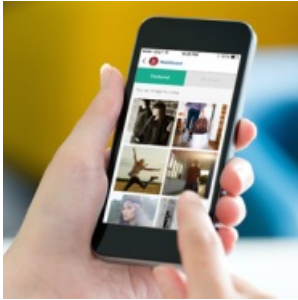


COMMERCE

Curalate is 2015 Luxury Agency of the Year

December 24, 2015



Curalate Like2Buy

By FORREST CARDAMENIS

Curalate is Luxury Daily's 2015 Agency of the Year for its consumer engagement and brand awareness analytics and marketing.

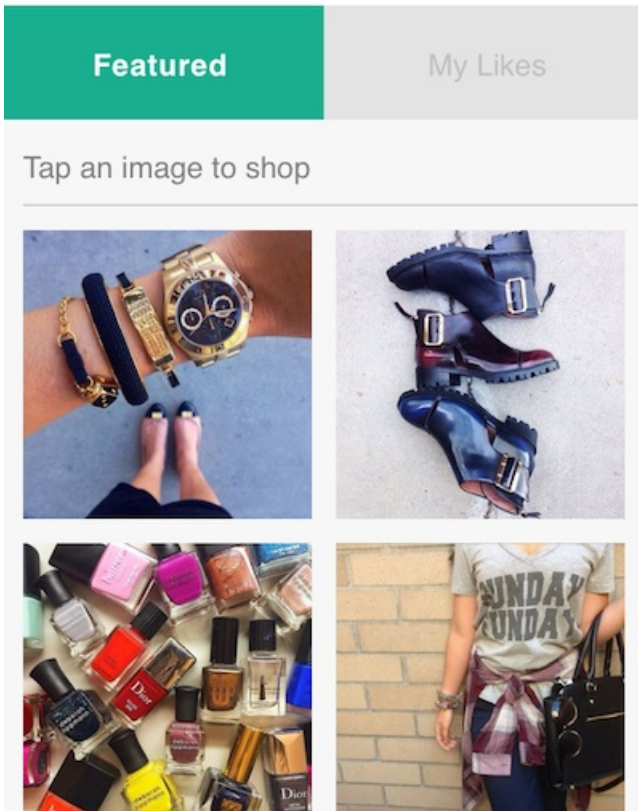
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Curalate was selected in part for its Like2Buy social media innovation. The agency discerned trends in consumer behavior for brands and found ways to make a connection and drive traffic from social media to ecommerce sites.

The Luxury Agency of the Year award was decided based on the agency's advertising, marketing and media services for high-end luxury clients. All candidates selected by the Luxury Daily editorial team and from reader nominations had to have appeared in Luxury Daily coverage this year. **Judging was based on merit.**

Changing the game

Over the past year, Curalate has innovated the manner in which consumers interact with brands and go through the purchase journey, spotting trends in behavior that labels could use to foster engagement and build relationships. Its innovations have not just smoothed the buying process but also radically reconfigured it in a way that both generates increased sales for brands and is convenient for the consumer.



Nordstrom Like2Buy

Chief among these is Like2Buy, which makes images posted to Instagram "shoppable." When a brand posts a picture of a product to Instagram, consumers can now click on the Like2Buy link placed in a brand's bio and then on the photo. These steps then takes the consumer directly to an ecommerce page to purchase the featured product.

The shortened transaction process has made the "impulse buy" easier for consumers than ever. Consumers were also able to connect their Instagram accounts to Like2Buy, which would bring over liked images reminding the consumer of earlier featured products and providing a quick route to purchase, as well as functioning as a "save for later" option.

Additionally, Curalate also gathered and released data about consumer and brand behavior on particular platforms.



