

A Year of Style



SHOPSTYLE
COLLECTIVE



COLLEEN
ROTHSCHILD
BEAUTY
—
ACCESSORY
CONCIERGE

amazon
—
bareMinerals



THE LAST LINE
—
OPENING
CEREMONY



We welcomed new partners, advanced our platform, and launched exciting products to help our community grow in style.

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SHOPSTYLE COLLECTIVE

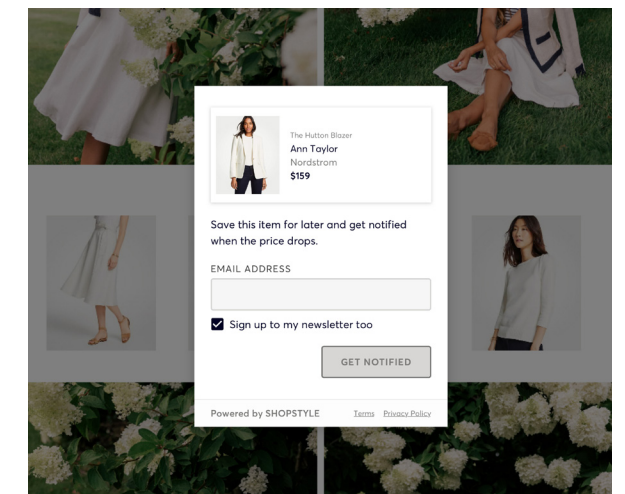
Highlights

ShopStyle Collective CPA Program

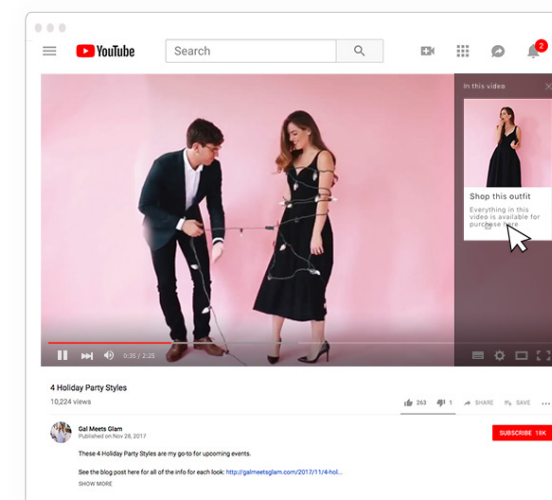
This new, **more transparent** payment model helps influencers better understand what readers want, and offers data to help improve conversion and earning potential over time.

Fav♥rites

Our new feature allows consumers to "favorite" products directly from an influencer's site, creating a new revenue stream and email acquisition source. Since launch, **33k Favorites** have been set.



Video Looks



YouTube influencers can now help viewers easily shop products featured in their videos with a **single link**.

After releasing Video Looks in beta, we have seen conversation rates of up to **13%**. On average we're seeing conversion at 8%. Stay tuned for more on Video Looks in 2019.

Commission Boost Promotions

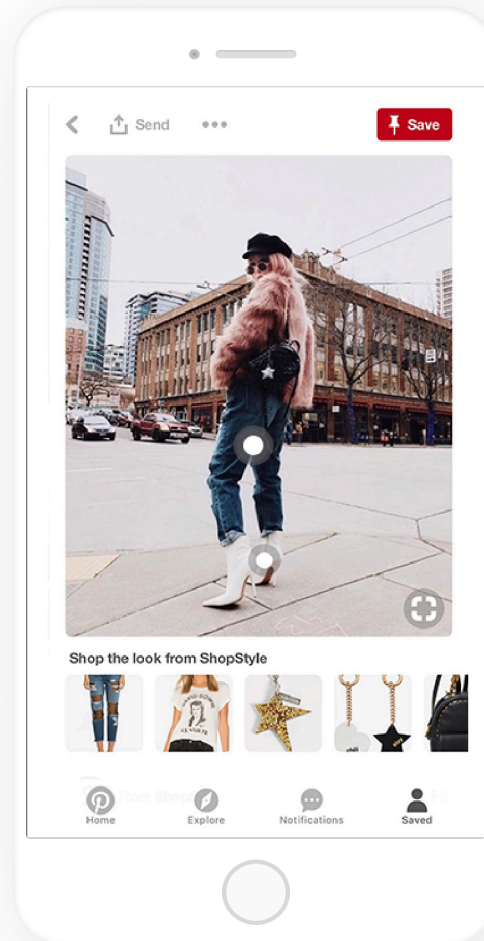
We launched a series of promotions (Back to School, NYFW and Holiday Cheer) and gave influencers the opportunity to earn a **10% bonus** on commission from select retailers. In 2019, we will continue to offer more commission boosts on blogger's favorite retailers.



Pinterest Shop the Look

We partnered with **Pinterest** to give users the exclusive ability to create shoppable Pins.

With **Shop the Look Pins**, people can find and buy products right inside fashion and home decor Pins, making it easy to bring inspiration to life.



