simplicityDX

Instagram Social Commerce Mystery Shopper Results

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Introduction

In 2020, Instagram launched its social commerce checkout and 26 brands signed up as early adopter references. Innovators and major brands such as Michael Kors, Prada, Nike, Burberry and Dior were on that list; the fanfare was loud and clear.

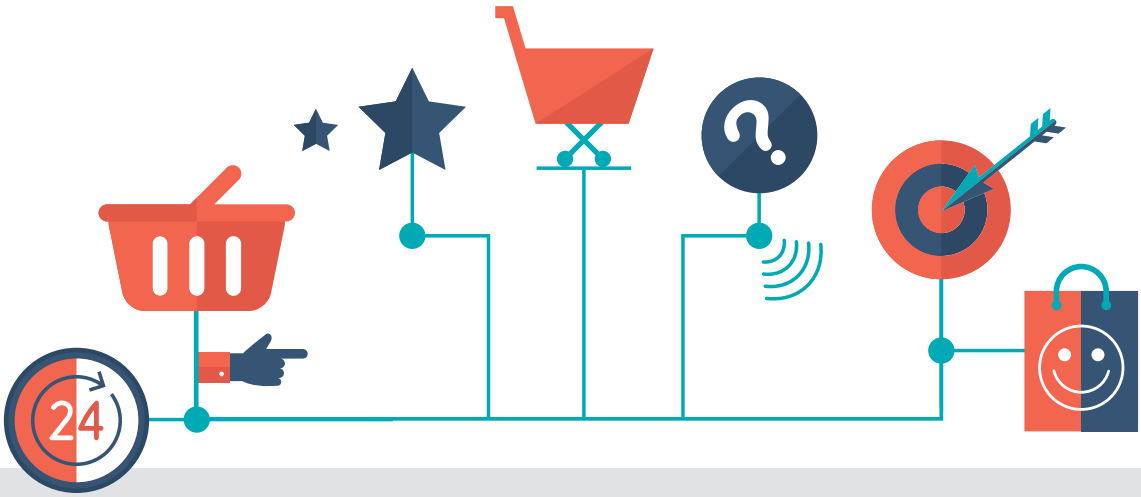
The **SimplicityDX** research team bought and returned products for all of these brands to test the experience, looking to find the best-in-class customer experience.

Two years after the launch, of the 26 initial brands, 21 still have a product catalog on Instagram, but only 16 are still using Instagram for checkout.

It is clear that social commerce is going through a metamorphosis, not just in the way that brands are reevaluating its value but also with multiple social networks stepping back and reconsidering their next steps for checkout:

Recent changes announced include:

- Instagram is sunsetting many of its commerce features, including the retirement of its Shopping tab in favor of a lighter "Tab Light" alternative
- Meta will be shutting down Facebook's live commerce shopping program
- TikTok streamlined the process for marketers leading up to the Q4 holiday period by creating three new advertising formats.



Want to Benchmark Your Brand?

The benchmarking process used to assess the performance of the 26 Instagram Launch Brands is available at:

https://www.simplicitydx.com/mystery-shopper-survey.

Brands are welcome to complete the survey, and the results and analysis of performance will be returned directly via email and not shared.

Instagram Benchmark Methodology

In the benchmarking process, we reviewed each of the 26 brands anonymously, from a shopper's perspective. The entire purchase experience from browsing to returning products was assessed.

- **Consistency** - How consistent is the experience across the main brand site and the Instagram social media presence?
- **Navigation** - How easily can a shopper navigate through the social media presence, from browsing to purchase?
- **Product** - Is the entire product catalog available on the social site, and is inventory correctly represented?
- **Checkout** - How seamless is the checkout experience? Are opportunities taken to cross-sell and continue the social experience?
- **Post-Purchase Experience** - How smooth is the post-purchase experience; are notifications and delivery working in unison and timely?
- **Communication** - Throughout the end-to-end journey, are communications branded consistently and in step?
- **Returns** - How intuitive is the returns process; did the shopper need to contact the brand to complete the process?

The full survey can be reviewed here:
https://www.simplicitydx.com/mystery-shopper-survey

The results highlight the difficulty brands have to face when trying to deliver a smooth and effective journey on a social network and consistently tie this presence into the wider omnichannel shopping environment. And perhaps shed some light on why social networks are evolving their position on social commerce.

Notes for Consideration

The mystery shopper analysis provides a moment-in-time picture of performance for a given brand.

A clear lesson from the results is that managing the social commerce experience is intensive. To do it well, brands need to dedicate resources to it (and many don't), and as such, the results are not purely a reflection of a brand's social commerce ambition.

Executive Summary

It's clear that social commerce is in transition. Brand enthusiasm for customers checking out on social platforms is waning, and there are multiple reasons for this. Top of the list, as this research highlights, is that customer experience when shopping on Instagram is generally poor:

- **Inventory** is frequently out of step, especially for faster moving product lines, leading to customers buying products that aren't in stock and not buying products that are. This is due to limitations in Instagram's inventory integration.
- **Promotions** frequently aren't reflected on Instagram resulting in different (higher) prices being offered than on the brand's primary e-commerce store.
- **Tagging** of posts is often incomplete, frustrating the customer; as they are unable to easily buy the products they see in a post.
- **Assortment** of products sold on Instagram is often a subset of the entire product line.
- **Returns** can be problematic, with some returns experiences being very poor. This is most easily addressed by putting return information in the package, bypassing Instagram.

SimplicityDX surveys online shoppers every quarter to understand their attitudes and behaviors, especially with regard to social commerce. While half of consumers think that social media is a great place to discover new products, most don't want to buy there: The majority of online shoppers (~**70%**) consistently prefer to check out on the brand site, not on social media. This holds true for all age groups, including Gen Z who use social media extensively as part of their shopping process. Even for this younger group, three-quarters prefer to check out on the brand site.

When customers buy products through a social network and subsequently need to return the product, the cracks in the experience show: Only **17%** of consumers that purchase and return products bought through social would be happy to buy again from social.

This paints a picture of customer wariness about buying on social; and a recurring theme in our research – "trust". The majority of customers don't trust social networks not to abuse their data; and are wary of scammers. They seek authenticity above all, including with influencers.

Six Key Recommendations for Brands on Instagram

Given this background; and our first-hand experience in shopping all of these brands' Instagram stores, our recommended approach for brands is as follows:

1. **Don't use social checkout:** The established pattern of "discover on social, buy on the brand site" should be the model going forward for most brands. This ensures that brands are building a customer base that they have consent to market to and is how the majority of customers want to buy. This is also aligned with Instagram's refocusing on advertising and away from social checkout.

2. **List products:** Brands should upload their entire product catalogs into Instagram (and other social networks) since this connects aspirational lifestyle imagery with products that can be purchased. Customers should then be directed to the brand site to purchase.

3. **Tag posts:** Brands and their social agencies need to ensure that every product featured in posts is tagged.

4. **Show promotions on social:** While challenging for brands, especially during peak periods, we recommend reflecting seasonal promotions on social. This ensures that price is consistent across social and online channels. Driving traffic to the brand site eliminates inventory synchronization issues.

5. **Fasten seat belts for landing:** Brands directing social traffic to their e-commerce stores frequently direct traffic onto product detail pages. This causes an experience "hard landing" as the aspirational context is replaced with a hard transactional experience, resulting in high bounce rates and low conversion rates. We recommend brands soften these landings with a blend of social and product content to drive engagement and nurture the sale.

6. **Think Social + Email + Retargeting:** Social media is a great place for new customer acquisition, enabling brands to showcase products in an aspirational context not possible on their brand site. But new customers rarely buy on the first visit. Encouraging these new visitors to subscribe to brand communications and use of retargeting to drive repeat visits will encourage purchases over time. Consequently, social teams need to work closely with their email colleagues to synchronize efforts around new subscriber acquisition.

Top Lessons for Brands

From our mystery shopper research, there are a number of themes and best practice lessons for brands to take note of.

What Works Well on Instagram

The top-performing stage of the social commerce journey across all brands was post-purchase, closely followed by consistency.

- **Post-Purchase** - The post-purchase stage was a success for most brands, with the vast majority delivering on time. The key task to improve at this stage was sending an email confirming dispatch.
- **Communications** - Again another good stage for brands with most communications in step across the journey. Surprisingly, the key area for improvement was consistent branding across communications.
- **Consistency** - Overall brands scored high for consistency. The look and feel between the brand site and the social channel were mostly aligned.The key areas for improvement are increasing the product range on the social channel and making sure marketing promotions are aligned across the brand site and social.

Problem Areas to Focus On

The lowest performing stage of the social commerce journey across all brands was returns, closely followed by navigation.

- **Navigation** - When brands emphasized the tagging of products in posts of all kinds and adverts the journey worked great. It is clearly quite an intensive process to tag every product, but it really pays off when it comes to customer experience and is likely to result in higher sales.
- **Product** - Product synchronization around promotions was another key area to watch. Our shoppers frequently found promoted products out of stock, meaning all the hard work of driving shoppers to buy is lost. Brands must keep monitoring stock around promotions and stop promotions in a timely manner.
- **Checkout** - One of the highest risks with social media, from a brand's perspective, is not knowing the customer and losing the opportunity to communicate past initial browsing. One way to avoid this pitfall is to transfer the shopper to the brand site to purchase the product and work to capture their details as soon as they hit the product detail page.
- **Landing experiences on the brand site** - When brands transferred the shopper to the brand site, the social experience stopped and not a single brand continued the campaign imagery or user-generated content, providing a disconnected shopping experience. We advise paying attention to the demands of the shopper as they

transfer from the rich experience of social to the landing page. Is it fit for purpose as a destination for edge traffic such as social? Is the context of the campaign and the rich experience that social provides continued? These are important questions for brands that want to convert social traffic and not fall foul to the high bounce rate that the direct transfer to the landing page provokes.

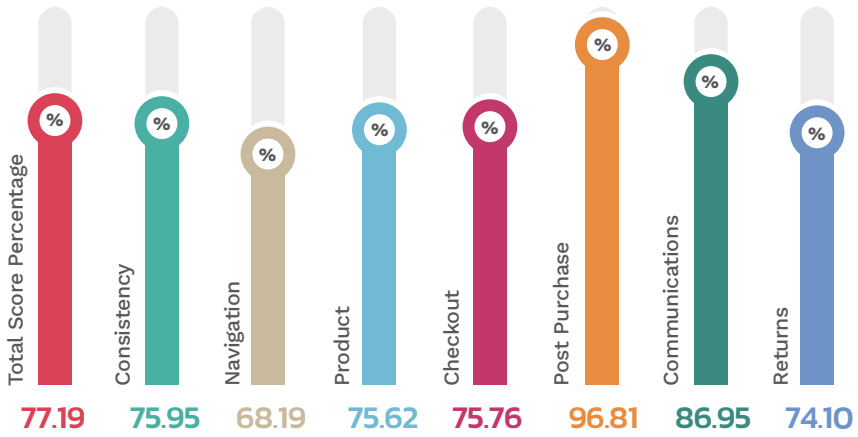
> **When stepping from social media to PDPs, brands experience a 72% higher bounce rate and 50% lower conversion rate.**

- **Returns** - The returns process is seemingly troublesome for the majority of brands. However, it can be greatly improved with a few simple steps. Most notably, making sure the product return information is included in the delivery and also ensuring that the Instagram return code is accepted as part of the process.

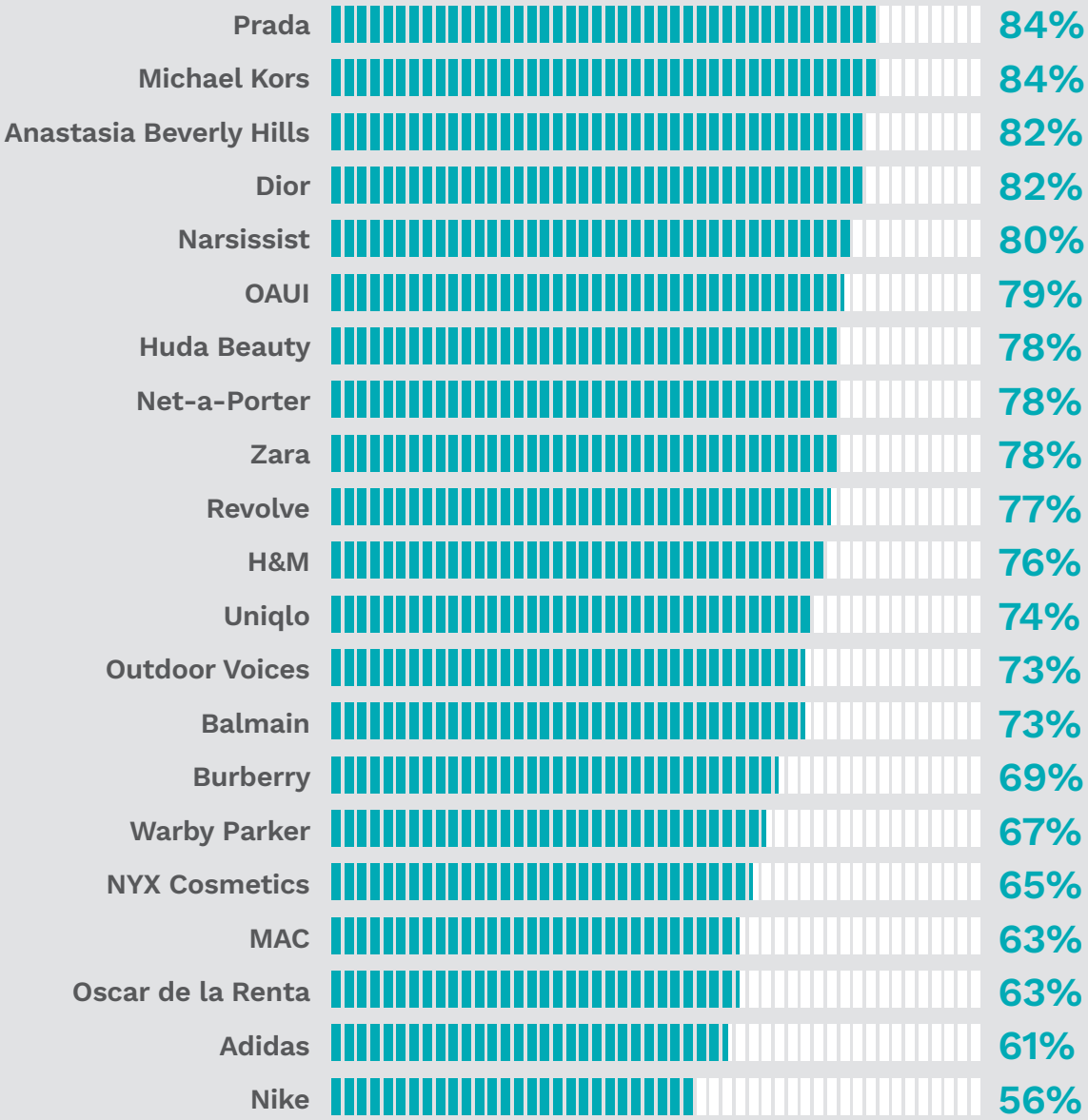
  The cost of a poor returns process should not be underestimated by brands. Our research in the State of Social Commerce Returns, research, shows that **66%** of shoppers are cautious after returning products bought on social media networks.

