

# Objective & Measurement Strategy

## SMART Goals

Usage Goal – 90% of Poshmark users utilize the FashionEye feature through the Poshmark application by the end of Year 1 due to the high volume in the app.

KPI: Utilization Rate (# of users trying the feature/# of total users)

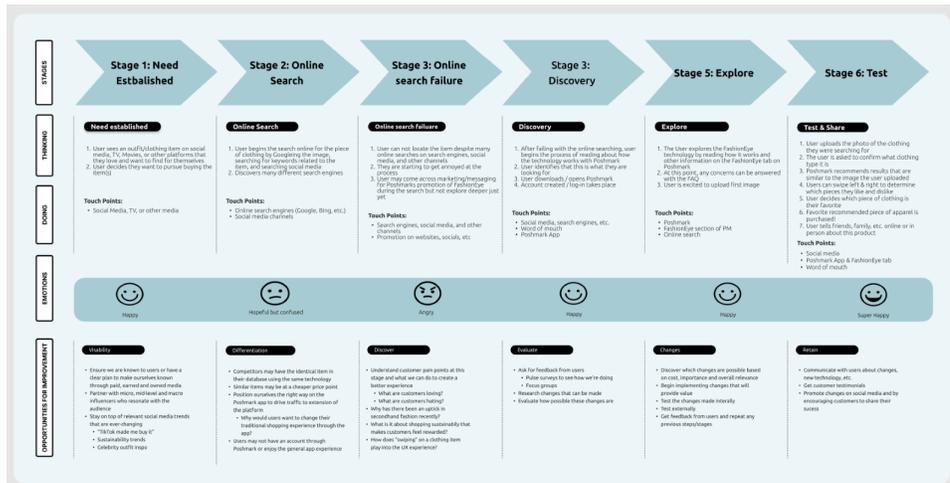
Technical Accuracy Goal – With advanced programming, the FashionEye feature will be 75% accurate in returned results based on color, fabric, style, article of clothing and design of the original uploaded photo using reverse image search algorithms 6 months after releasing the feature to the public.

KPI: Average Session Length (total amount of time spent in the feature/# of photos uploaded per session)

Conversion Goal - 45% of uploaded images in FashionEye technology will result in purchases through Poshmark by the end of Year 1.

KPI: Customer Lifetime Value (total user dollars spent/total number of buyers to date)

## Customer Journey



FashionEye Customer Journey Map – Figma

## How does the "search for information" lead to your solution? How will you know if potential customers are progressing?

The search information leads to our solution when the customer or user uploads a photo(s), and the results are generated for them. Progress can be tracked by seeing how many uploaded photos are converted to options that the user views for more than a certain amount of time, how many add it to their cart, and how

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many purchase the item. All these metrics are essential to see our success rate and how we can improve the user experience and search functionality.

### How does the language / content required at each touchpoint change? How will you know if it is resonating?

#### Touchpoints before purchase:

- **Search Engine:** To build awareness and trust around a new brand it's important to be found on search engines. Since Fashion Eye will be integrated into the Poshmark app, the content strategy is to create a buzz around the features of this app before the launch date. 6-sec video bumper ads on Poshmark are a great initiative to draw the attention of the potential target audience.

*Messaging:* Short yet impactful.

*Measurement Strategy-* Impressions of bumper ads

- **Social media campaigns:** Social media affiliation is a crucial touch point for FashionEye. Our target audience spends a considerable amount of their time on social platforms like TikTok and Instagram. Partnering with influencers who support sustainability in clothing is a great strategy to build brand awareness.

*Messaging:* Focused on app advanced technology, frictionless UX.

*Measurement Strategy-* Impressions & engagement on social media content

#### Touchpoints after purchase:

- **Customer review & ratings:** “Feedback is the breakfast of champions.” And we at FashionEye take customer feedback very seriously. We will rely on advanced social media listening tools like Hootsuite to learn what customers are talking about our brand to further improve our app.

*Measurement Strategy-* Social listening & sentiment analysis

- **Peer references/ Word of Mouth:** We believe references are old yet one of the most trusted touchpoints in marketing since it brings qualified leads which makes a loyal customer base over a while. Fashion Eye will promote a reference base promotional marketing campaign.

*Measurement Strategy-* Short-term strategy – Revenue through references & Long-term strategy is CLTV matrix.

### Where do paid, earned and owned media play roles in converting a prospect into a customer?

In terms of paid, earned and owned media, it's crucial for FashionEye to build from existing brand awareness from Poshmark users. Our primary audience is users who already use Poshmark, as opposed to building our app from scratch. FashionEye hopes to gain awareness through the following tactics:

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- **Influencer-based advertising:** FashionEye will identify key micro, mid-tier and macro influencers on Poshmark who have the most sales and offer paid partnerships for these users to share FashionEye's capabilities. Over time, the goal is for these partnerships to become organic as Poshmark influencers naturally start using FashionEye to find or share clothing items.
- **Paid advertising:** Upon its launch, FashionEye will create a robust advertising campaign on Pinterest, Instagram, TikTok and Facebook with a catchy tagline. These ads will be pushed out to our target audience, with the idea that most of these social media users already use Poshmark or have heard of it.
  - "TikTok made me buy it" trend
  - Pinterest celebrity outfit inspiration
  - Sustainability trends
- **Poshmark app:** FashionEye will be incorporated into the primary Poshmark app, so users will be able to easily identify the new feature. This can be either a pop-up on the app or at the top of the sidebar.
- **Earned media:** FashionEye hopes to be highlighted in women's magazines (both in print and online) once it gains traction. Influencer endorsements should eventually phase to be more organic over time.

Overall, FashionEye has many ways to position itself in the public eye and become an addition to Poshmark that users know and love.

### How might you infer trial vs. loyalty behaviors within your UX / UI?

The difference between trial and loyalty behaviors within FashionEye is simply the fact that our loyal customers will continue to shop with us through Poshmark. Our loyal customers know what to expect from our brand and won't hesitate to continue to use it. Our user experience allows them to easily shop and get the clothes they are looking for in minutes. Now, trial behaviors come in when we have customers who aren't sure what our brand is and what we do. These are the customers that will try out our cool features within the Poshmark app that allows them to upload a photo of clothing and find the same outfit you can buy in minutes. Our UI system within the app allows for our UX to be simple and very easy to follow. Once we get our trail customers on board with our brand, they will then become loyal customers and continue to use our app day in and day out.