

Case Study

FOUR SIXTY

Boasting more than 100k followers on Instagram and tons of daily engagement, MICHI is one of the most innovative brands in women's sportswear. MICHI wanted to use shoppable Instagram and user generated content that mirrored their focus on innovation. After approaching Foursixty, we were able to help them implement one of the most advanced Foursixty integrations in half a day. Within the first 30 days, Foursixty had generated MICHI a 51x ROI - a massive increase relative to the competing platform they had previously used.



From Instagram to Point of Sale

With Foursixty, MICHI leverages user generated content and helps their visitors convert. When clicked, the Instagram photo turns into an interactive shoppable experience, providing the customer with a direct path to the point of sale.



Setup Time

4 Hours

Foursixty helped MICHI get up and running in half a day.
They integrated 3 types of shoppable Instagram galleries.



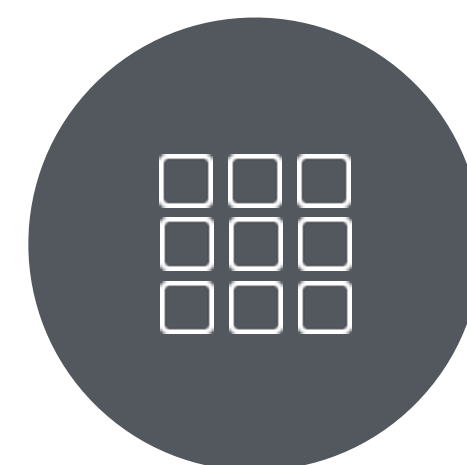
Home Page Gallery

MICHI wanted to showcase their best Instagram posts and user-generated content from their fans.



Product Page Gallery

MICHI knew just how engaging product page galleries could be. That's why they were excited to show off how amazing their products looked in everyday life.



Full Page Gallery (Instashop)

MICHI's full page "Instashop" gallery gives both their web visitors and Instagram followers a full-page social shopping experience that drives visitors straight to the point of sale.



Home Page Gallery

MICHI aimed to create a shoppable Instagram experience that provided their web visitors with an engaging tool at the bottom of their homepage, effectively reducing website exits.

The homepage gallery also serves as an excellent gateway to deeper sections of the site, swiftly guiding customers to the point of sale.

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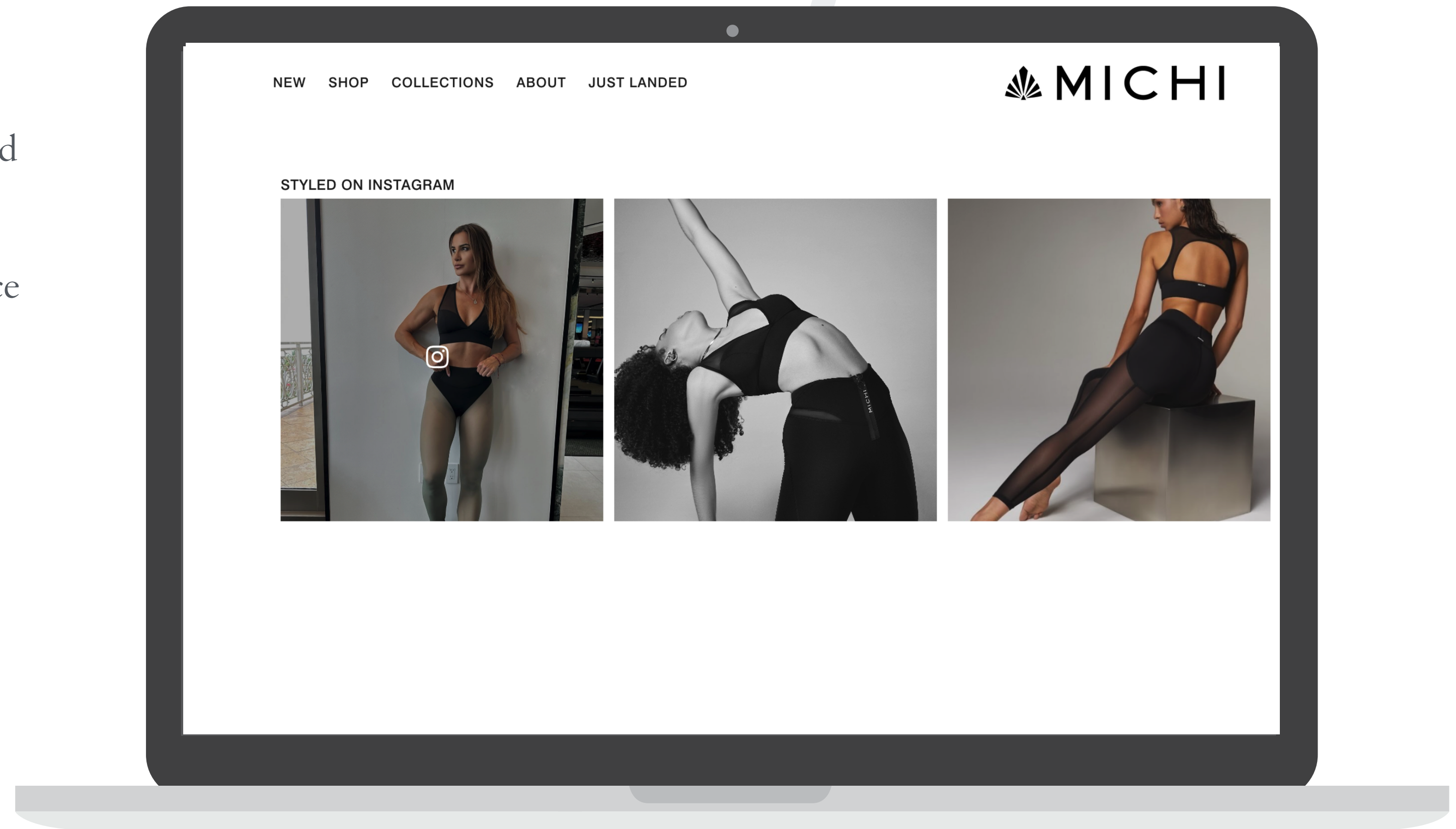


