

Designing an Image-Driven Business Model

CASE STUDY

THE GROMMET® +  CURALATE

ABOUT THE GROMMET

The Grommet is an online platform through which small-scale products (i.e. “Grommets”) are discovered, launched and given the support needed to succeed. Since 2008, the company has attracted customers, creators and retailers who share a passion for innovation and a commitment to social good. Their objective is to strengthen the flow of underrepresented products throughout the U.S., thereby creating opportunities for independent Makers who lack the capital or network to scale a business on their own.

Curalate is honored to be part of this noble mission.

KEY FACTS

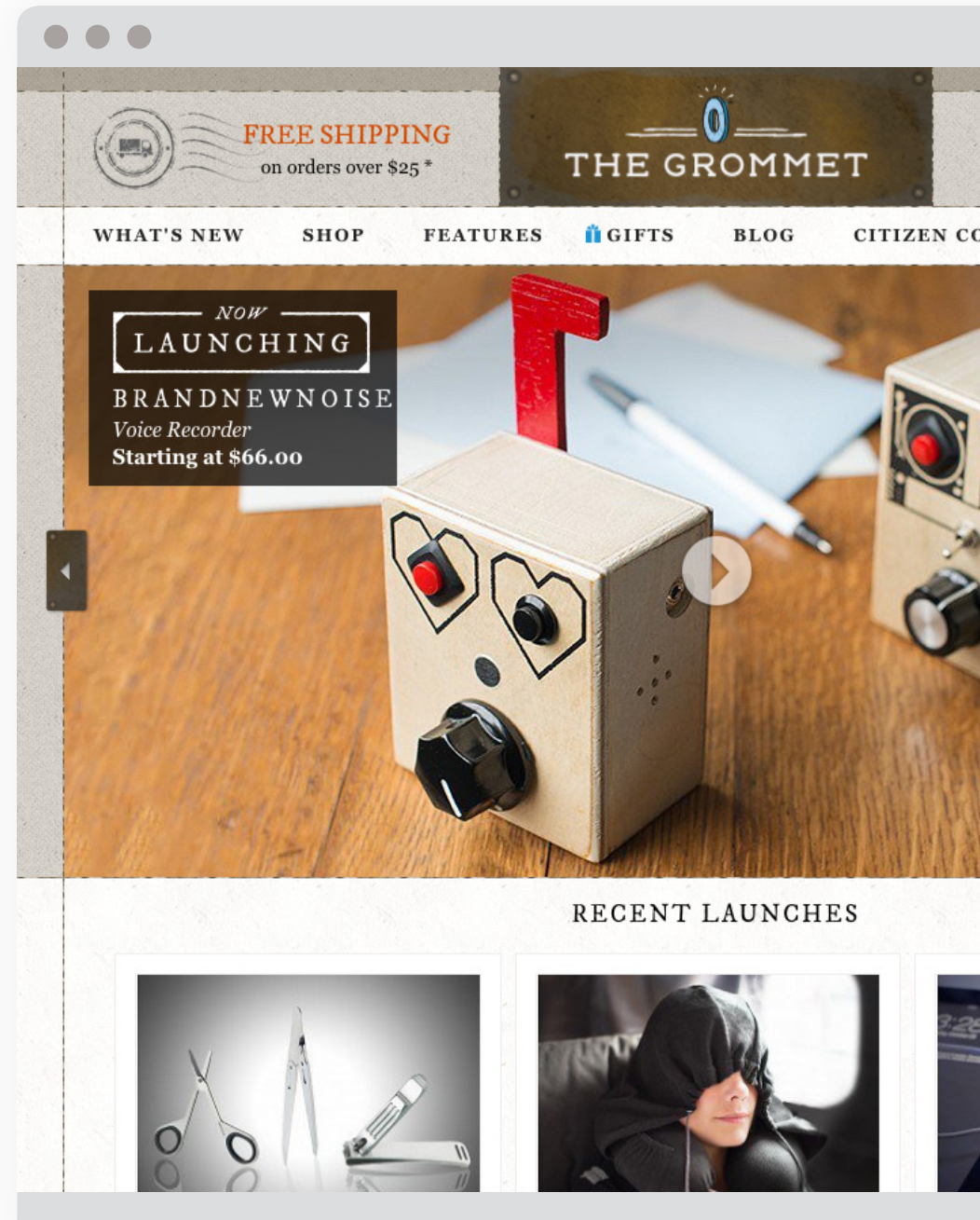
Founded: 2008

Employees: 55

Verticals: 20+

Products Launched: 2,000+

Pinterest Followers: 25,000+



CONSUMER-DRIVEN COMMERCE

From the start, The Grommet has built an active community of individuals who aren't just willing to support up-and-coming Makers – they see it as their duty. This mindset is core to what the brand calls “Citizen Commerce,” the belief that consumers can shape the kinds of products people buy. Consumers can contribute in a number of ways, from physically purchasing a product, to sharing it via email, to saving it on Pinterest or another visual platform.

“Part of the reason Makers come to us is because they can see the support and amplification that other products receive,” says Tori Tait, Senior Community Manager for The Grommet. **“There’s a ripple effect to what we do. We prove it every day.”**

More than 200 ideas are submitted weekly by members of the community, from which the team selects about five Grommets to run with. At launch, Grommets are shared with the brand’s extensive list of email subscribers—a database of more than 2MM—and amplified across their social channels, of which Pinterest plays a leading role.

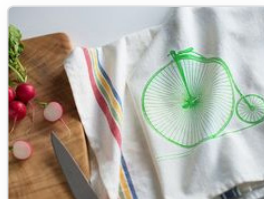


Handmade Rolling Pins by Vermont



Ergonomic Ice Cream Scoop by Belle-V
★ 3 ♥ 1

Pinned from
thegrommet.com



Modern Tea Towels by Sunday Drive Designs
★ 2 ♥ 3

Pinned from
thegrommet.com



Worthy of your dough. These rolling pins are artistry in motion.
#MadeintheUSA

★ 2

Pinned from
thegrommet.com