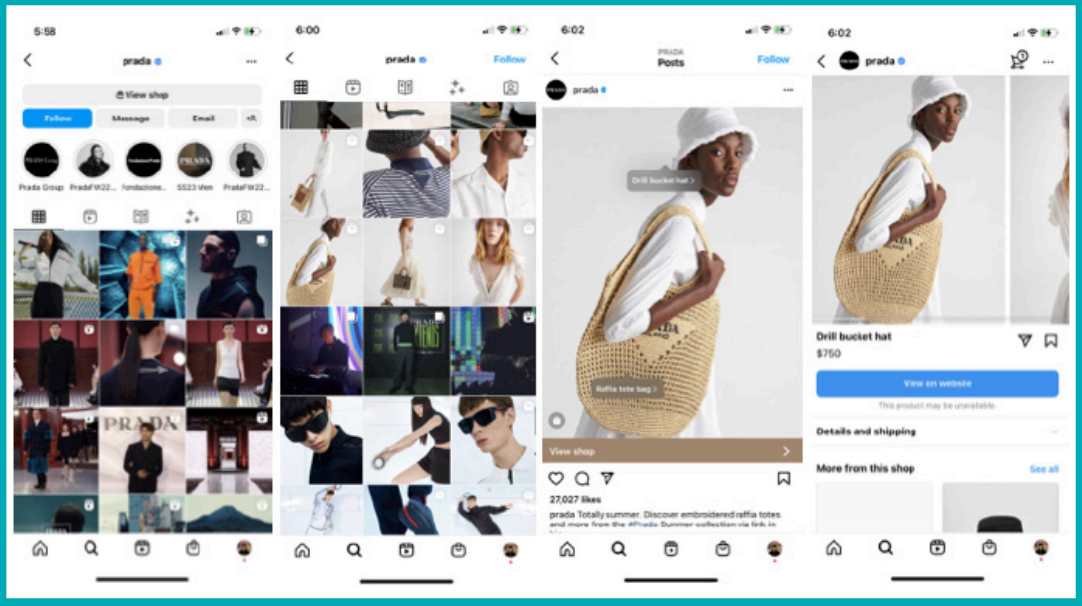
The Instagram Mystery Shopper Score Tables

Launch Brand Average Scores



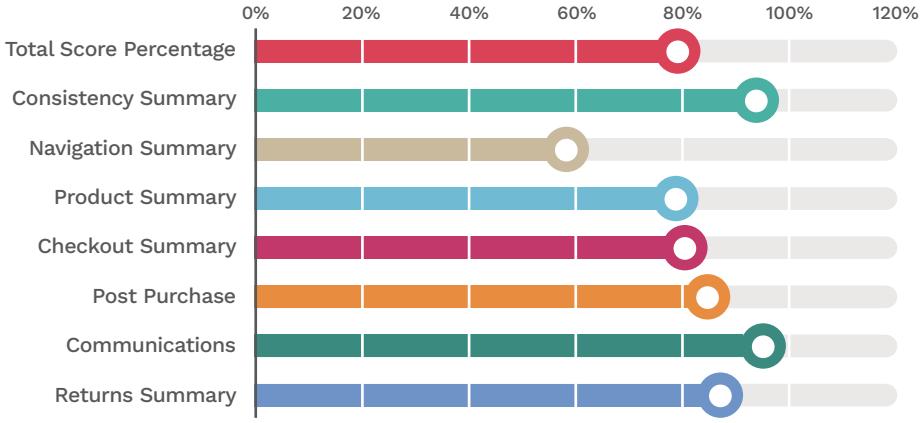
Individual Brand Scores





=1 Prada

With a brand score of **84%**, Prada is the joint leader of the pack with Micheal Kors in terms of shopper experience. They have tackled the area of consistency across channels extremely well and also lead the way in post-purchase and communication too. Like many brands in our research, they found the navigation and returns stage the most troublesome.

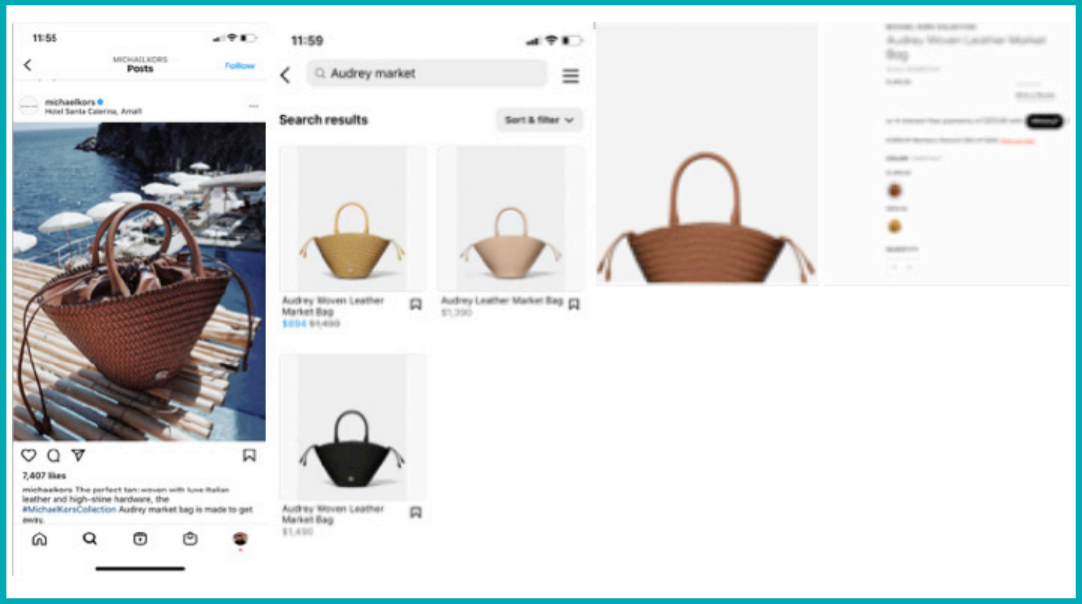


Mystery Shopping Highlights for Prada

Overall, our mystery shopper found that the product tagging was good, although not **100%** consistent as some product tags were missing. When tagged, you can see that tagged products provide a direct link to the IG shop and then their store, which from a shopper's perspective is the preferred route to purchase.

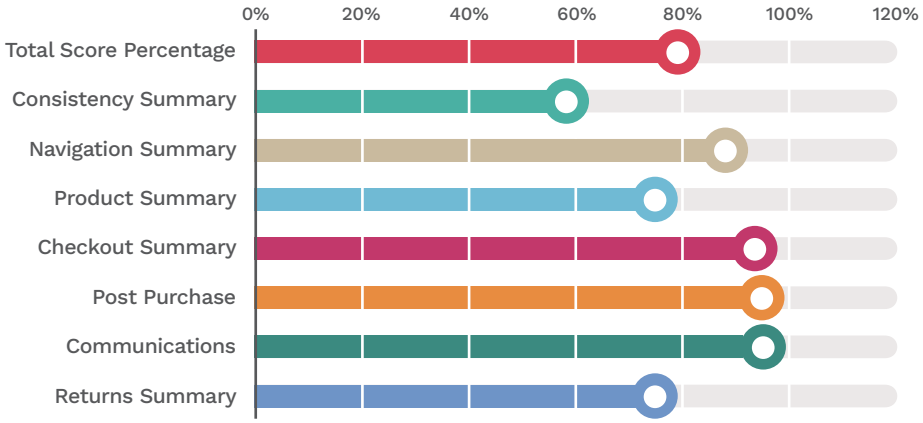
Our shopper commented favorably on the fact that all of the items on the website at that time were also available on the IG store, which is pretty rare. Also they found the experience of transferring to the brand site to buy a good one. The product imagery and the related content particularly stand out on the brand site landing page.

On navigation, we did not find the product filtering process easy, so that is an area for improvement. On returns, they would like to have seen the product information included in the delivery package to speed up the process.



=1 Michael Kors

As a lead performer, with a brand score of **84%**, Micheal Kors scores high across all categories. Again, post-purchase and brand engagement across communications is particularly strong. Where our mystery shopper found room for improvement is consistency and product management.

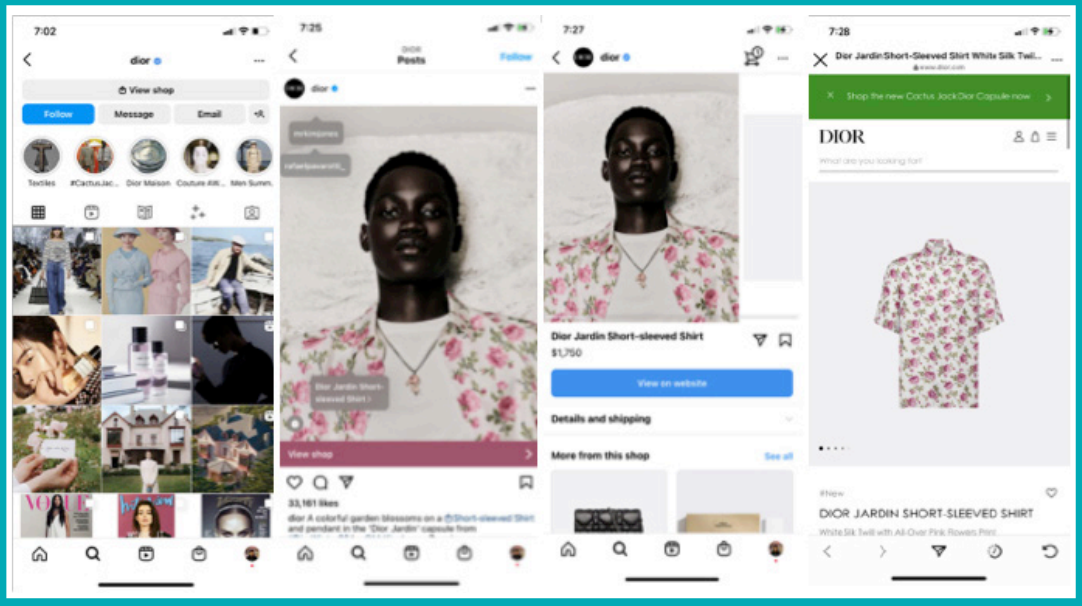


Mystery Shopping Highlights for Michael Kors

We found that tagging was about **70%** complete across the site, making it easy to find the products. There was a disconnect on the Instagram store, as the bag the shopper searched for in "chestnut" was not available, however, when they searched on the website it was available to purchase. Regardless of this little hitch, overall Micheal Kors scored highly on the navigation stage.

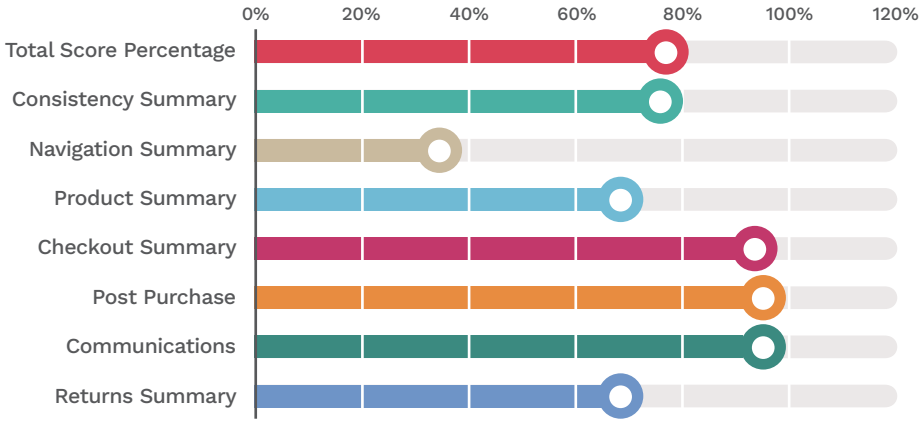
On the Instagram search, the shopper noted that there are plenty of categories but they were by collection, making shopping for items such as purses a little tricky.

On consistency, the shopper noted that marketing promotions on the website were not 100% applied on the Instagram store, and it was only a subset of the entire collection available. On returns, the shopper pointed out that the product return information was not included in the delivery, meaning they did have to go back and forth a little to complete the returns process.



=3 Dior

As a top three performer, Dior achieved an impressive total score of **82%**. The checkout process, post-purchase service and communications steps are very strong. Where our mystery shopper found room for improvement is throughout the navigation, returns and product summary.