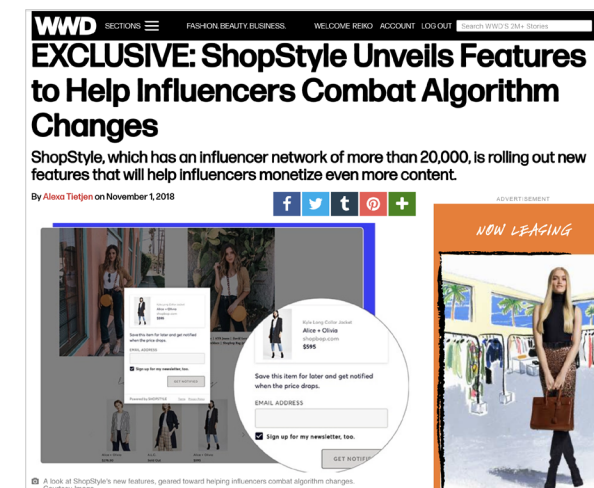
Video Gift Guides

This past holiday season, ShopStyle.com partnered with top brands and influencers to launch our first ever **influencer-curated video gift guides** on influencer's blogs, social channels and ShopStyle.com.

Results showed that the cast influencers had an average conversion rate of nearly 2% during the campaign. This is up to **40%** higher than their average conversion rate on posts without video for the same retailers. All participating retailers in the campaign had a positive return on investment.



ShopStyle.com in the Press



ShopStyle.com received exciting mentions across notable publications this year, including articles with **Women's Wear Daily** on helping influencers combat algorithm changes, a spotlight in **Adweek** on our Video Looks launch, and shoppable content features on **Who What Wear**.

Global Community Growth

The SSC family grew tremendously this year, welcoming influencers from around the world. Among the many new faces to join were **Blair Eadie** (Atlantic Pacific), **Allegra Shaw** from Canada, **Tash Sefton** (WhereDidYourStyleGo) from Australia and **Sangiev** from the UK.



New Retailer Partners

ShopStyle Collective is always working to add valuable partners to our platform to help you grow your business.

This year **we welcomed 52 new stores**, bringing us to over 1,500 supported brands and retailers on our platform.

Below are some of our favorite new additions from 2018:

ACCESSORY
CONCIERGE

FIVESTORY
NEW YORK

amazon

Foot Locker

bareMinerals

intimissimi

BARRINGTON

MANSUR GAVRIEL

COLLEEN
ROTHSCHILD
BEAUTY

THE LAST LINE

OPENING
CEREMONY

PAULA'S CHOICE
SKINCARE

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Insights

ShopStyle Collective

Data is based on performance across
our entire influencer network for 2018.

Top Days

*RANKED BY SALES

Black Friday
11/23/18

Cyber Monday
11/26/18

The Day Before
Thanksgiving
11/21/18

First Day of Public Access to the
Nordstrom Anniversary Sale
7/20/18

Black Friday Weekend
11/24/18

Thanksgiving
11/22/18

Pre-Black Friday Week
11/16/18

Black Friday Weekend
11/25/18

First Day of the
Nordstrom Fall Sale
11/9/18

Pre-Black Friday Week
11/19/18

Top Categories

*RANKED BY SALES

Skinny Jeans
Women's Jeans

Day Dresses
Women's Dresses

Sandals
Women's Shoes

Boots
Women's Shoes

Tees
Women's Tops

Long Sleeve
Women's Tops

Cardigans
Women's Sweaters

Sneakers
Women's Shoes

Eye Makeup
Women's Beauty

Necklaces
Women's Jewelry

Top Brands

*IN ALPHABETICAL ORDER

**Abercrombie
& Fitch**

BP.


C.A.S.L.O.N

FOREVER 21

gibson

H&M

J.Crew

ANN TAYLOR
LOFT

Madewell

OLD NAVY

Top Retailers

*IN ALPHABETICAL ORDER

**Abercrombie
& Fitch**

amazon

**AMERICAN
EAGLE**

Etsy

★ *macy's*

NORDSTROM

OLD NAVY

PRETTYLITTLETHING

 **TARGET**

**VICTORIA'S
SECRET**

SHOPSTYLE COLLECTIVE
Top Products

*RANKED BY SALES



1. Leith
Ruched Body-Con
Tank Dress



2. Mad Love
Prudence
Footbed Sandal



3. H&M
Ribbed Dress



4. Old Navy
Pull-On Destructed
Rockstar Jeggings



5. Free People
Intimately FP Adella
Longline Bralette



6. Mad Love
Kasandra Slip-on
Canvas Shoes



7. BP.
Side Slit Tee



8. LOFT
Striped Cold
Shoulder Sweater



9. Abercrombie & Fitch
Asymmetrical Snap-Up
Fleece



10. Barefoot Dreams
Cozy Chic Lite
Circle Cardigan



11. BP.
Twist Front Tee



12. Lush
Perfect Roll Tab
Sleeve Tunic

ShopStyle.com Insights

Data is based on ShopStyle.com
shopper behavior and reflects consumer
eCommerce trends.