★ 28 ♥ 3

Pinned from
thegrommet.com



Food Huggers create a tight seal by wrapping around your leftover fruits and veggies. Fit your half-cut fruit or veggie into the closest size to save for later. Food Huggers also work over jars and small containers to keep contents fresh.

★ 54 ♥ 4

Pinned from
thegrommet.com

MARKETING INSIGHTS THROUGH VISUAL ANALYTICS

While The Grommet adopted Pinterest early on, they faced a major challenge familiar to many brands. To support their collections in a meaningful way, the team needed to understand which products were driving engagement – not just which pins. This can be fairly complex on a visual channel like Pinterest, where users frequently omit text (such as the product style or brand's name) when sharing an image.

That's where Curalate came in.

Combining proprietary image recognition technology with big data, Curalate enabled The Grommet to identify and measure pins and engagement at a product level, whether they are properly attributed or not.

“Pinterest is a place where our audience shares images of the products they love,” Tait notes. “What we found was that social sharing often correlated with best-selling products. Curalate plays a big part in this because, besides looking at direct sales, we now constantly evaluate which products are most socially shared and supported so we can predict which are most likely to take off.”

Armed with this insight, The Grommet is now able to look at their social, digital and ecommerce strategy in a whole new light. Herein, we examine six distinct cases in which The Grommet leveraged Curalate's analytics to optimize business-wide marketing decisions.

CASE STUDY no.1

TOP PINS. TOP SELLERS.

As mentioned, The Grommet receives more than 200 submissions during any given week. Products are featured on The Grommet's website within a ["Citizens' Gallery"](#) and via a dedicated Pinterest board called ["Finds YOU want to see featured on The Grommet."](#) This board serves as an extension of the community and another way in which the team is able to give their fans a voice. To date, it hosts more than 1,000 pins and entertains nearly 20,000 followers – the second most-followed board by more than 27%.