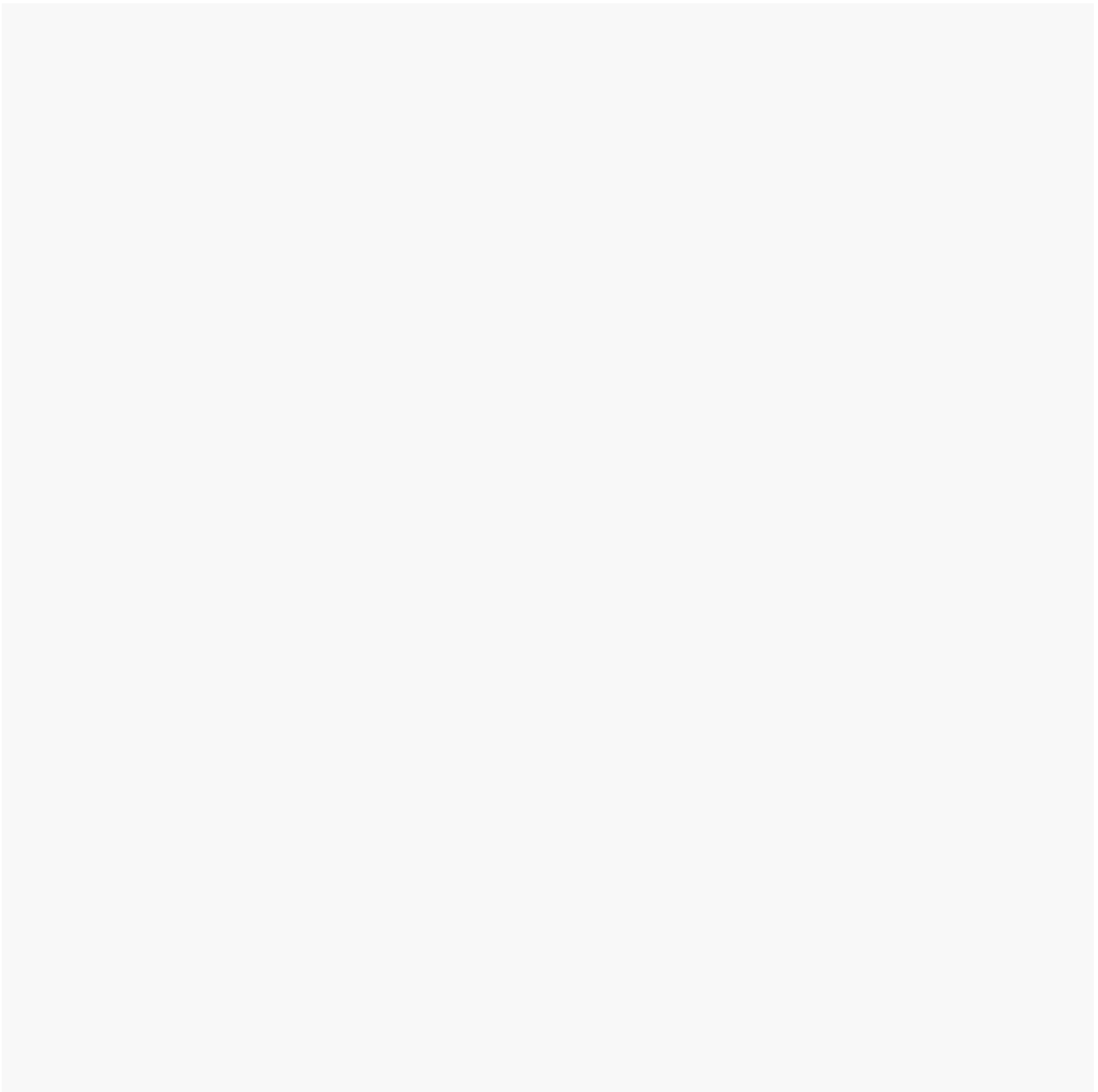
Barneys Like2Buy on desktop

In November, an infographic from the agency detailed what kinds of images are most likely to be shared on Instagram ([see story](#)). Brands could leverage that data to ensure that their Instagram posts are more shareable.

Like2Buy

Like2Buy has taken off this year, with many big name players adopting it. Department stores Barneys New York and Nordstrom have both made it a mainstay of social media content.

For example, in June Barneys rolled out the Like2Buy function with a variety of menswear products. Doing so put an end to the halted, visual, non-commerce experience between brands and consumers ([see story](#)).



A photo posted by Marc Jacobs Beauty (@marcbeauty) on Dec 20, 2015 at 11:33am PST

Nordstrom was the first retailer to work with Curalate to implement a Like2Buy platform and give marketers a way to generate business rather than brand awareness through Instagram. Previously, Nordstrom tried to solve Instagram's commerce-resistant design by posting images with a link to a site page that complied the products in the photo ([see story](#)).

Like2Buy has caught on with more than just department stores, with Marc Jacobs being an early adopter, implementing it last November. With Like2Buy, the high level of consumer engagement on Instagram in the beauty sector could finally translate to sales ([see story](#)).

Final Take

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