SHOPSTYLE.COM

Top Growing Brands

*BASED ON YOY GROWTH, IN ALPHABETICAL ORDER

ALFRED SUNG

Bardot


Blondo

HERMÈS

JKARA®


J S COLLECTIONS

MARCHESA

PrivacyPlease

RALPH LAUREN

UGG

SHOPSTYLE.COM

Top Days

*RANKED BY SALES

Black Friday
11/23/18

Cyber Monday
11/26/18

Black Friday Weekend
11/25/18

Black Friday Weekend
11/24/18

Thanksgiving
11/22/18

Green Monday
12/10/18

Cyber Week
11/27/18

Pre-Black Friday Week
11/21/18

End of Cyber Week
12/02/18

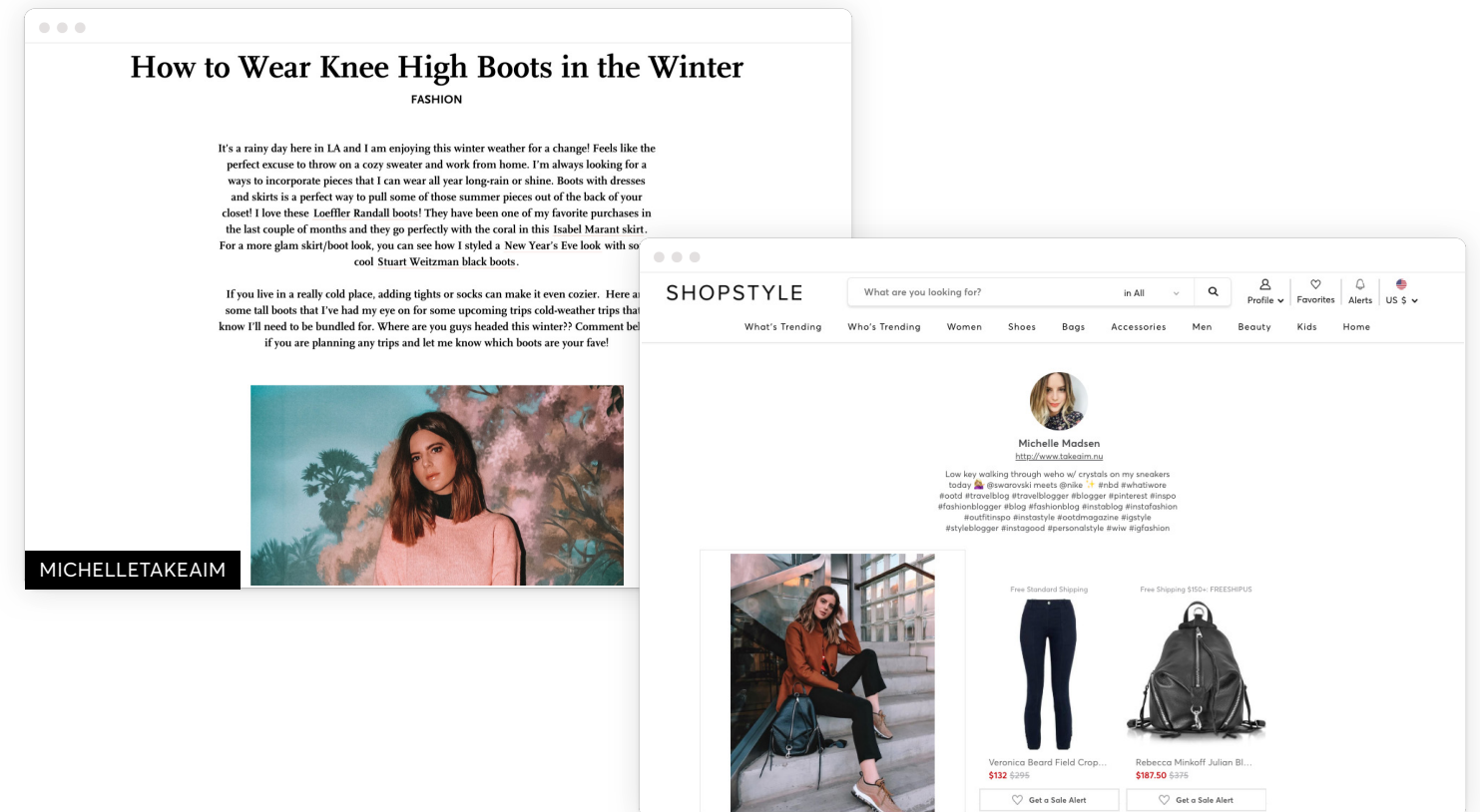
Pre-Black Friday Week
11/20/18

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SHOPSTYLE COLLECTIVE

Tool Insights

Top Performing Tools



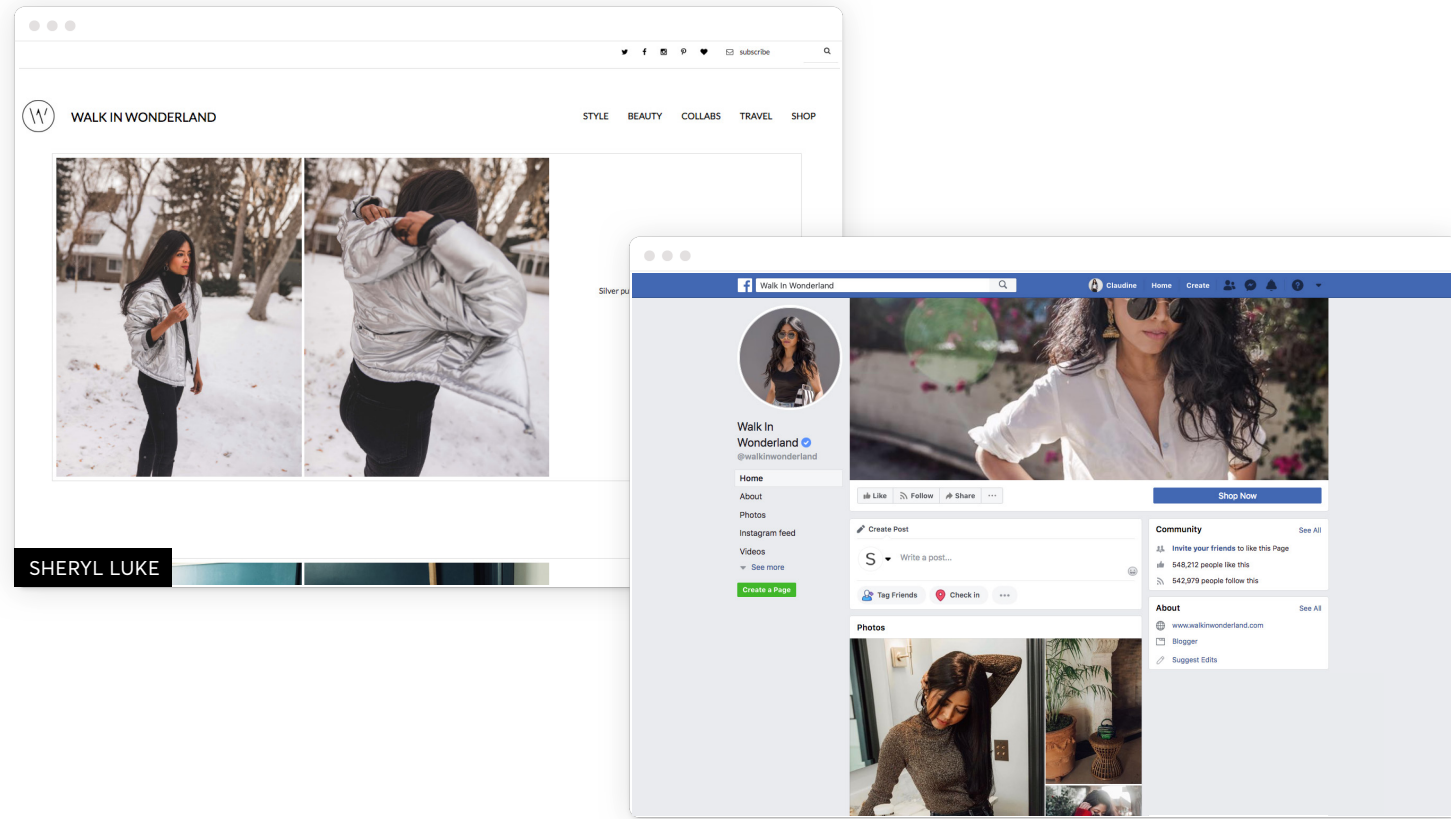
TOP REVENUE AND TRAFFIC DRIVER

Text Links

TOP CONVERTER

Looks

Top Performing Channels



TOP REVENUE AND TRAFFIC DRIVER

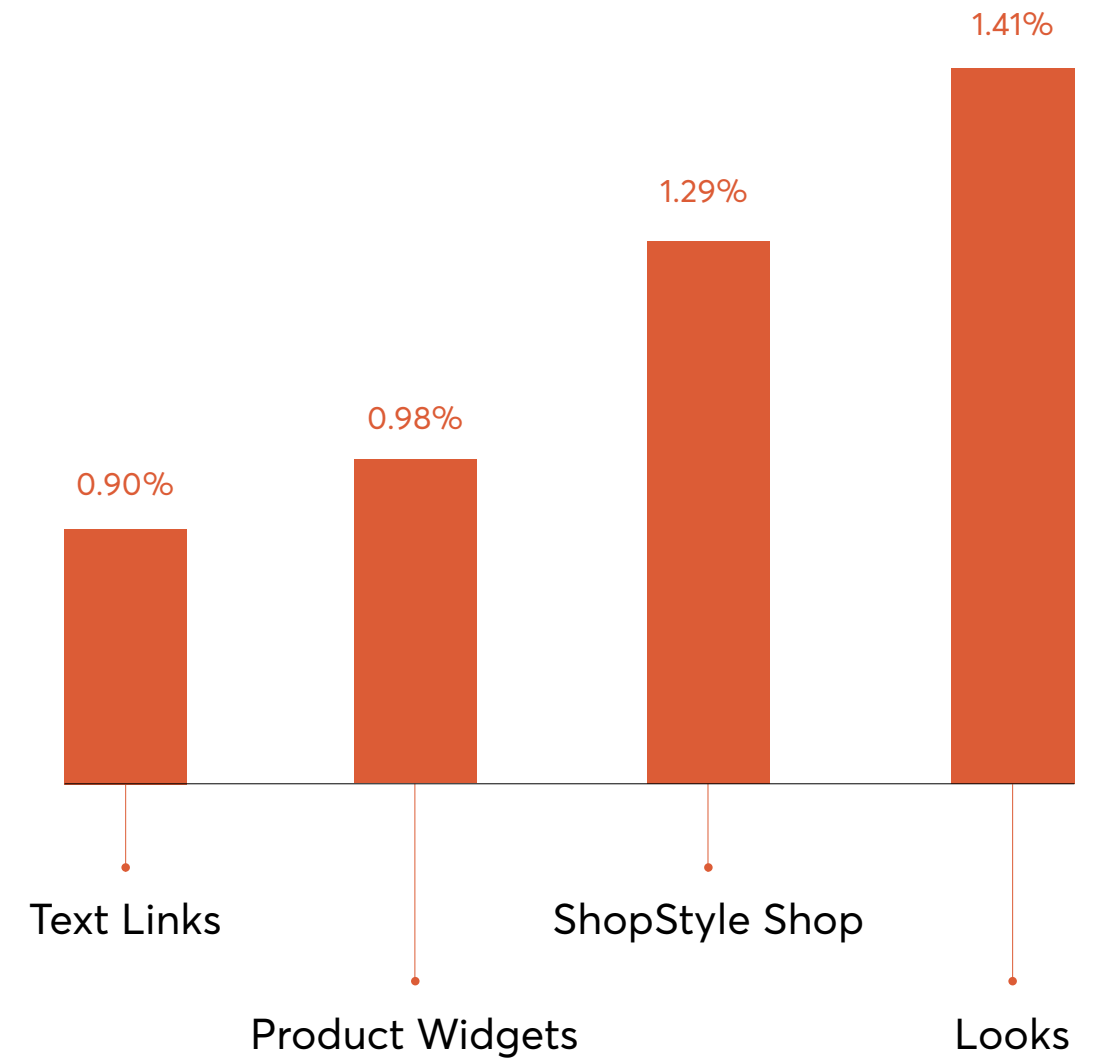
Blog

TOP CONVERTER

Tie between
Facebook and Blog

CVR

Conversion Rate



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SHOPSTYLE COLLECTIVE

Shoutouts