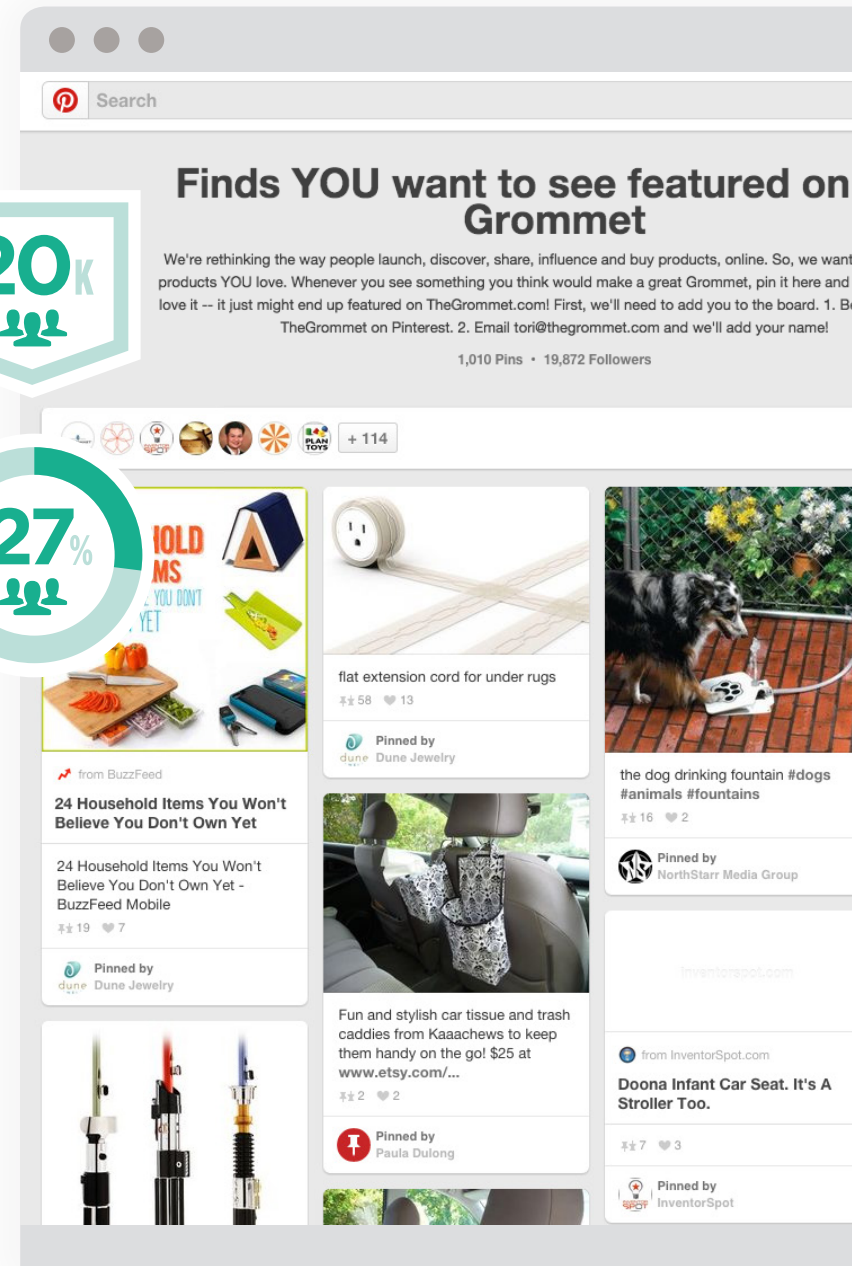
"Over time, we'll see different community members submit and share images of the same product. Although these products go through the same internal vetting process to determine whether they meet the criteria of a Grommet, Pinterest allows us to predict whether the product will be useful to consumers in the first place," says Tait.

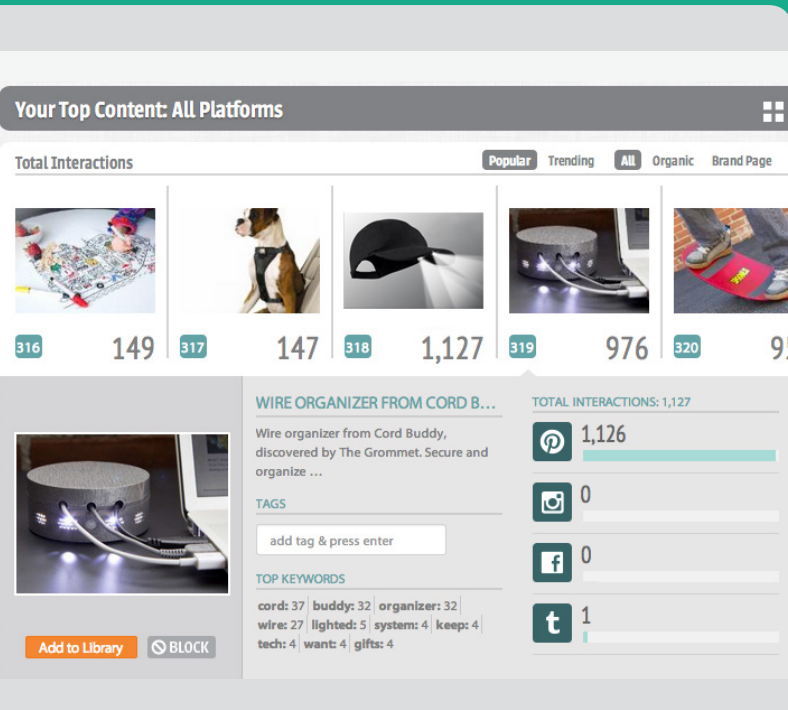
With Curalate's dashboard, the team is able to surface popular images within their community board and gauge interest in undiscovered products before they are ever launched. **So far, The Grommet has launched a number of products based on this preliminary research. All of these Grommets have gone on to be top sellers.**