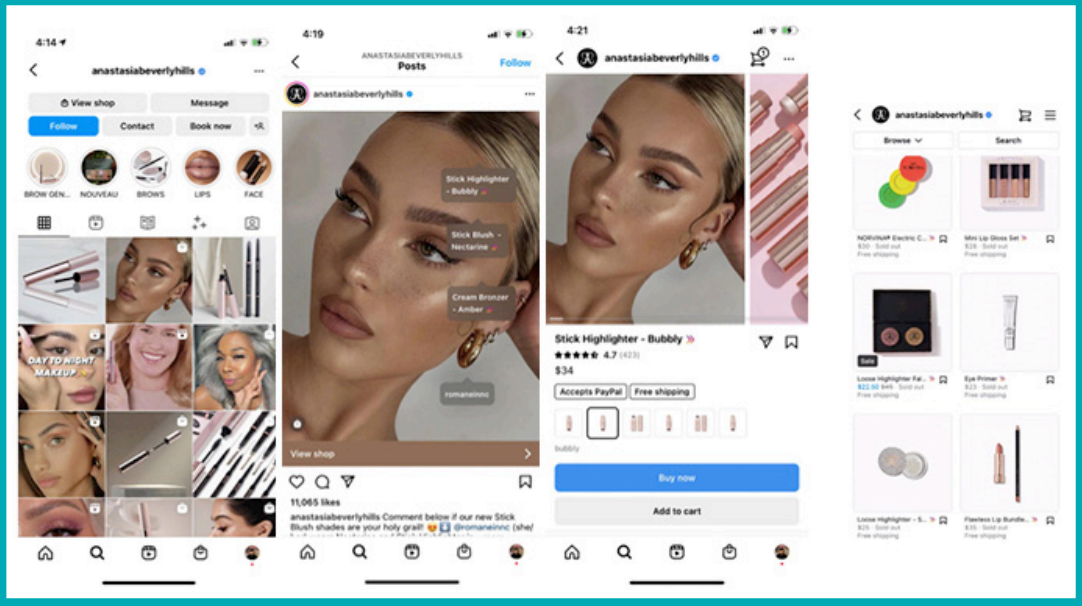


Mystery Shopping Highlights for Dior

The Dior Instagram page was found to be a perfect reflection of the brand, representing its brand heritage and present collections.

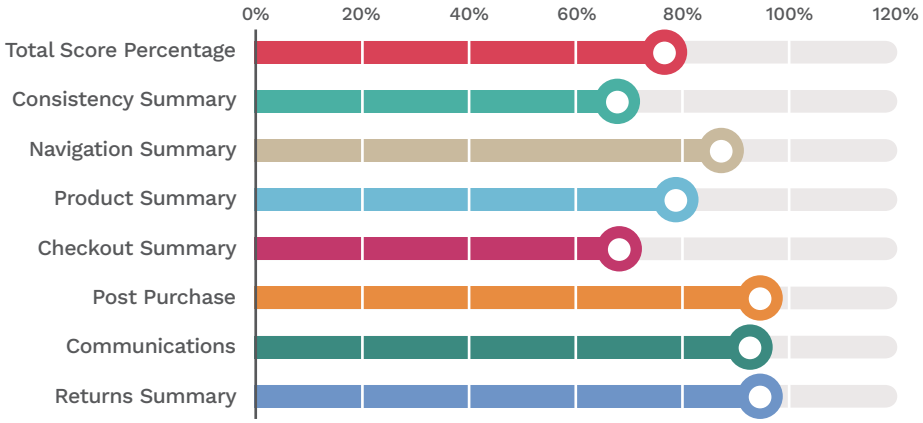
We highly commend the checkout experience. The landing page experience was free from errors and broken links, and there was a good selection of related products on the landing page experience to draw the customer in and keep them on the site.

The main area for improvement is on product/post tagging. There were some posts with tagged products, and where posts were tagged products provided an easy link to the store listing. However, overall products were not consistently tagged, and that made the journey to find products in the Instagram store tricky. On returns, the shopper pointed out that the return information was not included in the delivery, making the returns process more intensive than it could have been.



=3 Anastasia Beverly Hills

Anastasia Beverly Hills provides an excellent shopper experience with a score of **82%**. On the navigation stage, a step that most brands struggled with, Anastasia Beverly Hills achieved the top score of **92%**, so high praise is due for that. Room for improvement was found in the areas of consistency, product and checkout. But overall, this is a strong result for Anastasia Beverly Hills.

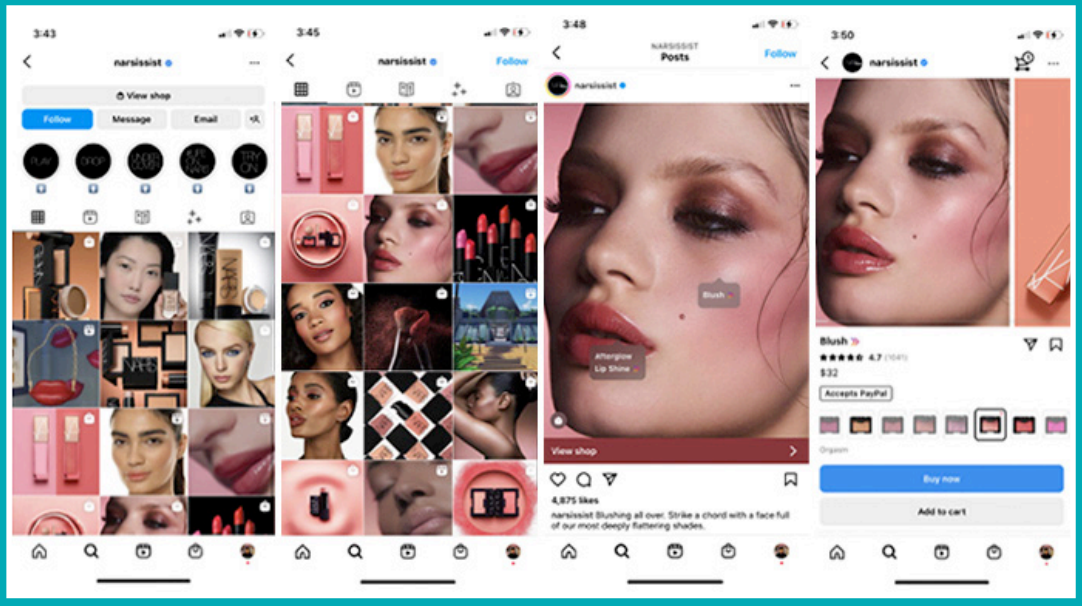


Mystery Shopping Highlights for Anastasia Beverly Hills

Their product tagging is consistently good, creating a fantastic customer journey. Instagram posts with a tagged product have the “purse” icon on their image, similar to the Instagram video post icon.

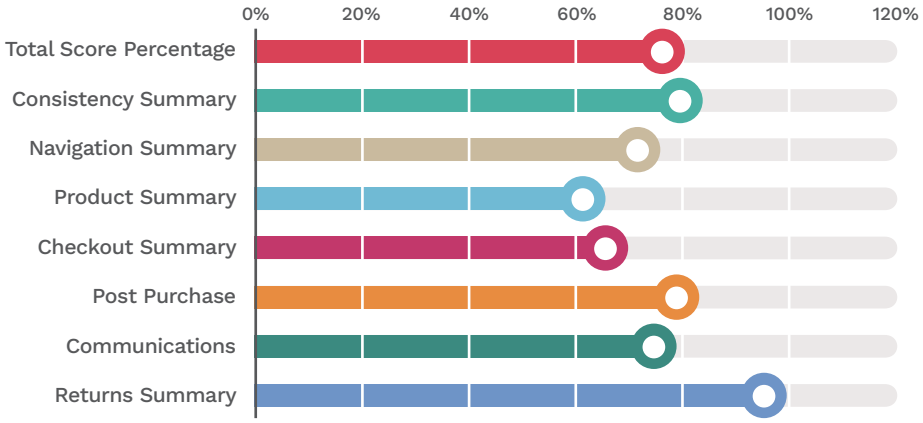
Anastasia has two ways of linking customers to products in their store. They either highlight the product or post an image of a model with the product and tag the items used on the model.

On the downside, many items on the Instagram store are out of stock, and in comparison to the brand site, the Instagram store is very limited. Furthermore, they have chosen not to provide the option of referring customers to the brand site, which is the stated preference of **74%** of customers, so they will potentially lose the customers who don’t want to checkout on Instagram.



5 NARSissist

Overall NARS receives solid feedback from our mystery shopper and a total score of **80%**. The returns process and consistency stage were particularly well thought out and executed. And, there were only a few points in the other key areas that reduced their overall mystery shopper score.

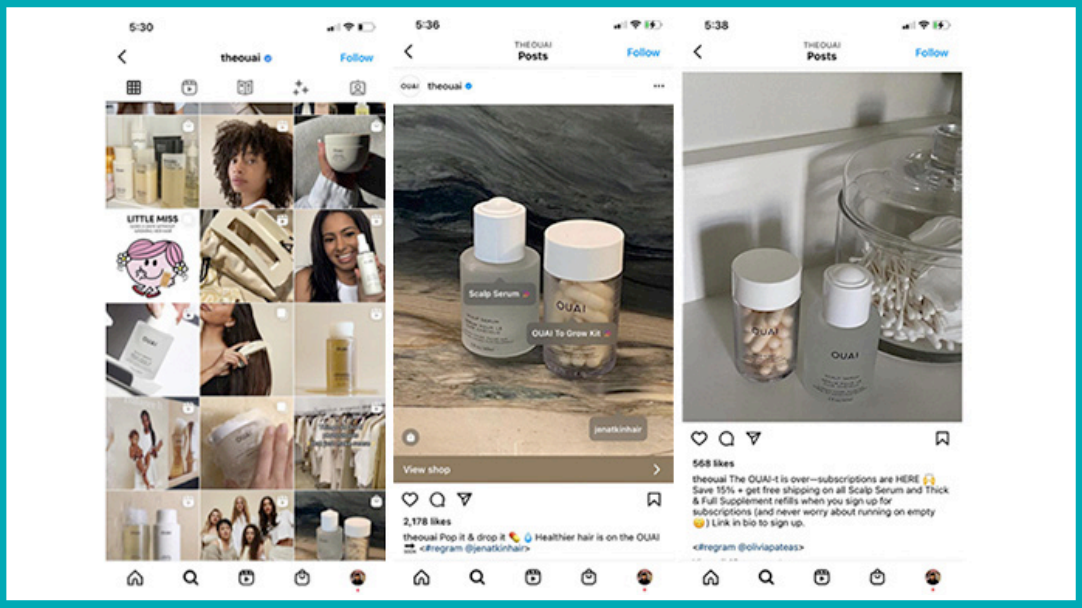


Mystery Shopping Highlights for NARS

NARS does a pretty good job of tagging products in their posts; it wasn't 100% but it was pretty close. Posts with tagged products provide a direct link to the product on their Instagram shop and a streamlined experience. NARS has chosen not to transfer shoppers to the band site, which is today's shopper stated preference.

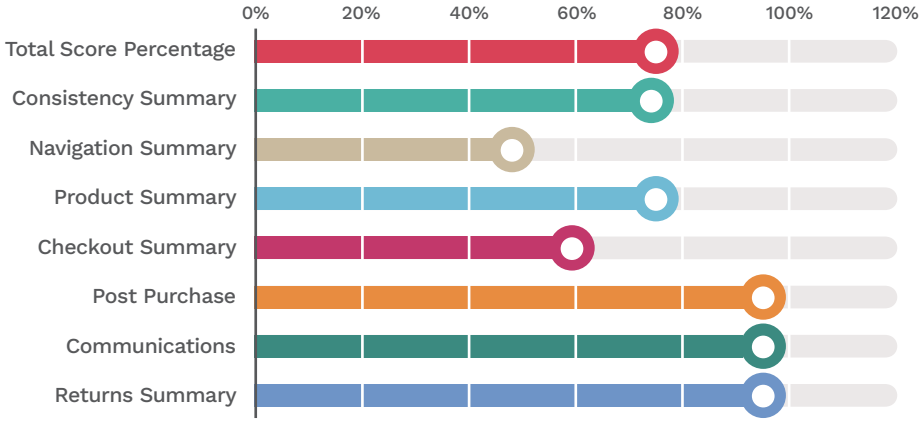
The consistency stage was particularly good, with NARS gaining full marks on look and feel and pricing consistency between the brand site and social channel, as well as pricing synchronization. The only room for improvement on consistency was in the application of promotions, as more promotions were available on the brand site at the time of shopping.

The returns process was particularly slick with a returns label included in the delivery. Room for improvement was found mainly in products, as they were promoting out-of-stock items and product filtering was not easy so at times it was difficult to find desired products if there was not a direct tag.



6 OUAI

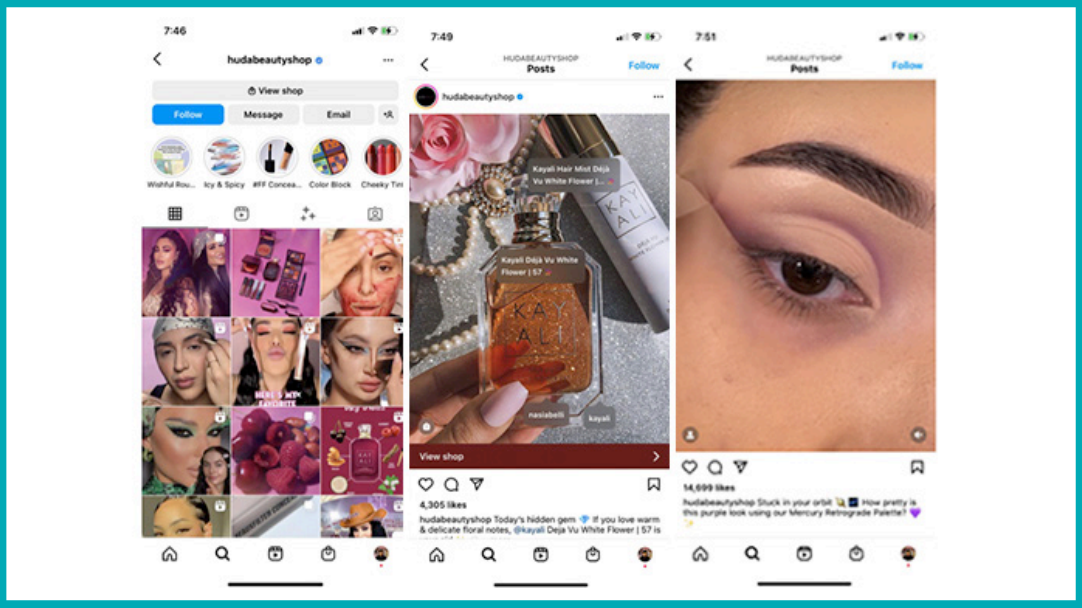
OUAI performed particularly well in the key areas of post-product services, communication and returns, all the later stages in the purchase journey. The overall score was reduced by lower scores in navigation and checkout stages in particular. The total brand score for OUAI was **79%**, which is above the average score of **77%** across all brands.



