social media is nothing new for REVOLVE. In fact, the L.A. based fashion e-tailer has made a name for itself by setting the trends rather than following them, thanks to Insta-worthy apparel, lavish parties with high profile guest lists, and effective global influencer campaigns. So when Instagram Stories hit the scene in August 2016, the brand didn't skip a beat and began experimenting with the new tool right away.



## REVOLVE Unfiltered

Unlike the polished images donning REVOLVE's Instagram feed, the social team takes a more unfiltered approach to Stories content. Several times a month, they give viewers an uncensored peek into what really goes on behind the 'Gram. This raw REVOLVE content generated from trips, parties, and products allows followers to see a different side of the brand, making them feel like they're along for the ride IRL. But this strategy came with a caveat: the brand had no idea if the content was achieving engagement goals or resonating strongly with viewers.

## Filling the Data Gap

When Dash Social released a Stories Insights feature, the REVOLVE social team jumped on the opportunity to finally gain an understanding of their performance with the functionality. This new Stories solution breaks down data for entire Stories as well as for single posts. Metrics like number of posts, reach, impressions, and exit rate help the team pinpoint how many eyes are on their content and at what point in a story viewers drop off. The team can filter single posts and overall stories chronologically, by reach, impressions, or lowest exit rate. This allows REVOLVE to gauge the efficacy of influencer takeovers, event/activation coverage, and product content from a top down perspective as well as on a granular level.

*"We had no idea if our Stories content was engaging our followers. With Stories Insights, we're actually able to gather data! It's so helpful to be able to look back at older stories for reference and learnings.."*

Anna Tran,  
Brand Director at REVOLVE

Having access to all of its previous Stories content empowers REVOLVE to dig deep into performance to assess what's working and why. Additionally, the ability to adjust timeframes has been essential for the team to align metrics with posting schedules and uncover patterns in the data. One takeaway the team noticed immediately was that their Stories viewership was on average much higher during REVOLVE events and activations. Further, they were able to identify which days of the week their audience is more engaged on Stories to optimize posting frequency.



## Social Proof

Looking back on past stories not only helps REVOLVE to assess resonance, but can also act as an avenue to prove ROI to affiliates. The team is able to show brand partners the kind of exposure they will receive from uniting with REVOLVE on social activations. The icing on the cake? Dash Social also makes it possible to download published Stories directly from the platform to be reused for future programming.

*"The average reach and exit rates are so essential for us to figure out which kinds of content our viewers want to see."*

*Anna Tran,  
Brand Director at REVOLVE*

## Setting the Bar

With insights from Dash Social, REVOLVE has been able to unlock the secrets of Stories to consistently deliver more engaging content to its audience while simultaneously pleasing brand partners. The team is once again setting the bar for social content strategy by trying on new technology for size, while putting the signature cheeky REVOLVE stamp on it.

*"We download our stories to show brands that we partner with how many impressions REVOLVE normally receives and what our reach is!"*

*Anna Tran,  
Brand Director at REVOLVE*