Product Page Galleries

Within MICHI's point of sale pages, we incorporated product-specific "Styled On Instagram" galleries. These targeted galleries enhance purchase confidence by showcasing how their products are styled and worn by real customers.



Point of sale galleries get **5x** more engagement than full page Shop Our Instagram galleries



The Results

MICHI has achieved outstanding results with Foursixty. The combination of their galleries creates highly interactive experiences that significantly drive conversions.

51x

ROI within the first 30 days
of adding Foursixty



4800+ Products Tagged

Tagging products with Foursixty boosts the chances of visitors landing on product pages and saves your team a ton of valuable time.



1000's Of Weekly Clicks

Users who interacted with Foursixty's shoppable photos clicked through to the point of sale.



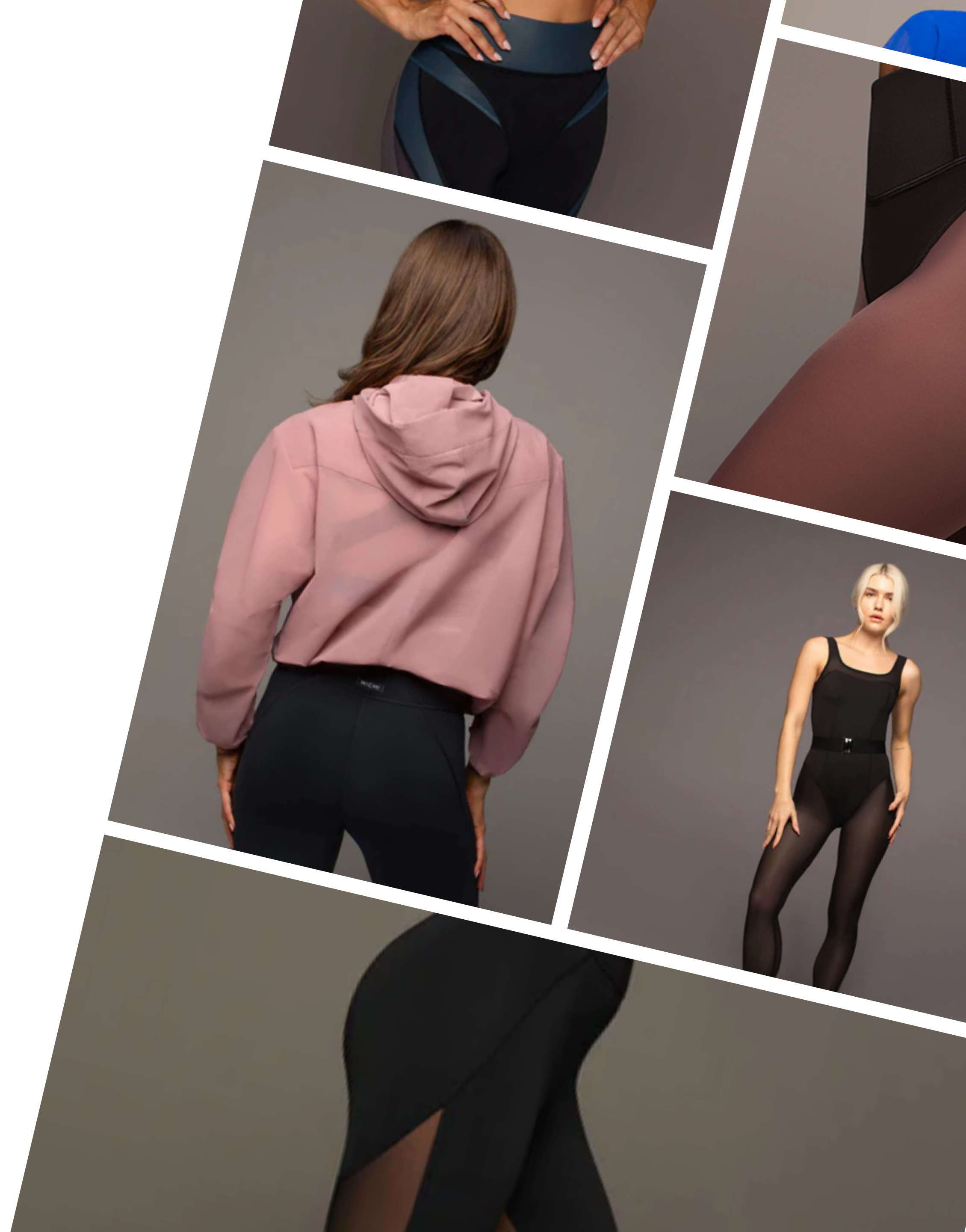
26% Of Visitors Interact With Foursixty

When visitors interact with Foursixty, they spend longer on MICHI's site and are more likely to purchase.



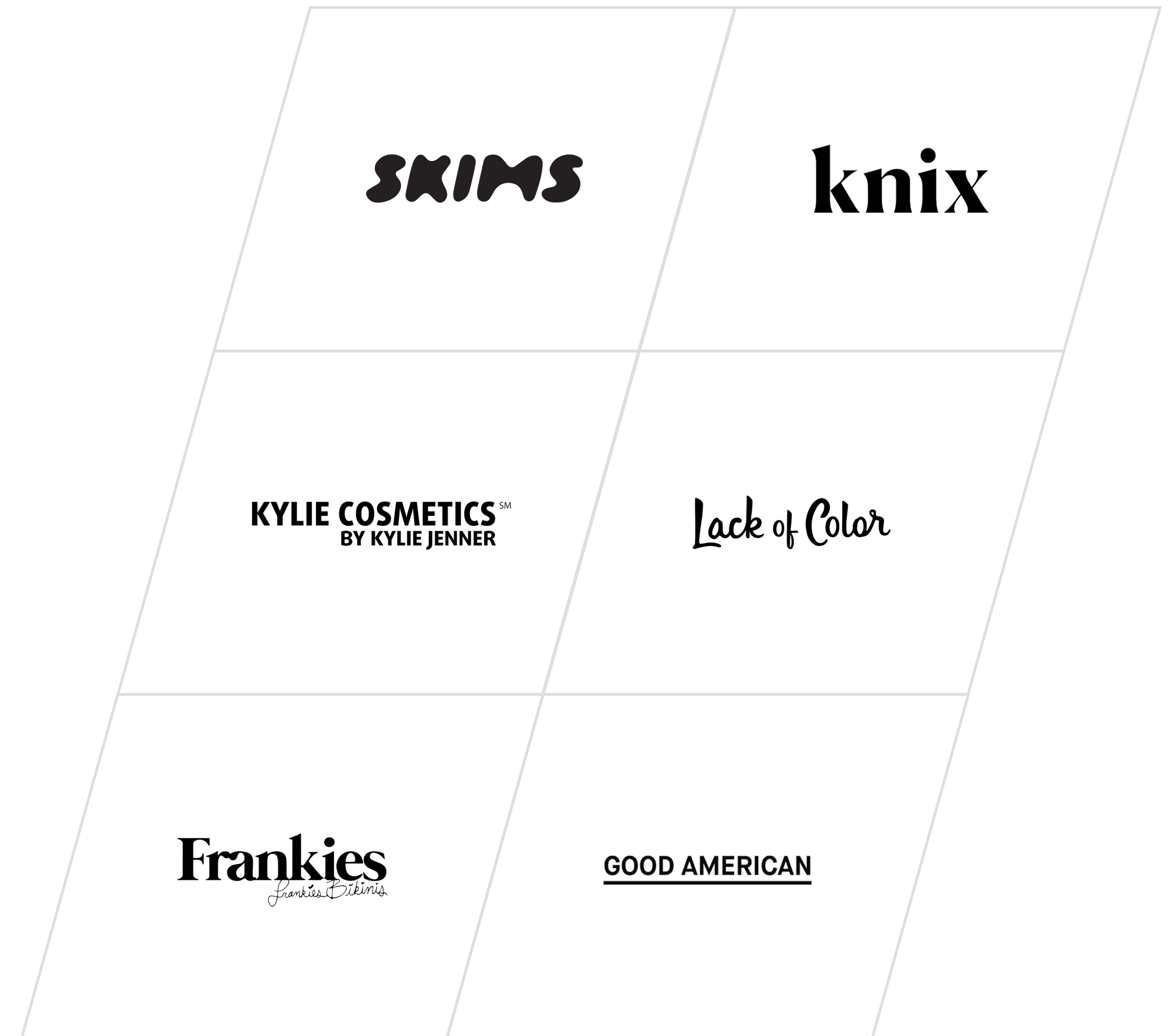
There's a reason MICHI has continued to use Foursixty for over 8 years! Foursixty has helped MICHI grow, with absolutely no signs of slowing down.

Foursixty enables MICHI to monetize their dedicated audience while offering customers an unforgettable, engaging, and interactive experience.



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interactive shopping experiences on your online
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FOURSIXTY

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