ShopStyle Collective influencers had a lot to celebrate in 2018. Check out a few of our favorite collaborations and brand launches.



KATIE DEAN JEWELRY
X THRIFTS & THREADS



INSPRD-D X BRITTANY
XAVIER COLLECTION



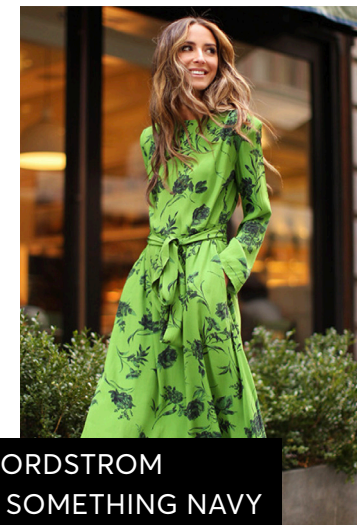
GAL MEETS GLAM COLLECTION



HALOGEN X ATLANTIC PACIFIC



GIBSON X GLAM



NORDSTROM
X SOMETHING NAVY



GIBSON X
LIVING IN YELLOW

Living in Yellow, Hi Sugarplum, Style Your Senses, Sheaffer Told Me To, Pinteresting Plans, Honey We're Home, and Fancy Ashley

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Social Media Insights

Facebook

Facebook's newsfeed changes had a significant impact on influencer and brand content. The algorithm was adjusted to favor showing posts from friends and family **deprioritizing content from publishers or businesses.**



Best Practices for Facebook



The only way to ensure organic reach is to **create meaningful content** and posts that provoke discussion and provide value. Sharing relevant news, live videos and how-tos are great ways to do that.

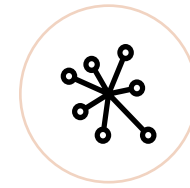
Instagram

The rise of **Stories** was exponential this year. The volume of brands posting on Instagram Stories **increased by 400%**. Stories have improved engagement with users and attracted the attention of brand advertisers — and their budgets.



Shopping is an essential and growing part of the Instagram community. Now, when you're watching behind-the-scenes Stories from your favorite brands and see something you love, you can quickly tap on a product to learn more. More than **90 million users now tap to reveal tags** in shopping posts on Instagram every month.

Instagram launched **IGTV**, introduced the ability to **follow hashtags** in your feed, and made **Stories more engaging** with questions, polls, music, GIFs, and countdowns. They also made **strides in accessibility** with the launch of automatic alternative text and custom alternative text and custom alternative text, so now users can hear descriptions of photos.



