

WHO WHAT WEAR

Story Studio Style:

Who What Wear Creates Paid Social Content That Converts

Who What Wear is like the cool friend you look to for advice on style, trends, and shopping secrets. The fashion and retail resource of LA-based media giant Clique has become the ultimate destination for apparel aficionados who love to congregate on the most holy of social channels, Instagram. And the brand never skips a content beat.

The Results

+14% Increase in leads

19% Improvement in Cost Per Result

+4.6% Million Reach



You Can Sit with Us

Who What Wear has built an avid Instagram community of well over 2 million, and the paid social team helps to grow that following by regularly running Instagram Stories ads to reach new fashion lovers. The industry leader turned to Dash Social's latest social marketing tool, Story Studio, to elevate its Instagram Stories ad creative.

Power to the People

Story Studio empowers brands to take their best photos and videos, and turn them into high-quality creative in an instant. Who What Wear wanted to create a set of Instagram Stories ads that would direct viewers to sign up for their fashion-focused email updates. With this new tool at the team's disposal, they're able to choose from unique, eye-catching templates, fonts, and colors to make their vision a reality—and one that converts, too.

"I love that there are so many options in StoryStudio— because we're not always linking to an email subscriber form. This gives us wiggle room to play, get creative, and even A/B test between templates."

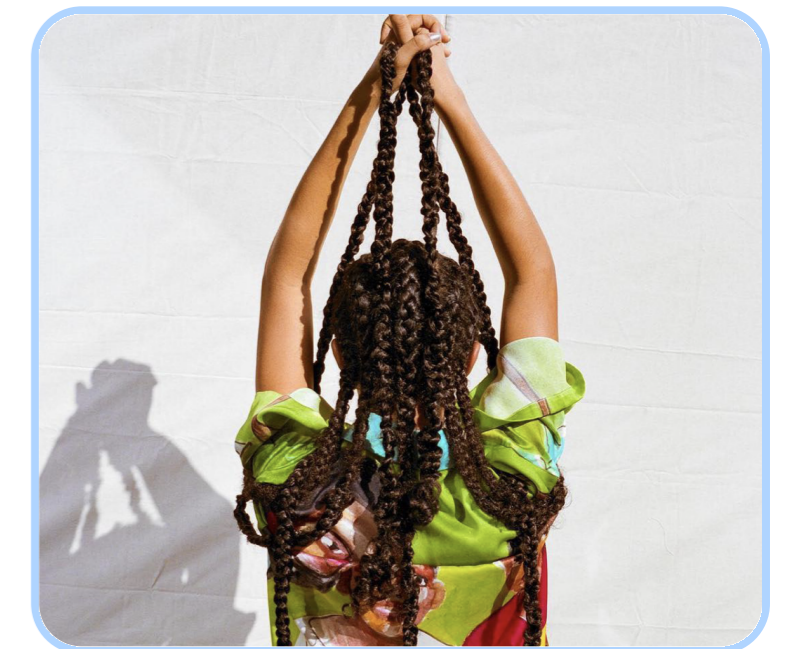
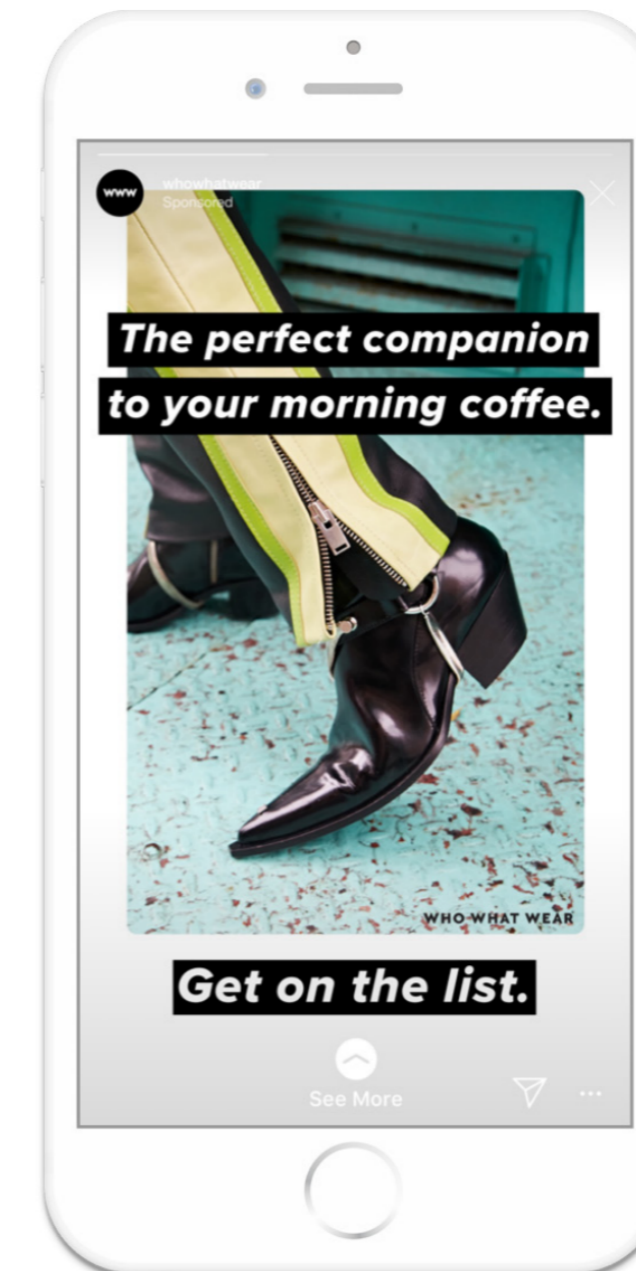
Allie Mitchell,
Paid Media Manager at Clique

Star Performers

The Who What Wear paid social team saw stellar results from the ads created with Story Studio, reaching more than 4.6 million people, gaining a 14% increase in leads, and experiencing a 19% improvement of their cost per result. Hell yes.

"We noticed that all of the Story Studio created ads outperformed our typical ad formats, we love to see that!"

Allie Mitchell,
Paid Media Manager at Clique



It's a Must

Dash Social creates a space for brands to let the alchemy of creativity and data shine on Instagram, enabling fashion vanguard Who What Wear to focus on doling out style wisdom to its legion of disciples. Whether crafting Instagram Stories for organic or paid, Story Studio makes it simple, beautiful, and undoubtedly a must for your social toolkit.