Mystery Shopping Highlights for OUAI

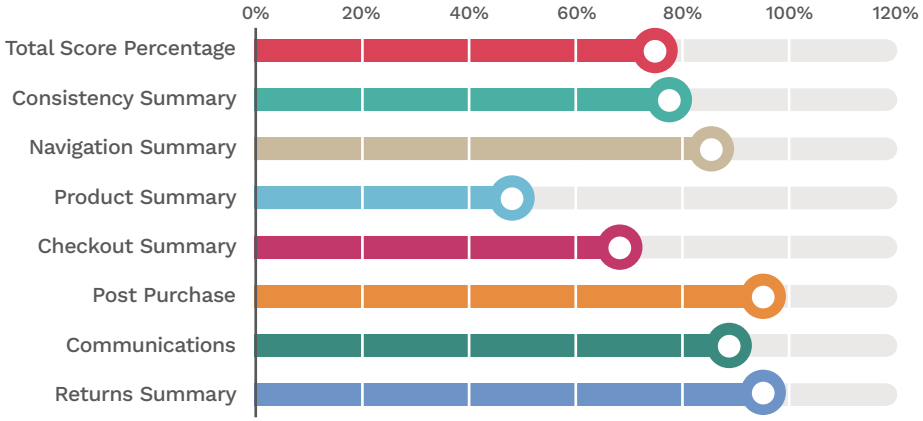
Scoring **100%** across the returns process is an excellent achievement, as for many brands it is the lowest scoring stage. OUAI ticked every box with full marks, and we managed to return a product with ease; no additional communication with the brand was required. Similarly, all supportive communications were timely, branded consistency and in step. Plus, the delivery process was on time, and notifications were high quality.

Room for improvement was found across the area of navigation as the items were not consistently tagged across all posts and filtering was basic, meaning finding the desired product in the Instagram store was difficult at times. The shopper also found it problematic to navigate to the Instagram store from different starting points (post, home, ad) on certain occasions.



=7 Huda Beauty

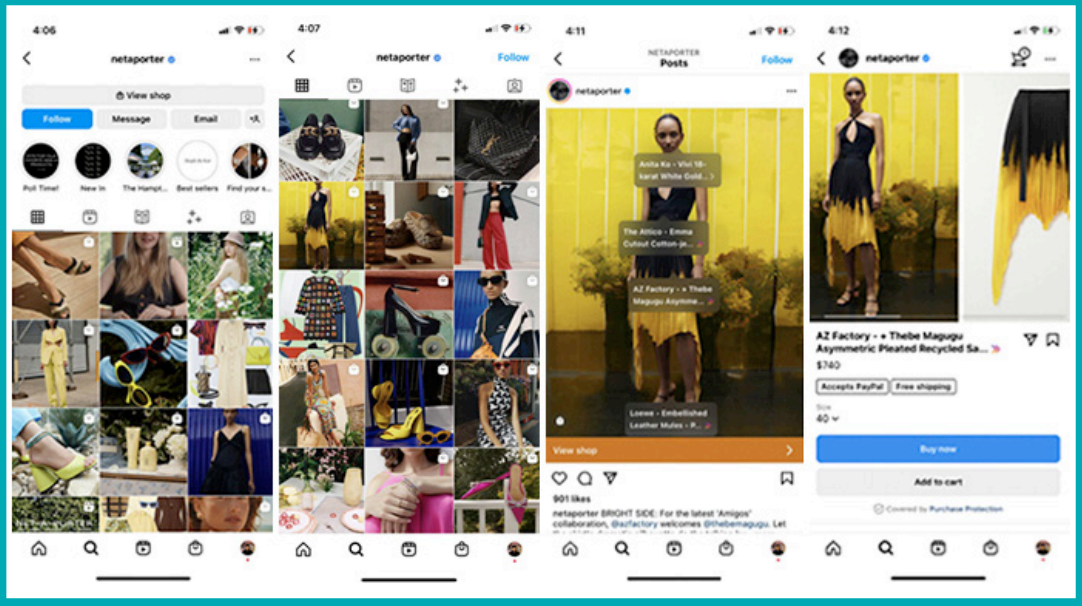
The total score for Huda Beauty was **78%**. Huda performed particularly well in the key areas of post-product services and returns, pointing to a strong customer service mentality in these areas. Key areas where improvements can be made are the product and communications stage.



Mystery Shopping Highlights for Huda Beauty

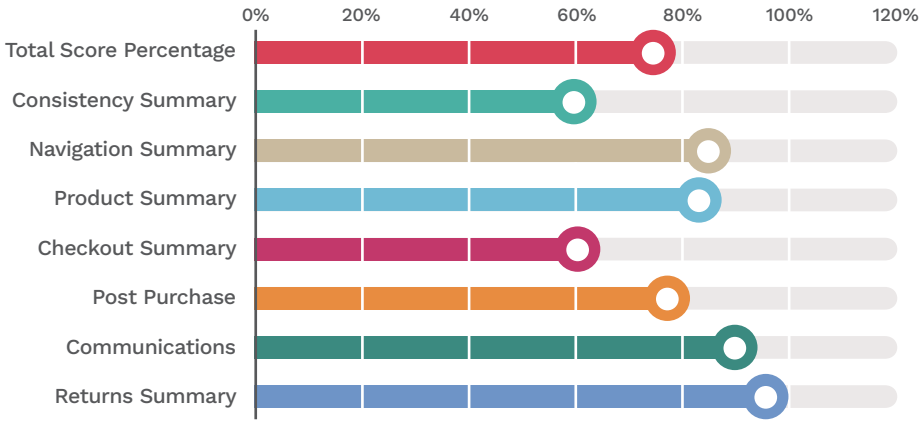
The post-purchase experience at Huda Beauty was exceptional, notifications were prompt, delivery on time, and all communications were in step. The returns process was also perfect; instructions were included in the delivery, and we had no need to contact the brand to help complete the process.

Unfortunately, the process of searching and buying a product was not so easy as we found minimal product tagging, and searches for key products returned no results. There were also quite a number of out-of-stock items that ultimately frustrated the shopping journey.



=7 Net-A-Porter

Net-A-Porter achieves a total score of **78%**, which is a strong performance overall. The returns process was identified as particularly strong, but consistency, checkout and communications lowered the overall total score slightly.

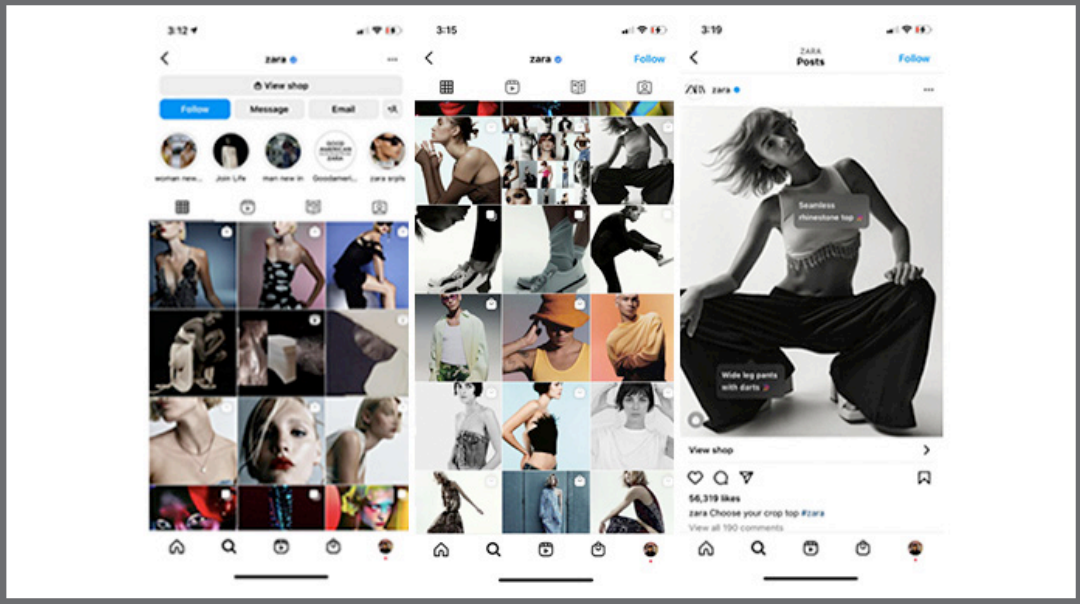


Mystery Shopping Highlights for Net-A-Porter

Net-A-Porter does a pretty good job of tagging products in posts. Tagged posts mostly provide a direct link to the product on their Instagram shop, which is where they want shoppers to check out. It is worth noting that we found that some tags take you to the brand and not the Net-A-Porter Instagram store, which seems a less than ideal choice to encourage sales on their brand site.

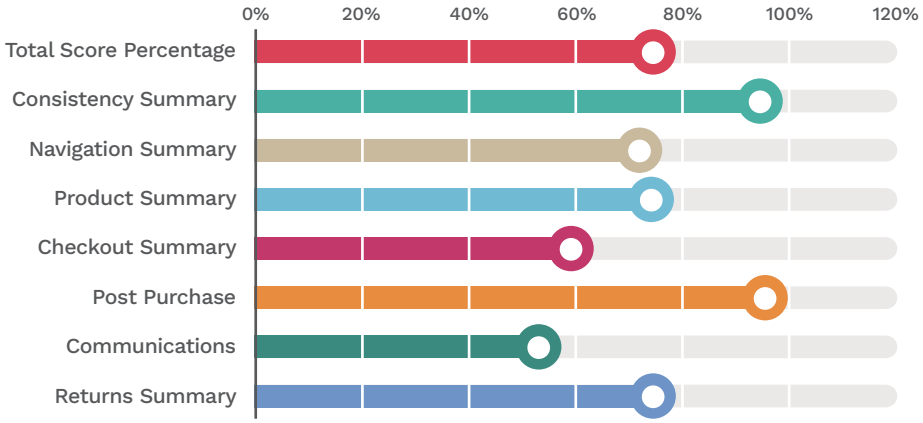
We found that in untagged posts, the product was hard to find, as Net-A-Porter frequently did not name the product in the post, and the user was directed to the link in the bio.

From a consistency point of view, we would like to see the full range on the Instagram site and consistent application of promotions that were on the brand site.



=7 Zara

Zara achieved good results with a total score of **78%**. They were commended for consistent application of promotions and mirroring the product offer from the brand site to the Instagram store. Their performance dips on communications and checkout performance but overall above average and a score to be proud of.

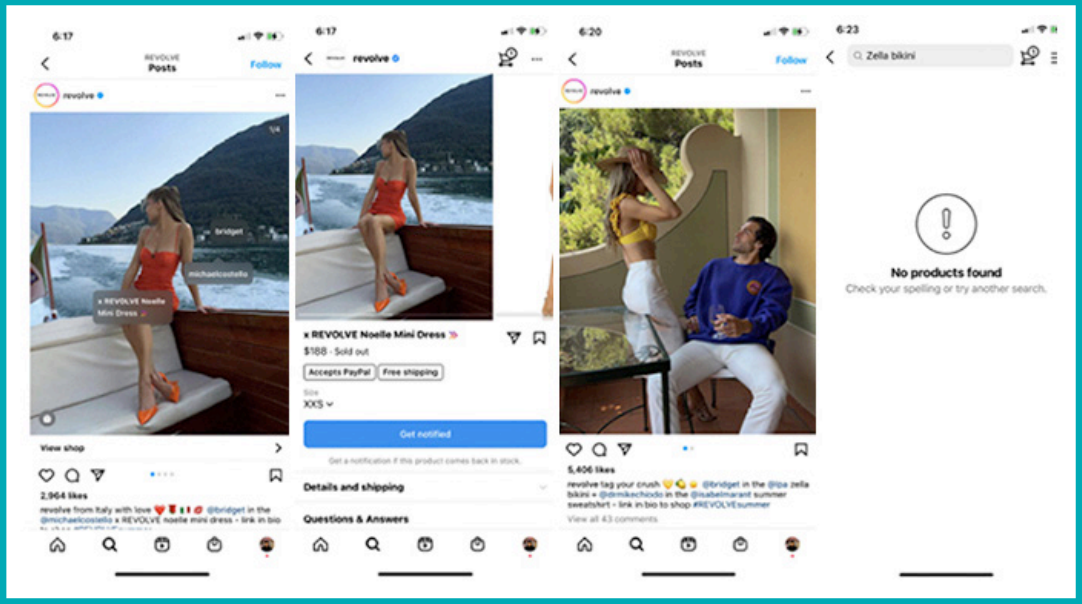


Mystery Shopping Highlights for Zara

Zara does a solid job of tagging products in their posts. Tagged products provide a direct link to the product in their IG shop. However, the search filtering process was limited at the time of analysis, hindering the findability of products that were not tagged.

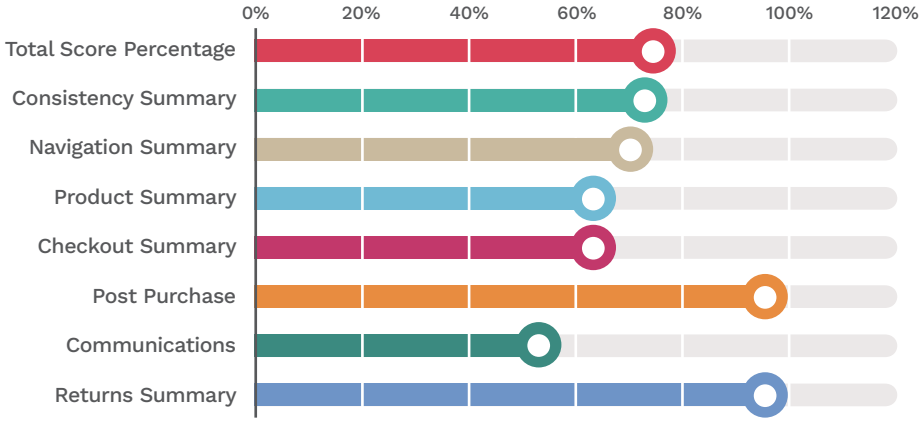
Another point we highlighted as a concern was that many of the items were not available to buy, being out of stock. The option of transferring to the brand site was not available, which lowered the score in the checkout section.