Big changes were made to the **algorithm** that determines what shows up in someone's feed. IG claims that **users now see 90% of posts from friends and family**, instead of 50% when in chronological order. Instagram uses frequency, following, and usage as factors to determine what content is delivered to a feed.

Best Practices for Instagram



Interact with followers.
This helps build a more loyal and engaged following.



Utilize the **Swipe Up feature** and the **link in your bio** to drive traffic to your IG shop page on your blog or to your shop on Shopstyle.com.



Include a location in your posts to help with your reach. Posts with locations get 79% more engagement.

Pinterest

This year, ShopStyle Collective partnered with Pinterest to bring influencers **Shop the Look Pins**. Connecting inspiration to action, Shop the Look Pins allow people to find and buy products right inside fashion and home decor Pins, so it's easy to bring inspiration to life.



Best Practices for Pinterest



Save the same Shop the Look Pins to multiple boards, both broad (e.g. Favorite Outfits) and specific (e.g. The Best Denim) for increased exposure.



Write a caption for your Look and add hashtags to increase search discoverability. These hashtags also increase exposure of your Look on ShopStyle.com.



Tag multiple products per item — both exact items and similar products to those pictured in your Look.

#Hashtags

While generic hashtags were the most widely used this year (#instagood, #fashion) **we recommend using a mixture of broad and specific hashtags** to really help your content get discovered. Relevant hashtags that describe your image — and what interests and topics it addresses — have become the best strategy.

6 A Changing Tech Landscape

Privacy Protection

GDPR

The EU General Data Protection Regulation (GDPR) was the most important change in data privacy regulation in 20 years. GDPR added new requirements regarding how websites (including blogs) protect individuals' data. We encourage blog owners to research GDPR and **make sure they are compliant**, as the consequences for violation can be huge. Here are quick tips to get you off to a good start:

Display a privacy notice anytime you are collecting data on your site.

Have strong security anywhere data is processed.

Create a data processing and security policy.

Be able to evidence permissions.

ITP 2.0

Apple updated their Intelligent Tracking Prevention to block even more cookie-based tracking. This update, **ITP 2.0**, was rolled out with the release of Safari 12 (desktop) and iOS 12 (mobile) on September 17th.

This change affects all affiliate links where the retailer is still using a third-party cookie for tracking. ShopStyle.com worked directly with all of our retail partners to ensure ITP 2.0 did not impact our community's links and revenue.

Facebook Privacy Restrictions

Facebook announced in March that **third-party targeting data would be removed** due to the privacy concerns that arose from the Cambridge Analytica scandal. This affected many businesses that rely on third-party information, e.g. accessing Instagram likes to support like-based shopping.

Facebook tightened their privacy policies across the board, requiring that apps get approval and meet strict criteria to access the Pages API, Group API and Events API.

SEO Learnings

Go mobile. As smartphones now make up the majority of users for most sites, it's important to be sure that your users can access key features of your site on their mobile devices.

Leverage Google tools to learn more about your site's performance – specifically, **Google Analytics** to access traffic stats (not too technical) and Google Search Console (slightly technical) to understand your site's health (errors, speed, etc.)

Google's **Lighthouse** tool delivers SEO, performance, best practices, and accessibility reports – as well as opportunities to improve your site.

Google Algorithm

Google claims to perform hundreds of algorithm changes every year. Details are not published for all of these, but the major changes come with explanations from [Google and the SEO industry](#).

MARCH 26, 2018

Mobile-First Index Roll-out

In the past, Google crawled and indexed based on desktop crawler, but now it uses mobile crawler and mobile data. If your site is not mobile friendly, it may start to rank lower.

JULY 24, 2018

Chrome Security Warnings (Full Site)

Chrome 68 marks all non-HTTPS sites as "not secure", and now users may get a "not secure" warning.

JULY 9, 2018

Mobile Speed Update

This update made page speed a ranking factor for mobile results. Google claimed that it only affected the slowest mobile sites, and that those with a responsive site (site that adapts to varying screen sizes) will not be affected.

AUGUST 1, 2018

Medic Core Update

Google confirmed a "broad core algorithm update", with reports of massive impact. This update seemed to disproportionately affect sites in the health and wellness vertical, although large-scale impact was seen in all verticals.

Google works hard to detect sites that are spammy and trying to trick users into purchasing. It's important for bloggers to publish original content and photos that target specific use cases. Google rewards sites that have unique content answering user queries (direct or intentional) typed into the Google search bar.

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Influencer Revenue Trends

2018 was a rollercoaster year for the influencer industry. From the challenges brought about by Facebook algorithm changes and the FTC crackdown, there were many learnings. While the industry did see setbacks when it came to affiliate revenue, we also witnessed success in the space of micro influencers, enforcing the link between **authenticity, engagement and conversion.**

Influencer collaborations hit a record high this year, and this trend isn't going away anytime soon.