Followers



2nd Most Followers by





CASE STUDY no.2

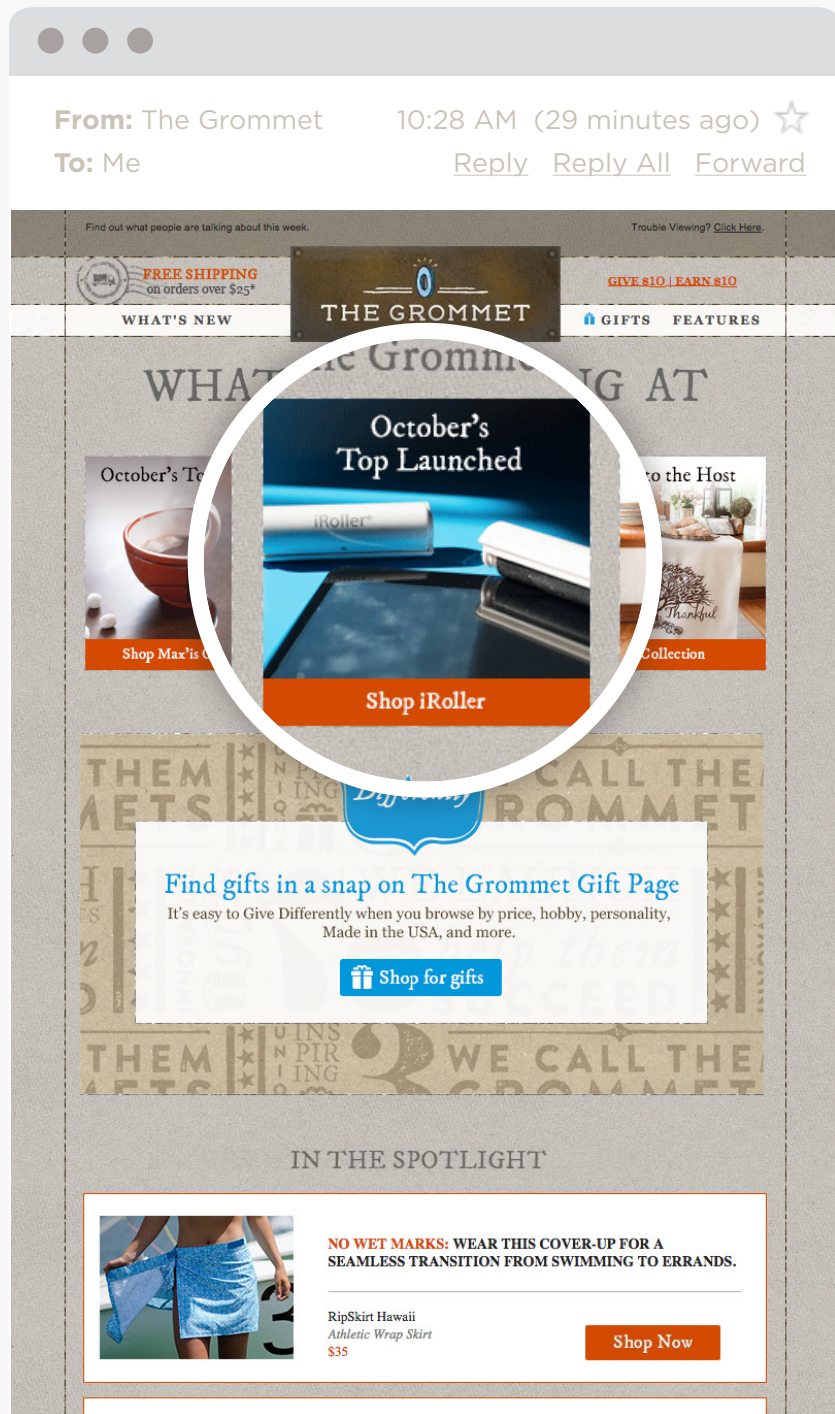
DESIGNING COMPELLING AD CREATIVE

With the notion of “social proof” in mind, The Grommet wanted to understand whether top-performing products on Pinterest had any bearing within digital advertisements. To test this, the team used

Curalate’s data to identify which images were driving social sharing and on-site traffic. Then, they ran this ad against one of their top performers from the past.

As the team discovered, popular images on Pinterest far outperformed any ad creative they had used previously. **In fact, socially driven ads resulted in a 50% higher click-through-rate.**

Knowing this, The Grommet now uses insights around highly pinned images to inform their ad creative. Digital advertisements, including banners, are updated roughly every two weeks based on which images are trending organically. By doing so, The Grommet is able to ensure that their ads stay fresh and that their message is always on point.



CASE STUDY no.3

AN ENLIGHTENED EMAIL STRATEGY

With more than 2MM subscribers, emails are one of the most significant ways in which The Grommet engages their audience; each message offers a tremendous opportunity to drive traffic and awareness at scale.

Insights around top-performing pins are used to inform the topic and imagery used within emails and newsletters, driving higher open rates and click-throughs. For example, once a month in The Grommet's Sunday newsletter, the team features "Top Launched" product images from their website. By doing so, **the team is able to not only signal which products have been deemed popular by their peers, but to also communicate that the brand is active on these social channels.**

"We use Curalate's organic engagement data to determine which product launch received the most social lift that month," Tait explains. "We communicate that in our email, and in doing so, we typically see a boost in traffic to that particular product's page plus an overall increase in organic pinning activity."

CASE STUDY no.4

SMARTER MERCHANDISING DECISIONS