When we transferred to the brand site to check for consistency and quality of performance, the landing page was found to be issue free, aligned, and there was also an ample selection of related products to browse.



10 Revolve

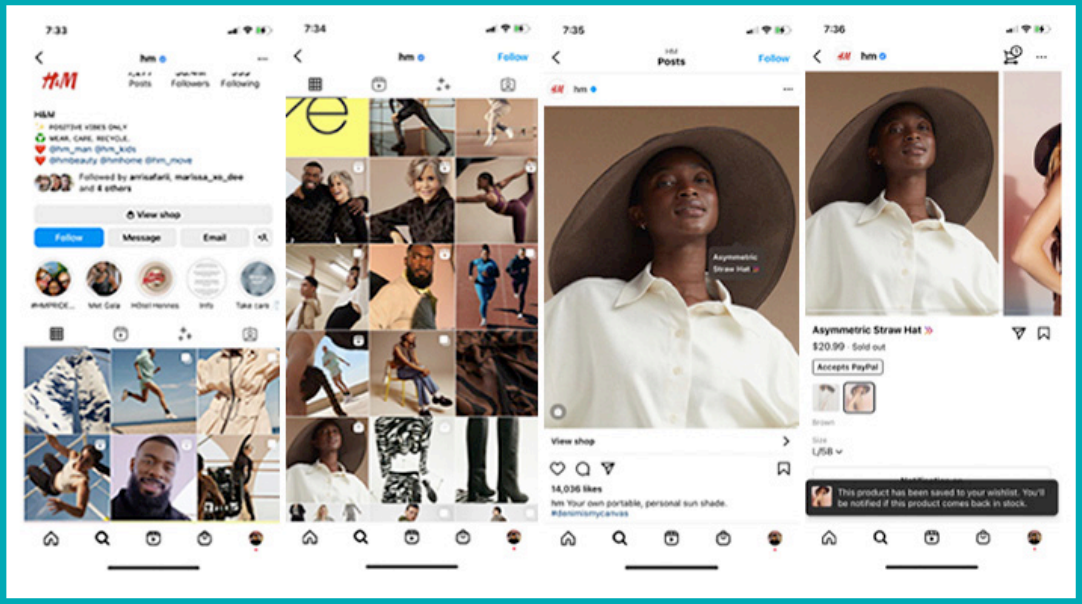
At **77%**, the total score for Revolve demonstrates a solid baseline performance and achieved the average score of all brands. Areas that stand out for praise are post-purchase and returns, where they scored top marks. Navigation was adequate but with some room for improvement, and the area that needs to be looked at as a priority is communication, with its lowest score of **56%**.



Mystery Shopping Highlights for Revolve

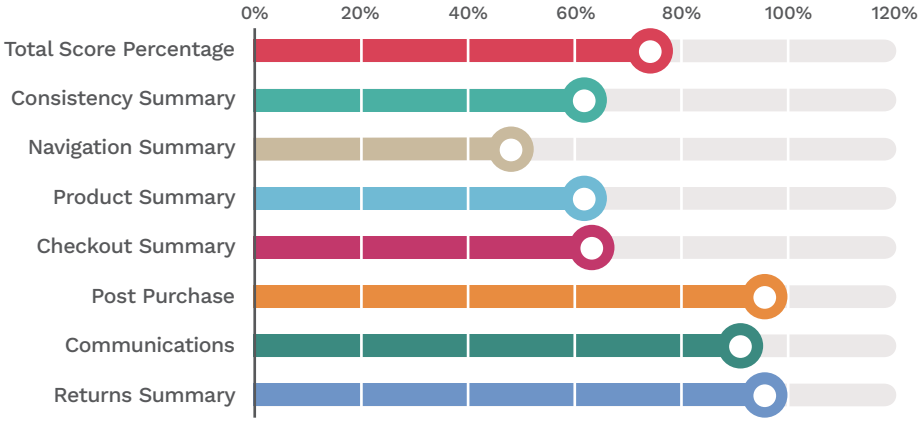
Revolve does a great job of tagging the majority of posts. Around **70%** of all products in posts were tagged, providing a direct link to the product on the Instagram shop. The post-purchase and returns process were especially good. Both were intuitive and did not need the shopper to contact the brand. Plus, deliveries were on time and notifications branded consistently and in step.

Unfortunately, searching for products that weren't tagged, such as the "Zella Bikini," was less successful, with a number of failed searches. Revolve allows users to check out on the Instagram shop only, missing the opportunity to transfer to the brand site and add data capture and other features that enrich the experience. On communications, not all notifications were in step so that impacted their overall score in this area.



11 H&M

The H&M Instagram experience is a tale of two halves. During the beginning of the journey, a few areas reduced the findability of products in the Instagram store, and hence, the score was reduced. The experience from post-purchase onward was exceptional and therefore balanced the overall score to a healthy total of **76%**.

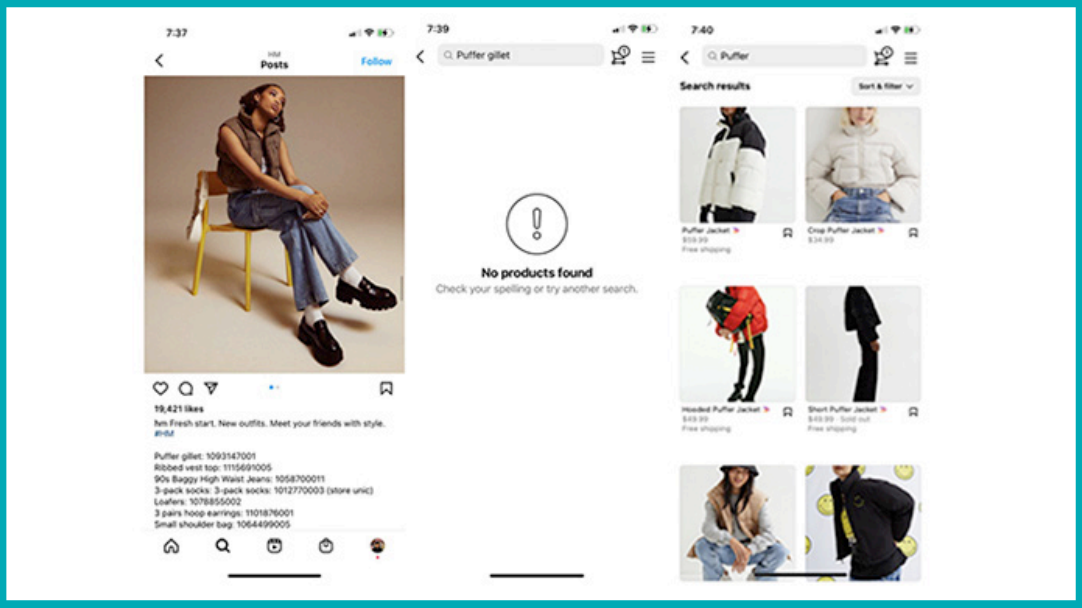


Mystery Shopping Highlights for H&M

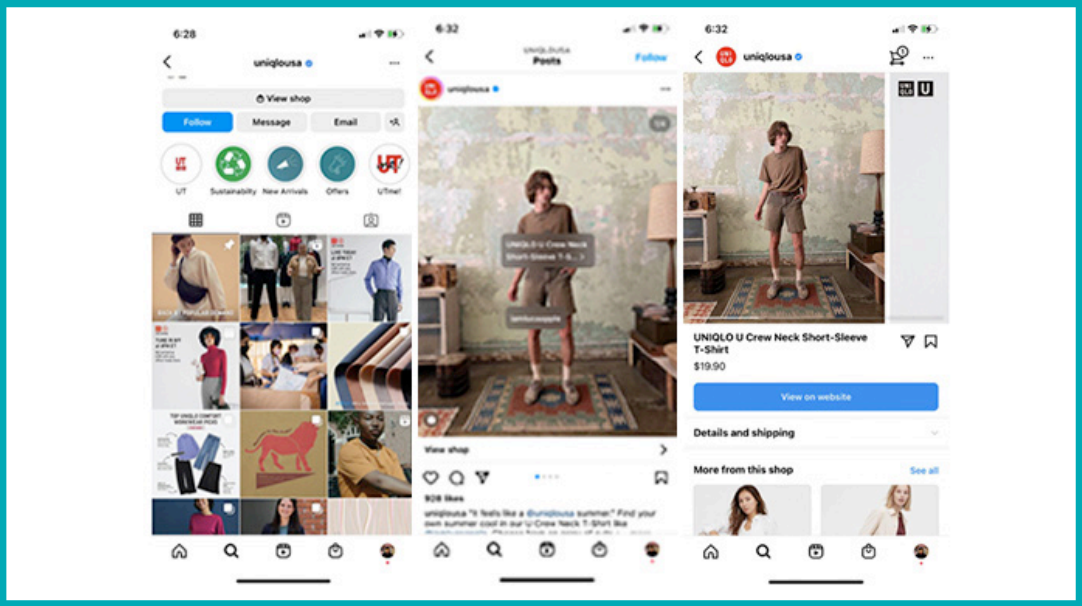
Tagged posts provide the product link and the “View Shop” button, but unfortunately, not all posts are tagged. A number of items were sold out, but when you select a sold out item, you do have the option to be notified, which is helpful.

In the below example where they have not tagged the products, they do list the items, which again supports findability, but the best experience is gained by tagging the posts.

On attempting to buy the puffer vest, the search for Puffer Gillet brought back no results. Searching for puffer does return results but not the desired item, which is frustrating for the shopper.

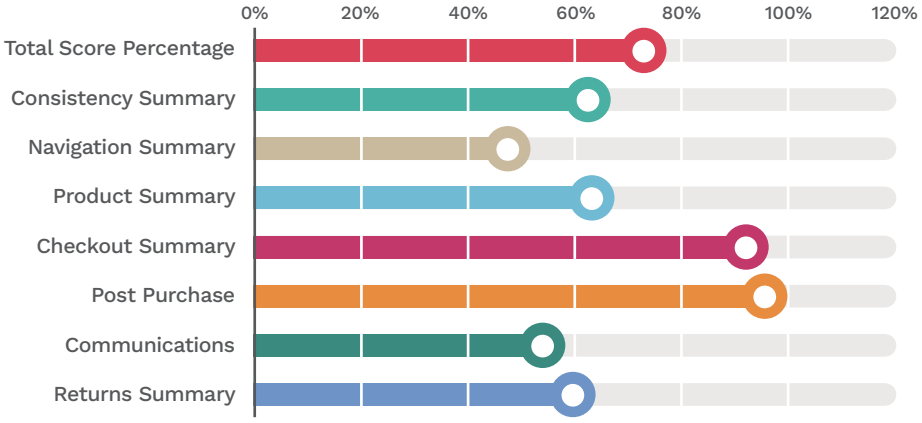


Although the Instagram store does not present the option of checking out on the brand site, once on the landing page, the experience is good with no errors, and the overall checkout process is very good. They have good related content at the checkout stage too, although like the majority of the brands, no user-generated content is present, which is a lost opportunity to extend the social experience.



12 Uniqlo

With a total score of **74%**, Uniqlo is firmly placed in the middle of the performance pack by our mystery shopper. The limited selection on the Instagram store and the lack of tagging are the most prominent issues identified by our mystery shopper. The post-purchase after care stands out as best in class in our shopper's experience.

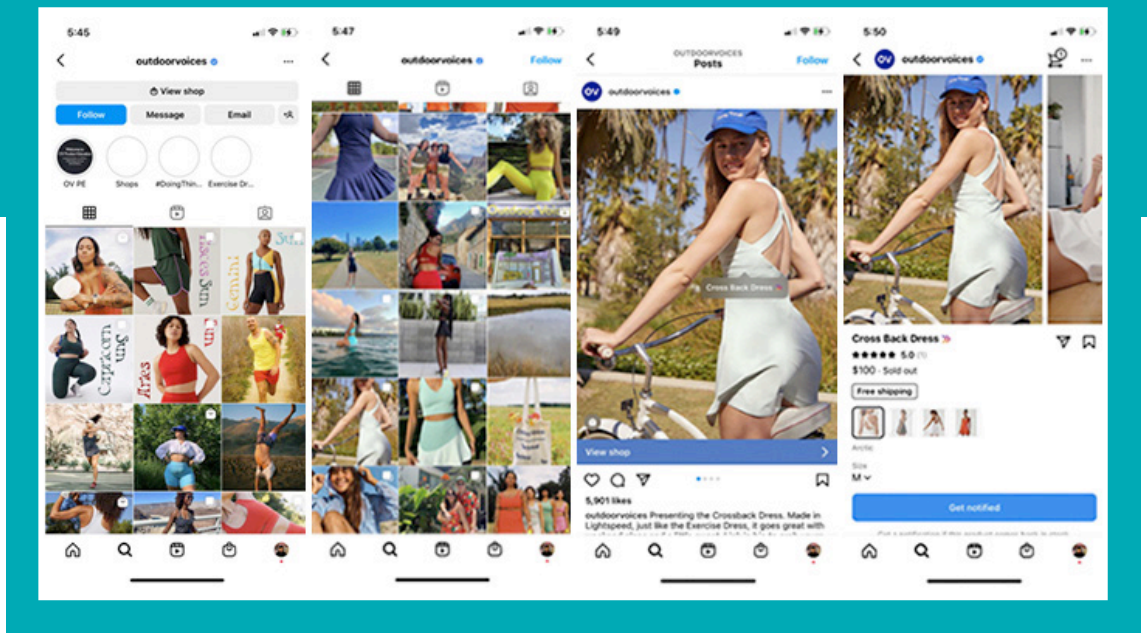


Mystery Shopping Highlights for Uniqlo

Only a few products are tagged by Uniqlo making finding products from posts problematic for the shopper. At the time of shopping there was only a limited selection in the Instagram shop in comparison to the brand store, which means the shopping experience is limited.