Influencers are becoming a larger part of a brand's story as retailers shift more of their budget to influencer marketing. This means more opportunities for influencers to partner with a larger scope of partners. The estimated influencer marketing ad spending will reach **\$5 to \$10 billion by the end of 2020.**

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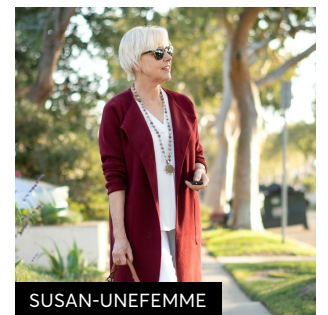
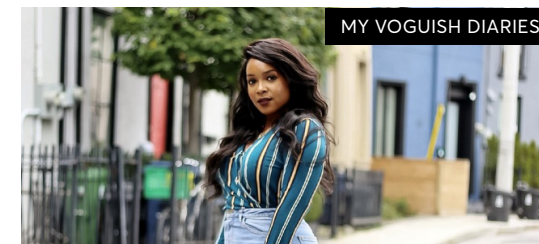
Looking Ahead in 2019

Engagement Still Reigns King

Keep it real. If your content is not in line with your personal brand, your followers and subscribers will lose interest. The more you fake, the less you make.

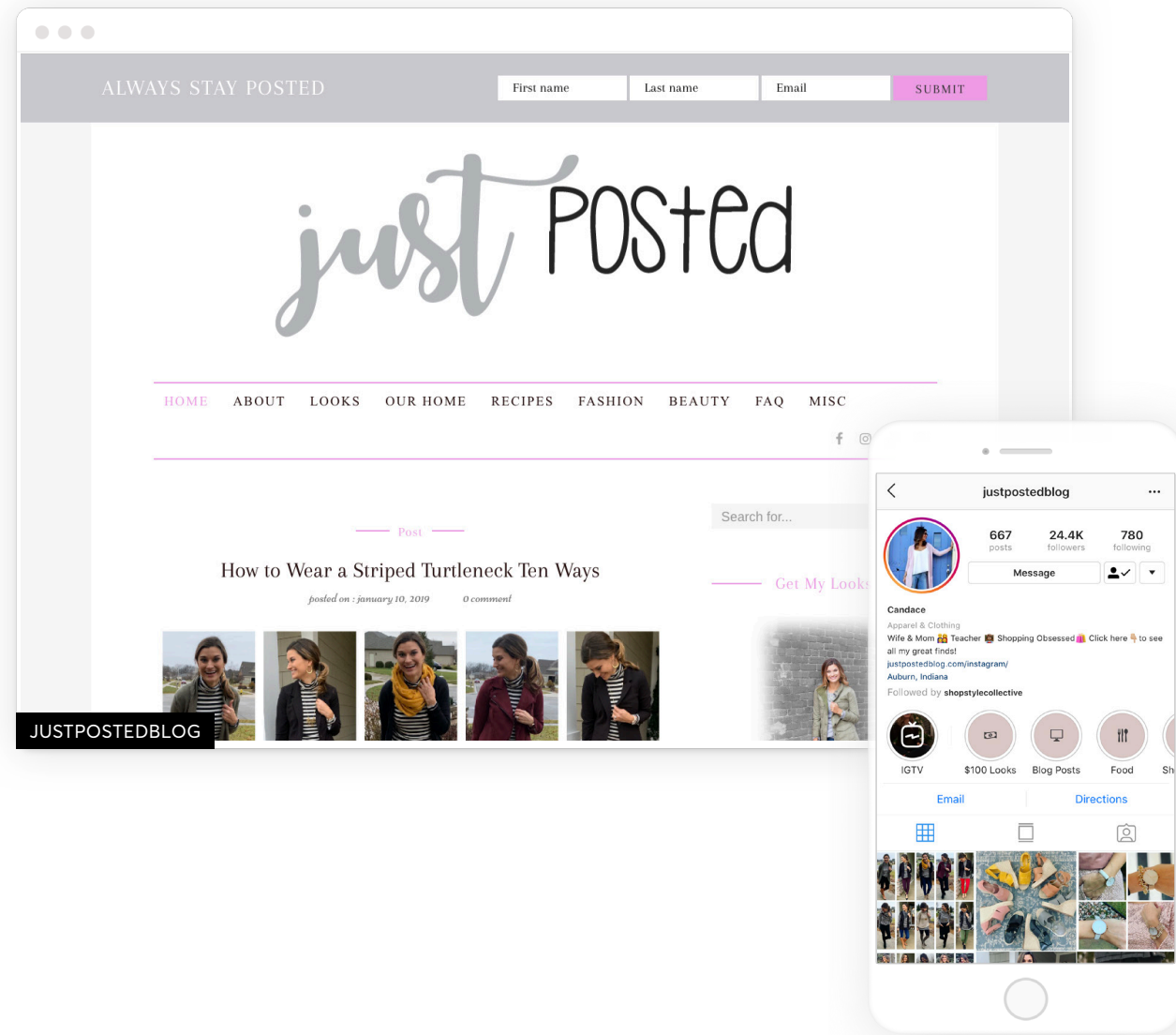
Celebrate Individuality

ShopStyle.com has always been committed to supporting all bloggers of any vertical, age, race, body shape, etc. Our tools are **built for everyone** and we celebrate our diverse community across our promotional channels. We are committed to helping everyone use their voice and **power their passion** on our platform. As we enter the new year, we encourage you, our influencers, to celebrate yourself and own your **personal brand**.