Online merchandising is another area in which popular imagery on Pinterest is taken into consideration. For The Grommet, this can be as simple as understanding which products are trending organically. The team then incorporates these images onto their website, as this can help to determine the types of images that will also drive engagement online.

“Social proof is really powerful for us,” says Tait. “We resurface popular products from Pinterest across our other digital channels and initiatives because we know that they are already a hit.”

One way The Grommet optimizes their on-site merchandising is by featuring popular images above the fold. For example, if mason jars are suddenly voted up by pinners, the ecommerce team might consider showcasing these images within their Kitchen & Bar section in a more prominent fashion or, at the very least, within the first few product rows. Most recently, the team turned to Curalate’s dashboard to determine which images to feature in their upcoming online holiday catalog.

The image shows a two-part interface. The top part is a screenshot of the Curalate dashboard, and the bottom part is a screenshot of a product page on The Grommet website. A large green circle with a white downward arrow connects the two screenshots, indicating the flow of information from the dashboard to the website.

CURALATE

Your Top Content: All Platforms

Total Interactions

Rank	Image	Interactions
2	GrabOpener	1,147
3	Sempli	1,127
4	Evo	976
5	Wood Thum	959
1	Wood Thum	3,149

Kitchen & Bar

Put on a culinary show with cool kitchen gadgets and handy kitchen utensils. If your favorite kitchen accessory has all the ingredients of a successful recipe, we want to know about it. We look for innovative designs, passionate inventors, and socially responsible businesses that treat their customers well. It's a real success.

SORT BY: Default **SHOW:** 16 / 24 / 48 / 100

Product Name	Starting Price
GrabOpener One Handed Bottle Opener	Starting at \$16
Sempli Crystal Glassware	Starting at \$50
Evo Oil Sprayer	Starting at \$20
Wood Thum Wooden 6 Pack Holder	Starting at \$10

DRIVING TRAFFIC WITH PINTEREST PROMOTIONS

Promotions are one of the primary ways in which The Grommet has been able to measure success on Pinterest, and since partnering with Curalate, the team has seen remarkable results.