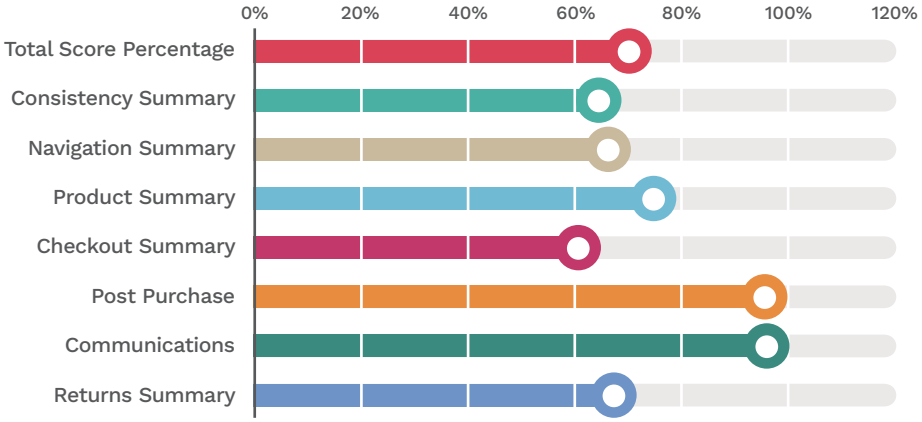
Linked products provide a direct link to the product on the Instagram shop and Uniqlo refers the user to the brand site to complete the checkout process, which is shown to be the preferred choice of **74%** of shoppers in The State of Social Commerce research.

Once the shopper was transferred to the brand site, the experience is good with no errors on the page, related products listed, and a smooth path to purchase.



13 Outdoor Voices

At **73%**, Outdoor Voices is slightly below the Instagram leaders average score. This is a fair result for Outdoor Voices, and yet it illustrates that there is some work to improve in a few areas where the brand didn't score well, such as consistency and checkout.

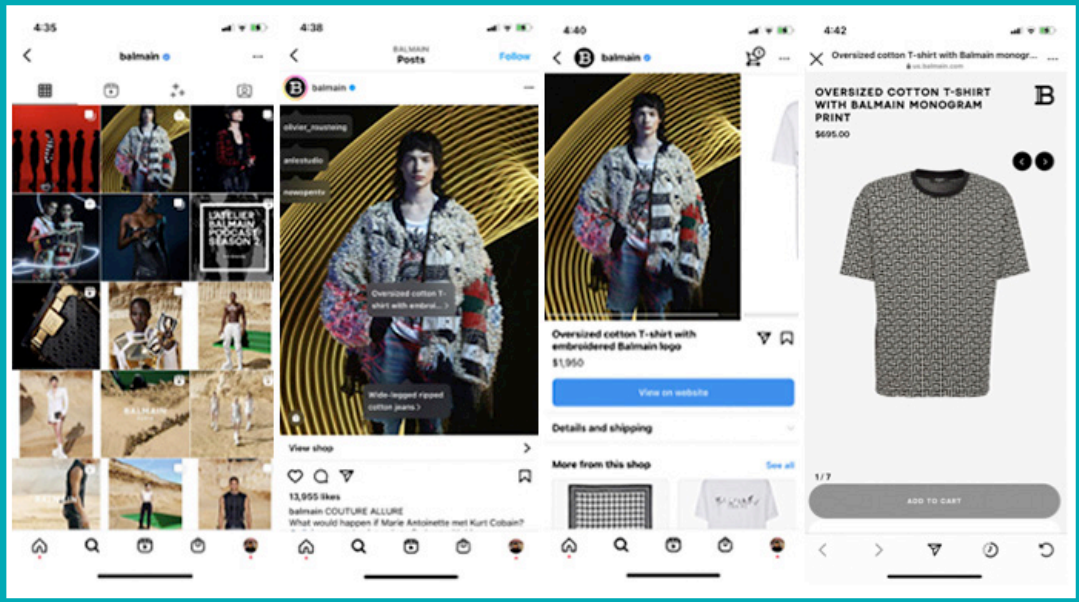


Mystery Shopping Highlights for Outdoor Voices

The majority of products are tagged by outdoor voices. However, we found that product posts with models including products had intermittent tagging. The product tag on posts provided a direct link to their Instagram shop but didn't offer an opportunity to transfer to the brand site.

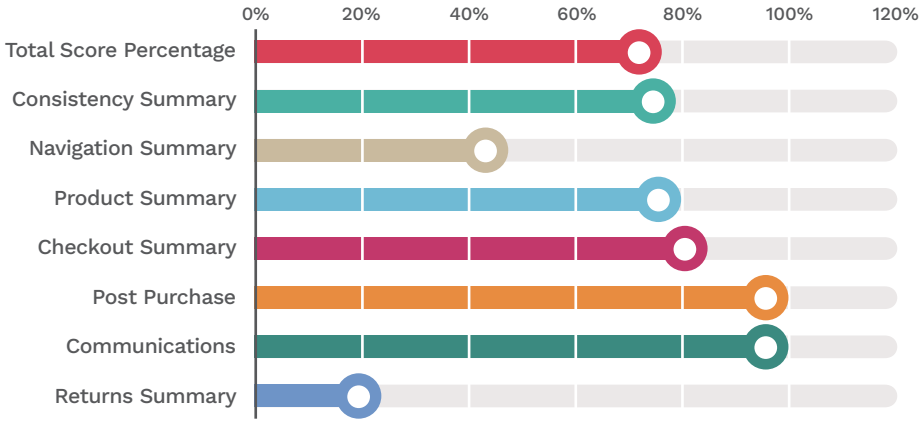
Encouragingly, the post-purchase and communications stages were exceptionally smooth, in step, and consistently branded throughout.

A key area for improvement pointed out by our mystery shopper included the consistent application of promotions between the brand site and the Instagram store. And at the time of shopping, we found quite a large number of items to buy out of stock, which the shopper found frustrating.



=14 Balmain

Balmain scored **73%** as a total score, which is close to the average brand performance. However, when you look closer at the breakdown, there are areas of real strength in their result, such as the post-purchase and communications journey where the converted 100% score was gained. Unfortunately, the areas of navigation and returns lowered the overall score.

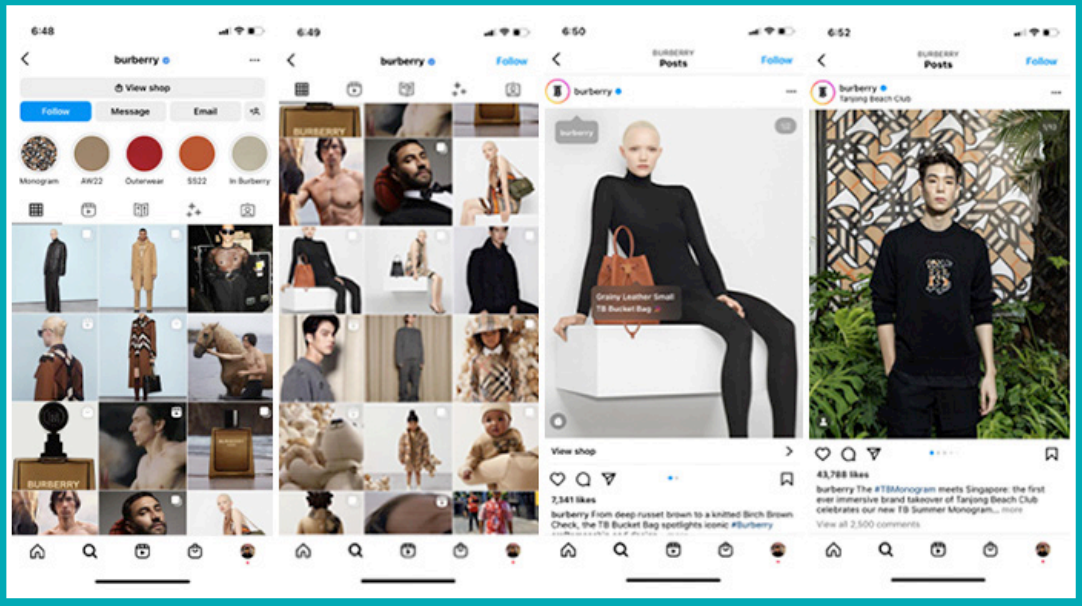


Mystery Shopping Highlights for Balmain

Balmain is commended by our mystery shopper in a number of areas. Marketing promotions are consistently applied across the brand site and the Instagram store, every item on the store was available to buy on the Instagram store, and they transferred to the brand site for the checkout stage of the purchase journey.

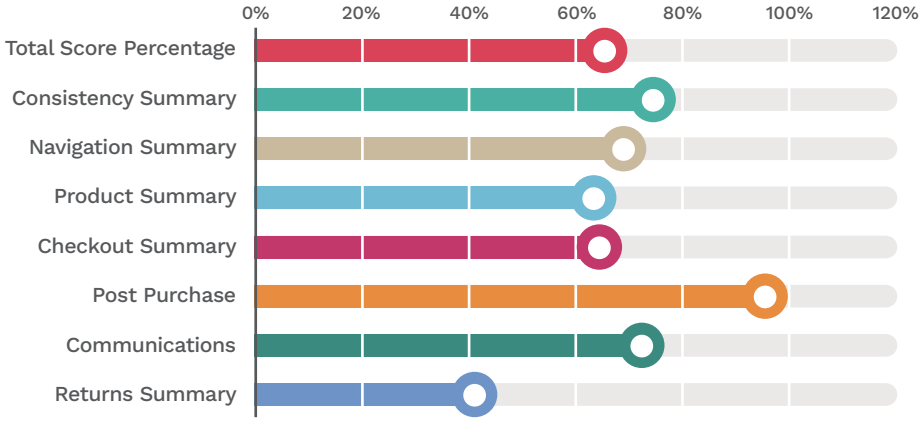
On the navigation section, the tagging was found to be a little hit or miss. When the products were tagged, the journey was good. The tags provide an easy link to the product checkout page. And when selecting the product, you are sent to the product page with a “View on Website” link. However in one instance, the process was let down because when selecting “View on Website,” the wrong product was linked.

Key areas our mystery shopper flagged as frustrating for a shopper were searching for products that are mentioned on posts but not tagged and the returns process, which required a lot of back and forth on behalf of the shopper and the brand.



=14 Burberry

Burberry is a brand of outstanding integrity and quality, and their Instagram presence is solid and provides a great platform to build for the future. However, at **69%**, our mystery shopper found that there is room for improvement across most stages of the overall shopping experience.

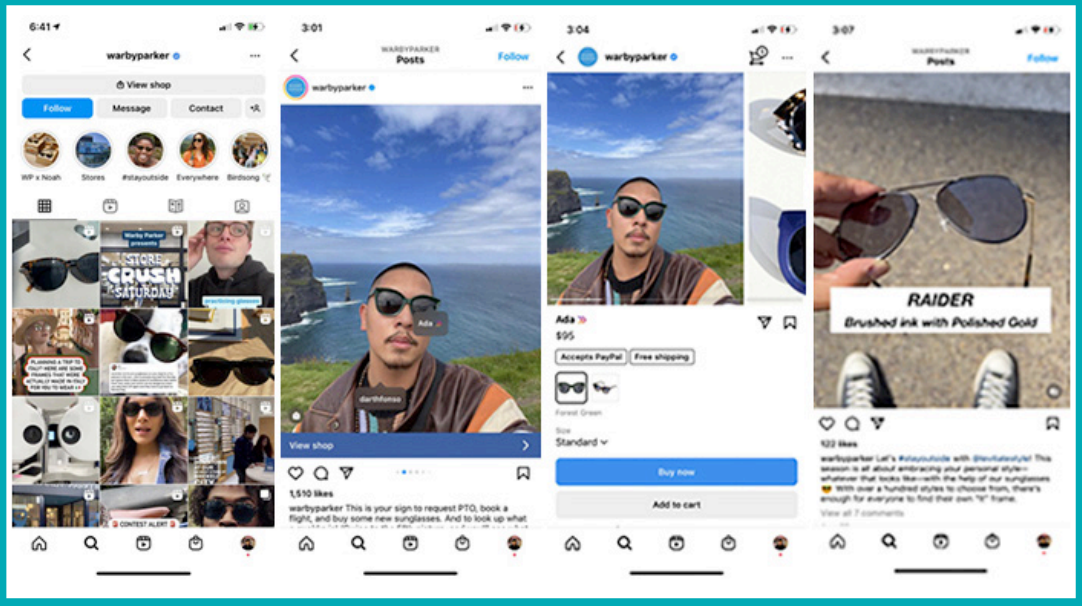


Mystery Shopping Highlights for Burberry

We found that Burberry did a good job of tagging items on most posts but not all. When selecting a tag, you are sent to the Instagram checkout; no option to transfer to the brand site was provided at the time of shopping. Shopping an item that does not have a tag is difficult because products are not named in the posts.

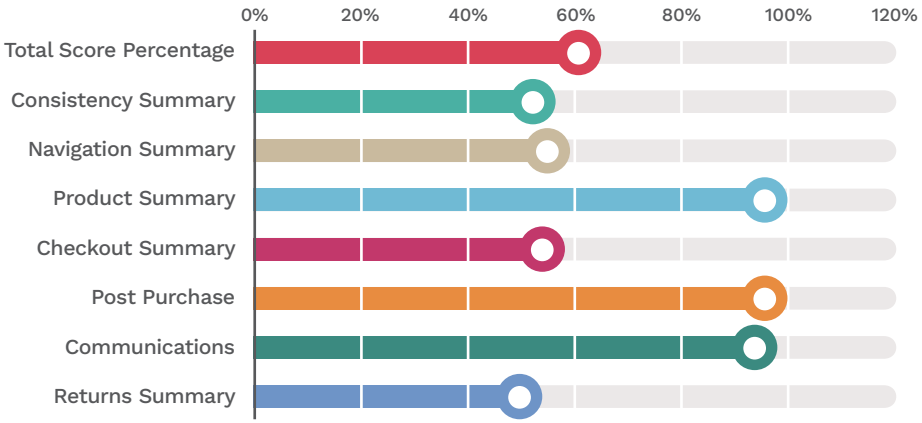
We commend Burberry for consistent pricing and promotions across the social and brand sites. Also the journey from the social post to the landing page was consistent, and no technical errors were found.

