wishpond

CASE STUDY

CHALLENGE

Stitch Collective is an accessory retailer built on the practice of Customer Driven Product Design. Stich creates accessories by having their customers vote on designs submitted by emerging global designers. The most popular designs are created. To expand their voting reach, Stitch needed an easy to use online voting system with social shareability that gave them them powerful insights and analytics.
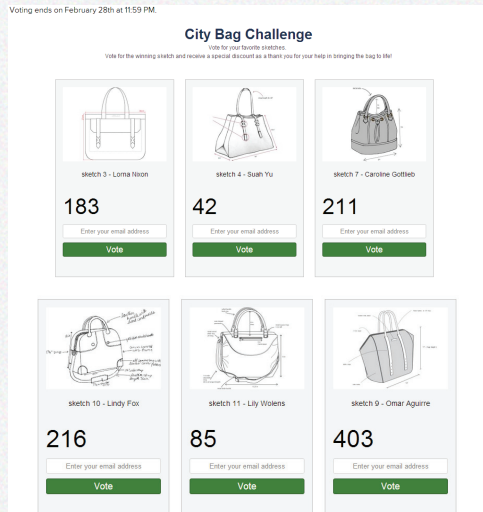
SOLUTION

In their recent City Bag Challenge, Stitch Collective used Wishpond's Social Voting contest to provide their customers with the chance to have their say. Contestants voted on 12 emerging designer finalists. The winning design - the one with the most votes - will be put into production as their next new Collective. Social Voting through Facebook added super virality.

OUTCOME

In less than a month, the Stitch Collective Vote Contest had:
• almost 4,000 participants
• potential reach of 2.5 million
• close to 27,000 views
• great customer insights

Wishpond Vote Contest

The Stitch Collective case is an example of using social media to create products that customers want. Wishpond's tools made it easy for Stitch to grow product feedback through social networks. Even more important, Wishpond's Social Analytics automatically captured participants' demographics, geographics and contact information making it easy for Stitch to reach target groups of highly engaged potential customers with customized offers.

Stitch Collective garnered almost 4,000 participants, with a potential brand awareness reach of over 2 million. In addition to working on Facebook and Twitter, the Wishpond contest tools are easy to embed in your website, like Stitch Collective did. All versions are mobile enabled.

Wishpond Social Analytics

Through the analytics in our Social Marketing Suite, Stitch Collective was able to understand their target market, and to create personalized customer feedback through emails specifically based on how each participant voted.

Stitch Collective uses Wishpond's products for other promotions such as Social Sweepstakes and Pinterest contests too.

Wishpond Tools such as Social Voting can increase not only the virality of your products and brand but can also be used to direct product design and capture highly engaged, receptive customers. Stitch Collective proves how this is done.

> " *The social sharing and analytical features Wishpond provides are great. The social sharing helped our design challenge spread virally and reach a large audience. The analytical features provided insights on our voters and gave us a breakdown of who voted for each sketch which allowed us to target our emails appropriately. The other companies we considered didn't provide as much detail.* "
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> **Loni Edwards -** Stitch Collective

STITCH COLLECTIVE