The Grommet aims to run four Pinterest promotions per year. Each campaign is typically designed with slightly different KPIs in mind, from sparking community growth to dispersing referral links, which then drive traffic back on site. The following examples demonstrate why Pinterest promotions have been of such high value to the brand.

“With Curalate’s promotion tool, we can easily bring to life a relevant Pinterest promotion, execute it, and have a very clear view of how it did. We learn things like which community members were most engaged and what content they were most engaged with. Then, we can do more of that in the future,” says Tait.

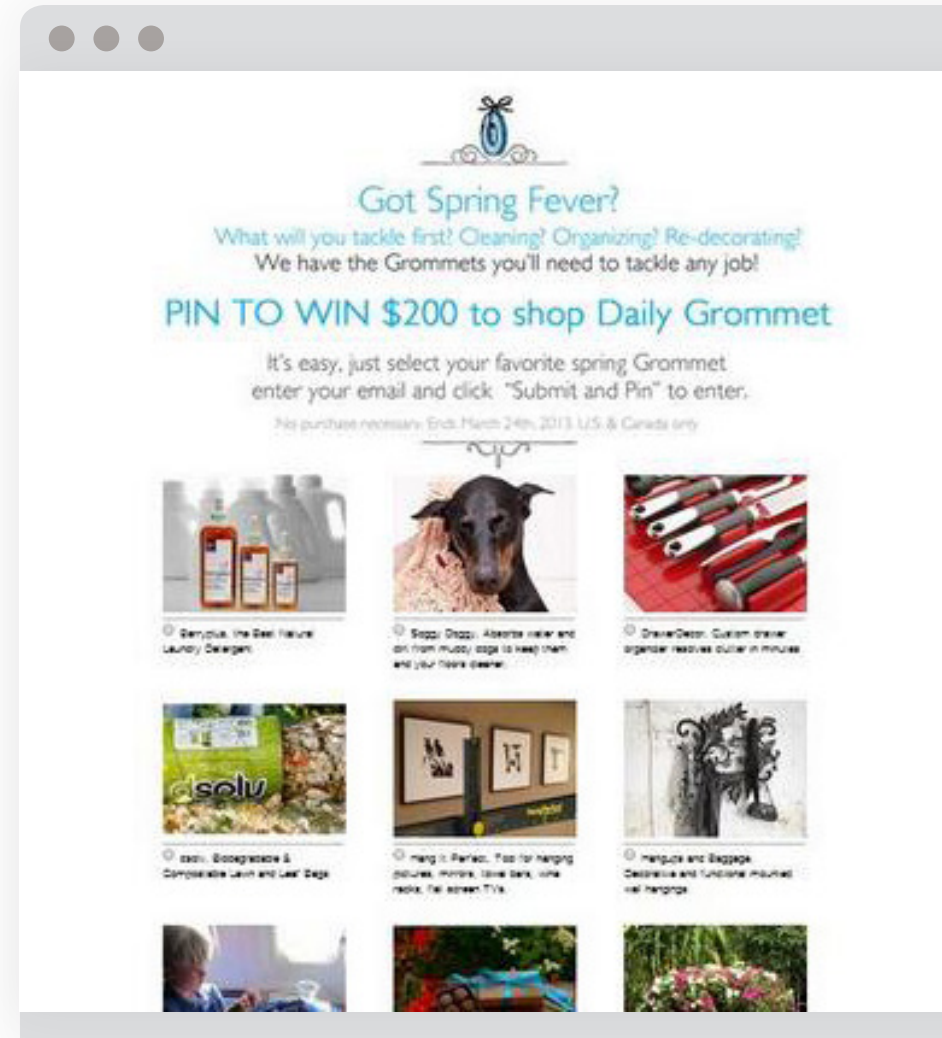
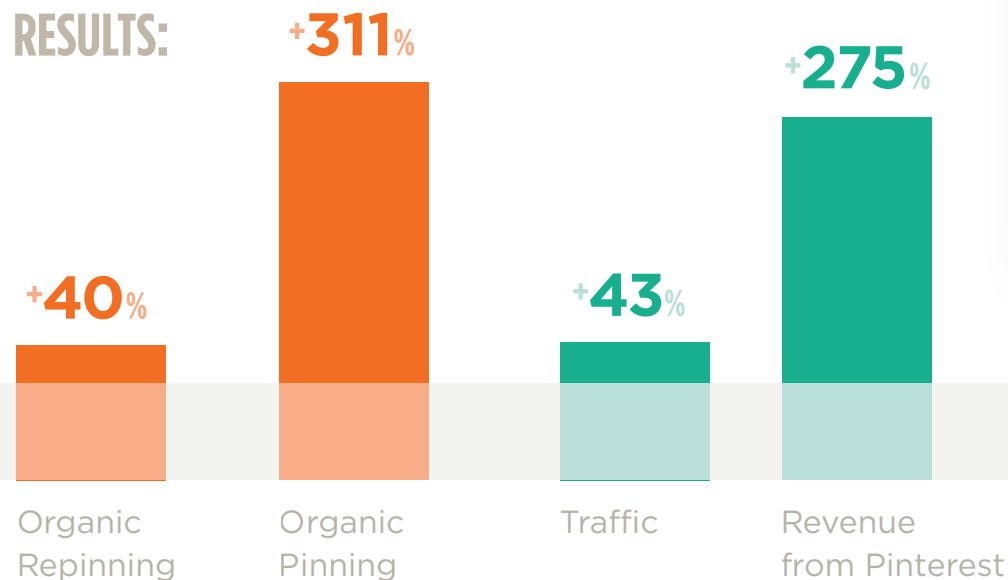
CASE STUDY no.5