Key areas for improvement we would like to see are a wider range of products on the site; better management of stock, as many items were out of stock; and streamlining the returns process.



16 Warby Parker

At **67%**, Warby Parker performs well in the key areas of product availability, post-purchase care, and returns. As with most other brands where the products are tagged, the customer journey is very smooth, but when not tagged, the shopper has a more frustrating journey.

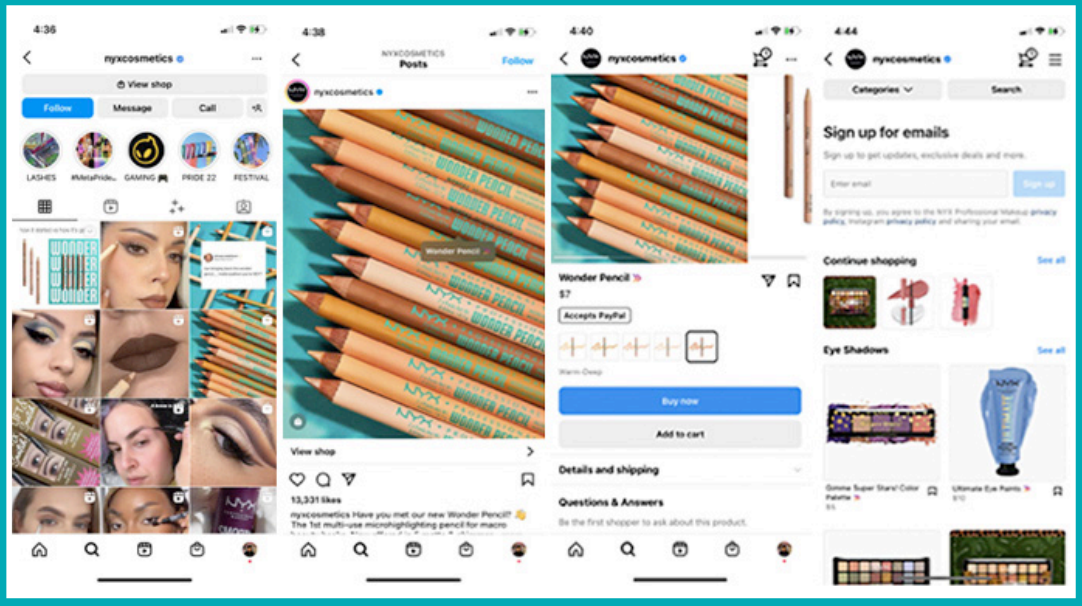


Mystery Shopping Highlights for Warby Parker

Warby Parker does a good job of product tagging on images and videos. Tagged posts provide a direct link to the product in the Instagram shop, speeding the shopping process. Warby Parker links to Instagram checkout and does not provide the shopper with the option of transferring to the brand site.

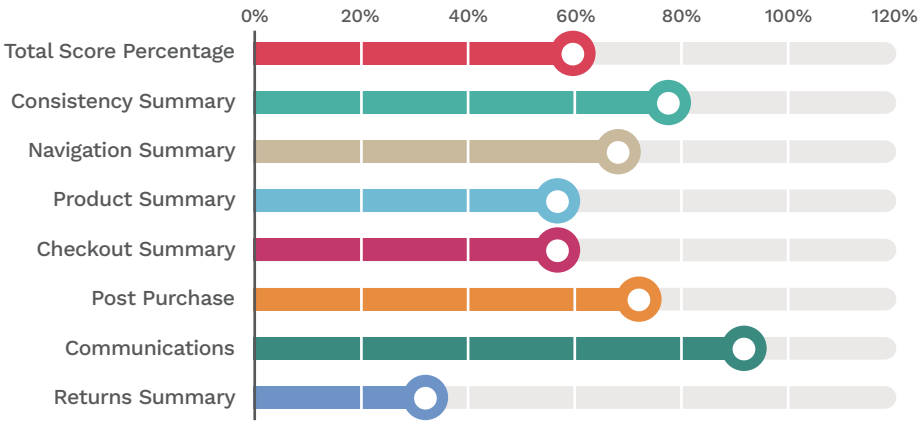
Product filtering was found to be good, and Warby Parker was commended for enabling the use of more than one filter at a time, which most brands do not master. They were also praised as both the promotions and product range was consistently applied across the Instagram site and the brand site.

Areas for Warby Parker to review, according to our mystery shopper are pricing, as inconsistencies were found between the online store and the IG store, the returns process, and increasing the product range on the Instagram store.



17 NYX Cosmetics

NYX Cosmetics achieved a score of **65%**, which is a promising overall score but shows some room for improvement across the board. They excelled in communications throughout the purchase journey and did a fair job on the consistency and post-purchase stages too.



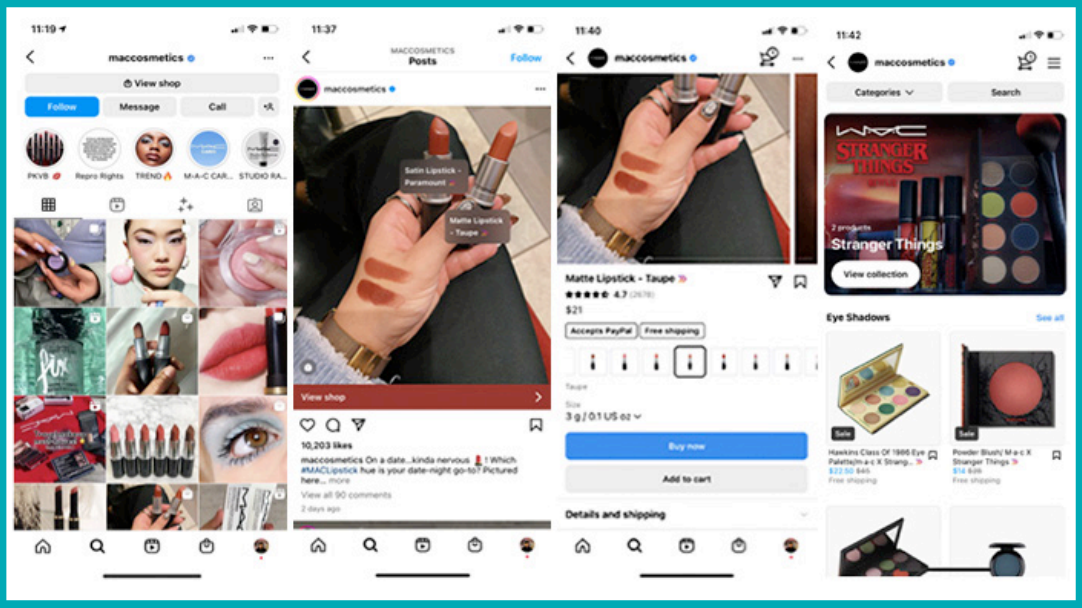
Mystery Shopping Highlights for NYX Cosmetics

Tagged items provide a direct link to the product on their Instagram shop, but not all items were tagged. NYX offers Instagram checkout for their product but does not provide the offer of transfer to the brand site for checkout.

We highly commend NYX Cosmetics for having an email sign up link when shoppers reach the brand site homepage, a feature not seen on any other store.

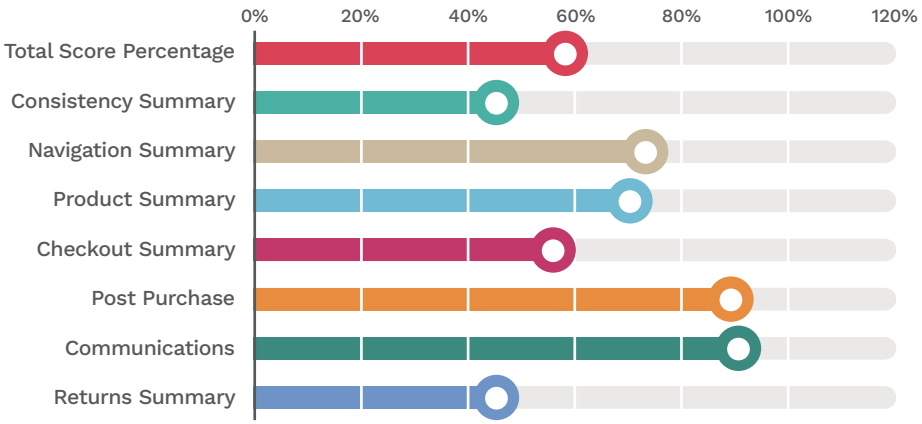
Filtering was basic and only by collection, no product filtering was activated, making search rather a back and forth process. We also felt that communication could be branded more consistently, but overall the communication process was strong.

Unfortunately, on this occasion, the return process was problematic. The Instagram code was not accepted by the brand, return information was not included in the delivery, and as a consequence, the shopper had to talk to the brand directly to figure out how best to proceed with the return.



=18 MAC

MAC is an outstanding cosmetics brand, much admired across the globe. Our mystery shopper found the post-purchase and communication steps stood out as best in class, but with a score of **63%**, there were areas where quick wins would make a considerable difference to the overall customer experience for social shoppers.

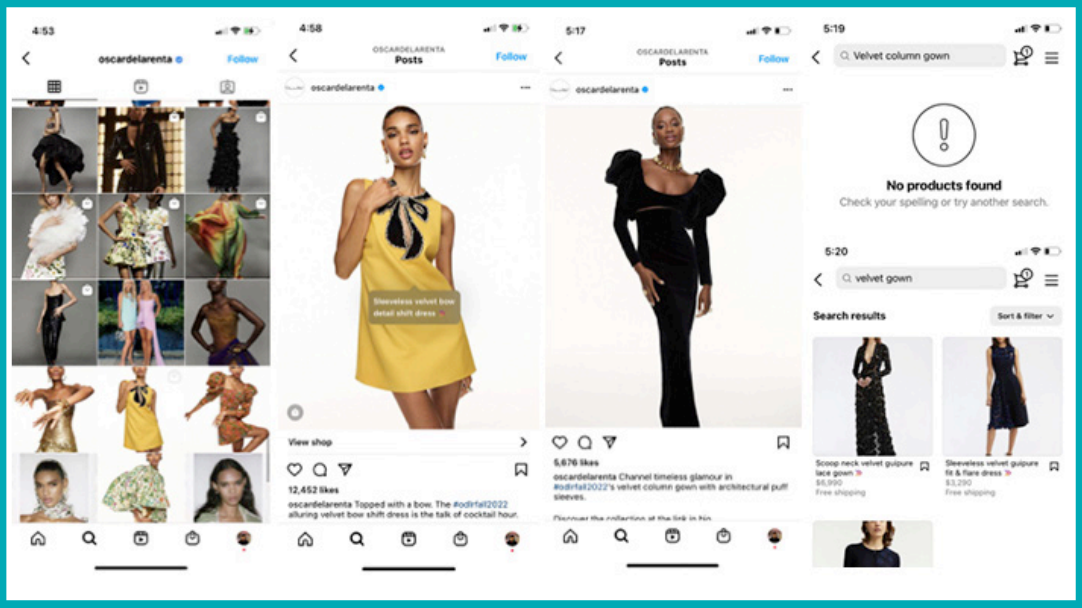


Mystery Shopping Highlights for MAC

Our mystery shopper found that some posts use product tagging but not all. Tagged products provide a direct link to the product on the Instagram store, but not the option of checking out on the brand site. Nevertheless, when the shopper went to the website, the overall experience was good and the site performed well.

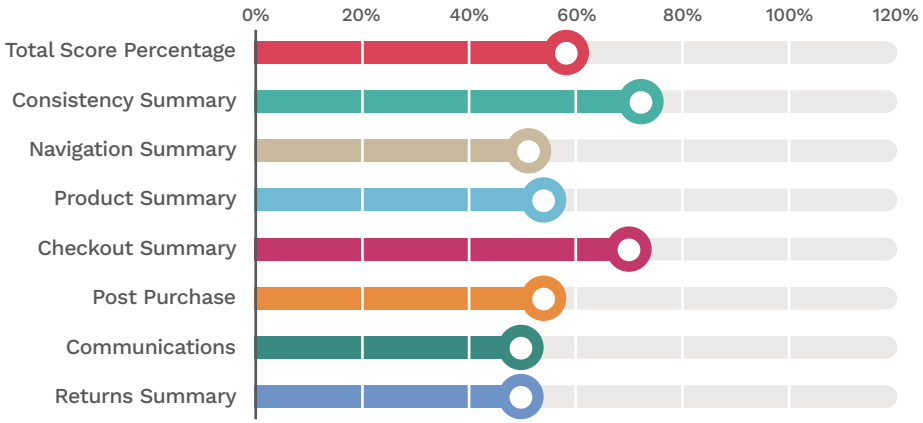
While shopping for a product that wasn't tagged, unfortunately the wrong results were provided, frustrating our shopper. MAC was commended for product availability, as all products were in stock and available to buy on the Instagram site. Filtering options were limited but have applied categories for their biggest items, which our shopper found helpful.

Consistency across the channels of the website was highlighted as a key area for improvement, particularly increasing the product range on the Instagram store and also consistent application of marketing promotions on the social presence.



=18 Oscar de la Renta

The total Instagram benchmark score for Oscar de la Renta is **63%**. Areas that stood out as providing a great experience were the consistency and the checkout stage. The communications and returns stages were the areas that demonstrated the most room for improvement.