Own Your Audience

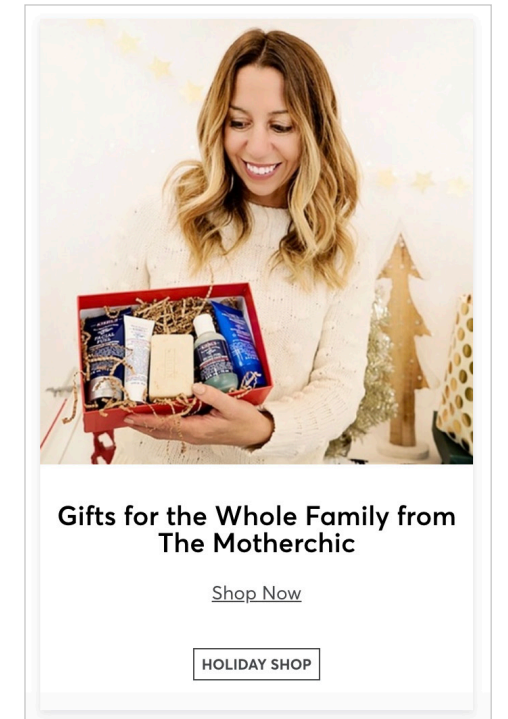
Make it a point to focus your time and energy on channels that **you own**. Building your business on channels under your control, like a **blog website**, can help mitigate risk from major platform changes. Train your audience to visit your owned channels, and leverage platforms like Instagram to bring traffic to your website. Remember – it's **your audience** and you should feel confident in what you are building.



Influencer Content on ShopStyle.com

This year we are excited to launch the **ShopStyle Contributing Editor Program**, open to qualifying members of the Collective influencer community.

Contributing editors will be featured on ShopStyle.com, in newsletters, and on social channels. As seasons change and new trends emerge, ShopStyle.com will enlist influencers to create inspiring content speaking to these trends. We're excited to bring **diverse voices** to our platform and give our influencers a new channel to grow their audience.



Eco-Friendly is Trending

Shoppers are becoming more **socially and ecologically responsible** when it comes to their purchasing habits — and the rising popularity of sustainable brands can attest to that. ShopStyle Collective is aware of this consumer trend and supports many sustainable stores on our platform, including:



SEO or Bust

Images

Google image search drives over **25% of clicks** for fashion-related queries. Therefore, having the right images and markups could drive more traffic.

- Make sure the images on your blog are as large as possible and high-resolution. Images should be at least 600 pixels wide.
- Make sure images have ALT tags and image URLs that specifically describe the image.

Interlinks

Interlinking content on your site can **make it easy for Google to crawl your site**.

- Add a strip for "new articles" and "popular articles" under each post. This will let users know the breadth of content available on your site and create more interlinking for SEO.
- Create an HTML site map. As more articles are created, internal links to those articles may disappear and Google may rank those articles lower. An HTML sitemap allows Google to find all articles, and they can be grouped by year or by topic.

Titles

Titles have long been considered one of the **most important** on-page SEO elements.

- Make sure Meta Title (page title), Meta description and H1 tags are present on the page. The Lighthouse tool previously mentioned will detect any abnormalities.

Google

Leverage user queries on Google for article titles and description, and use the language that Google users use to make your articles **rank higher**.

- Find query terms to target by using autocomplete in the Google search bar (when you start typing and Google populates the search bar with the most common searches.)
- Find related searches at the bottom of Google page.

FTC Compliance is a Must

The FTC (Federal Trade Commission) is focusing heavily on influencers and disclosures for sponsored and affiliate content. **ShopStyle Collective requires users in our program to adhere to FTC Endorsement Guidelines** and disclose any time they use our tools.

Below are best practices to follow when creating sponsored and affiliate content. The golden rule: when in doubt, disclose!

Disclosures must be next to the content to which it relates.

Disclosures must be obvious, not buried in hashtags.

Disclosures should be visible every place the post appears.

Disclosures must be in a font of the same size as the rest of your post.

Always disclose if a brand sent you product for free.

Privacy Regulation Forecast

Expect to see stricter online privacy regulation introduced in the US this year – like the California Consumer Privacy Act that passed in 2018, with the law going into effect in January 2020. As with GDPR, this privacy legislation will give consumers more control and transparency into how their data is tracked and shared by businesses.

Get started by implementing the following best practices:

Create a Privacy Policy so your readers see how data is controlled and handled on your site.

Ensure that your site is installed on **https** rather than http.

Update your blog hosting platform, plugins and themes regularly.

If you gather email addresses as part of a newsletter, you must **provide the ability for people to unsubscribe**.

You should also provide people who sign up with information about **what data you gather and how it is stored/used**.

Thank you for being a
part of the ShopStyle
Collective family – and
for making each year
better than the last!