SPRINGING AHEAD – TRAFFIC & REVENUE

The second campaign The Grommet ever ran with Curalate was a spring-themed Pinterest promotion meant to propel the pinning of products from their newest catalog. To participate, users pinned their favorite image. Upon submitting their favorite image, entrants were driven to the home decor section of The Grommet's website, where they could engage with, share and potentially buy the products they pinned.

By amplifying this Pinterest promotion in three ways—in their weekly newsletter, on their homepage, and across their social channels—The Grommet saw outstanding results.

RESULTS:



CASE STUDY no.6

A NEW LOOK FOR A NEW SCHOOL YEAR



375K



Impressions

25K



Pins

+55%



Organic
Pinning

To celebrate a new school year, The Grommet designed a back-to-school Pinterest promotion with several goals in mind. The first and most important objective was to increase the circulation of back-to-school products on Pinterest. Having run several promotions through Curalate, the team knew this was an attainable goal.

What made this initiative unique, however, was their use of the campaign as an opportunity to test whether custom photography could bolster engagement as well. Each pin—"Unique School Supplies," "Lunch Solutions" and "Innovative Organizers"—featured multiple products and was created specifically for the promotion.

Although the team was initially concerned that updates to Pinterest's rules and regulations would hinder campaign results, The Grommet's back-to-school promotion ultimately made the grade. Over the course of three weeks, **images associated with the promotion were pinned nearly 2,500 times, resulting in 375k impressions and a 55% lift in organic pinning.**

In addition, the three campaign pins turned out to be among the top overall performers of the month, confirming that custom imagery is valuable in this context.

BUILDING COMMUNITY WITH A SMART VISUAL STRATEGY

Visual social channels such as Pinterest are fundamentally changing the way consumers discover products and establish relationships with brands. With Curalate, The Grommet was able to evolve their social strategy and quickly adapt to these new behaviors to drive awareness, engagement and revenue from the visual web.

*"We didn't pin more or spend more time on the platform," says Tait. "Instead, we focused on incorporating more of Pinterest's messaging into our overall marketing. In doing so, **we grew our followers by 70%** – by working smarter vs. harder."*

- Tori Tait, Senior Community Manager

ABOUT CURALATE

Curalate gives you the power to unlock visual conversations and market with images at scale across Pinterest, Instagram, Tumblr and Facebook. Marketing and ecommerce teams at hundreds of the world's most loved brands view Curalate as a partner, not just a vendor.

[FIND OUT WHY](#) 



SOCIAL ANALYTICS

Generate insights from images.



FANREEL

Monetize user-generated content.



COMMUNITY ENGAGEMENT

Join today's visual conversation.



CAMPAIGNS

Promotions in your voice, not your vendor's.



PUBLISHING

Advanced social publishing tools.



LIKE2BUY

Make Instagram shoppable, instantly.

LET'S TALK BIG PICTURE  Strategy@Curalate.com