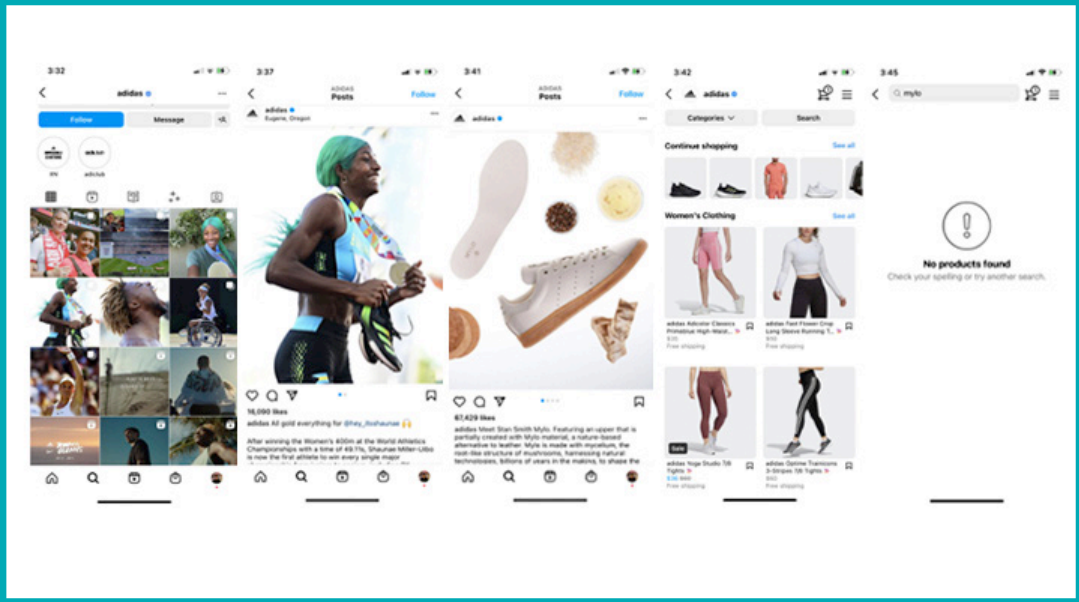


Mystery Shopping Highlights for Oscar de la Renta

Tagging of products in posts is intermittent, frustrating users as products are difficult to find in the store. Where products were tagged, a direct link to the product page on the Instagram shop was provided. Oscar de la Renta offers Instagram checkout, so the experience cannot be continued on the brand site easily.

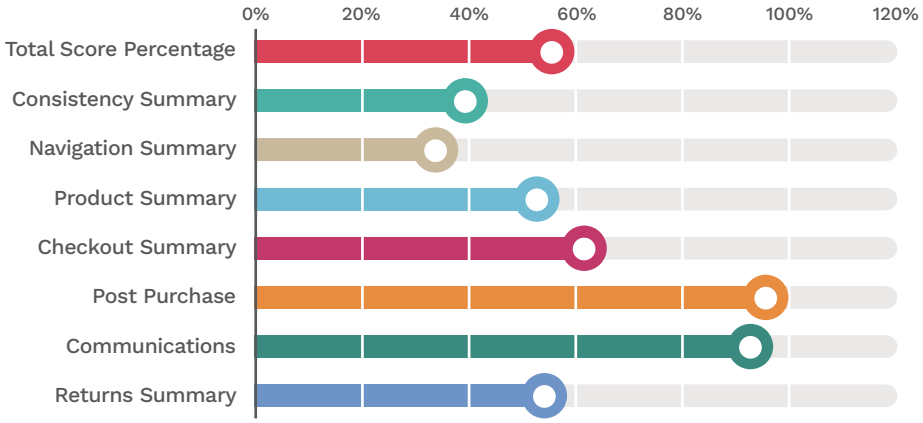
Our shopper also tried to search for a product from a post. Unfortunately, when searching for “velvet column gown,” the specific product was not found, indicating the product in the post was not available to buy in the store.

Consistency as a stage was well managed, look and feel was aligned across channels, consistent pricing and marketing promotions were also reflected across channels.



20 Adidas

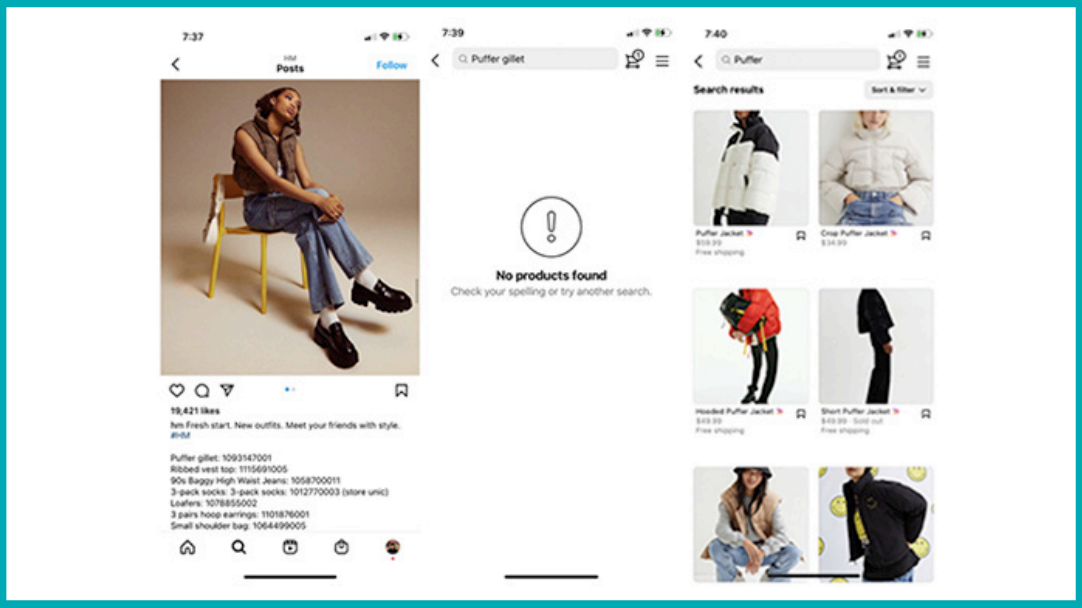
Adidas as a brand is the perfect mix of innovation, high performance and heritage. We concluded that the Instagram site is mainly used as a branding channel, as multiple opportunities were not taken to link the posts to the shopping experience. Therefore, the overall score rating for the Adidas brand shopping experience was **61%**. The traditional customer service areas of post-purchase and communication are strong, while the social commerce stages on Instagram do not reflect the needs of the social shopper.



Mystery Shopping Highlights for Adidas

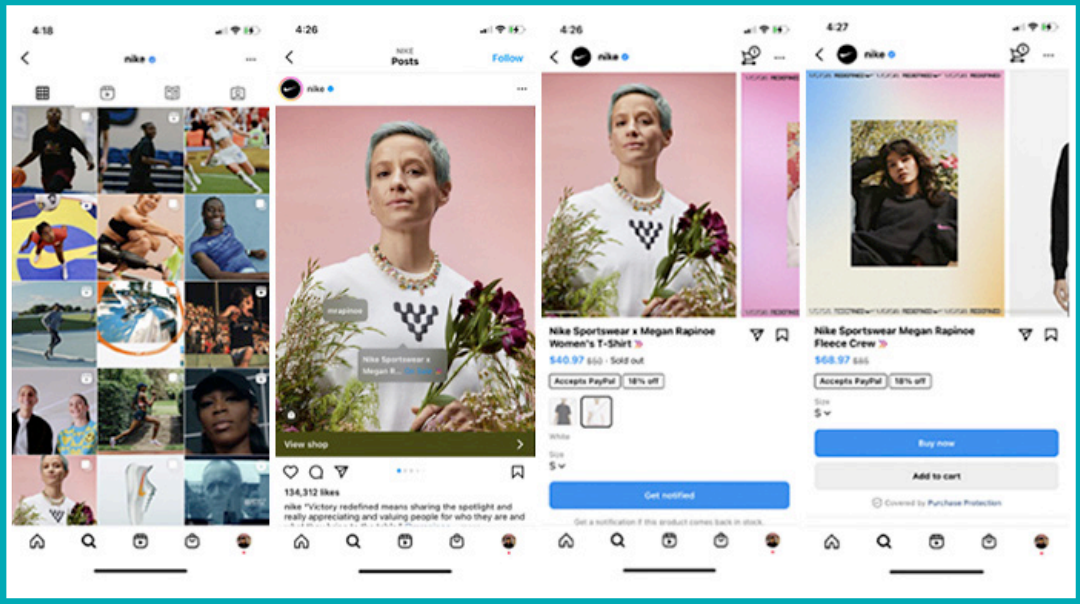
When going to the Instagram home page, we felt that branding and not sales was the predominant objective of their Instagram presence. They do have the “View Shop” button available, but there is a massive disconnect between the posts and the store, making the findability of products problematic.

Adidas does not use product tagging to easily connect the user with an item of interest. For example, they have a post of Shaunae Miller-Uibo for winning Gold at a world championship. The shoes prominently shown in the photo are not tagged or named.



One of the first products that had a dedicated post is the Stan Smith Mylo. There is no product tag or View Store button. When searching for Mylo, “No products found” is the result, and there are only six results for “Stan Smith.”

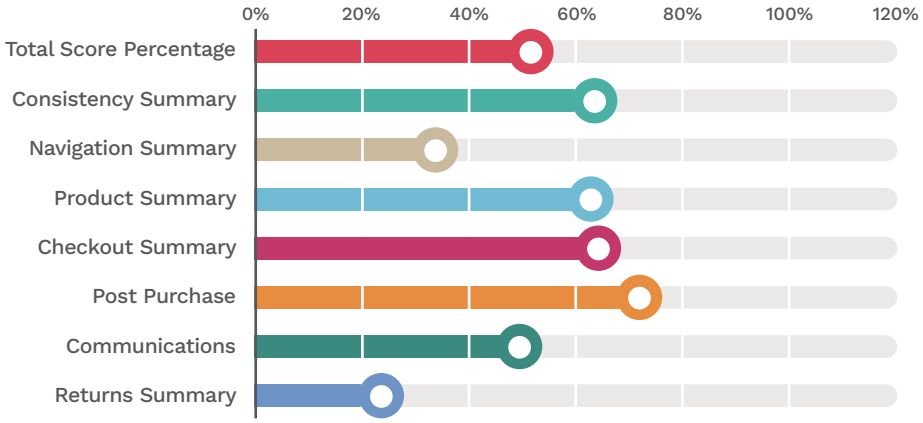
Overall, our mystery shopper felt that a better customer experience could be gained by tagging posts and transferring the shopper to the brand site. The brand site experience was strong, with no errors on the landing pages and a strong brand experience.



21 Nike

Nike is one of the best known brands in the world, and "Just Do It" is one of the most successful slogans in branding. The brand has a strong sense of its own identity and carefully chooses brand advocates to represent the brand.

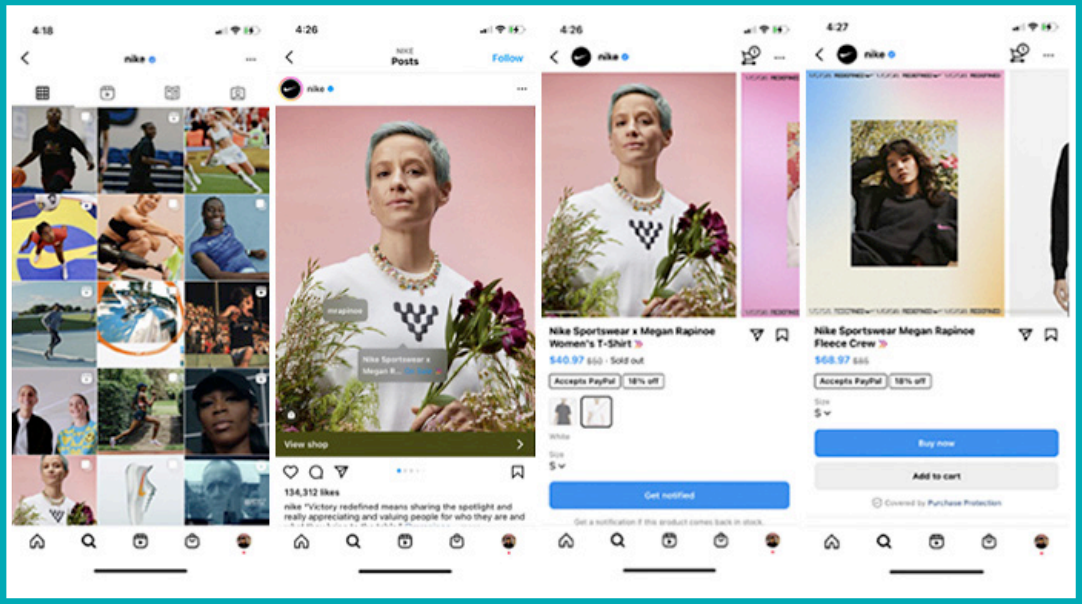
Again, we felt the objective for this Instagram presence was branding rather than sales and shopping. In this exercise, where the shopper followed the entire social commerce journey from browsing, searching, buying and returning products, there were some clear areas where a few simple steps could significantly improve the journey. The overall score across this journey was **56%**.



Mystery Shopping Highlights for Nike

We concluded that Nike's posts look to be of two kinds: athlete profiles/ads and product posts. The shopper found that product posts do tag items, and as such, the journey to the sale was straightforward. However, there were a number of out-of-stock messages that stopped the journey in its tracks.

On posts featuring athletes, the shopper felt there is a missed opportunity for tagging products that they were wearing in their profiles. The shopper wanted to find the orange shoes in the post below and was unable to find them in the IG store or the brand site.



Although Nike did not choose to refer shoppers to the brand site, when the shopper did transfer to the website to compare experiences, they found the landing page to be rich in content, performant, and also promoting related content well. Unfortunately, the returns process was very troublesome for the shopper as the brand did not accept the Instagram code, they did not include return information in the delivery, and the shopper did need to contact the brand to complete the process.

Benchmark your Brand

The benchmarking process used to assess the performance of the 26 Instagram launch brands is available at:

https://www.simplicitydx.com/mystery-shopper-survey

Brands are welcome to complete the survey, and the results and analysis of performance will be returned emailed directly to youvia email and not shared.

SimplicityDX Makes Social Commerce Work

SimplicityDX Edge Experience Platform enables brands to optimize social commerce experiences by simplifying the buying process between journeys started at the edge and the brand's e-commerce site. Founded by a team of industry veterans in May 2021, SimplicityDX operates in the U.S. and U.K. markets.

For more information: www.SimplicityDX.com.