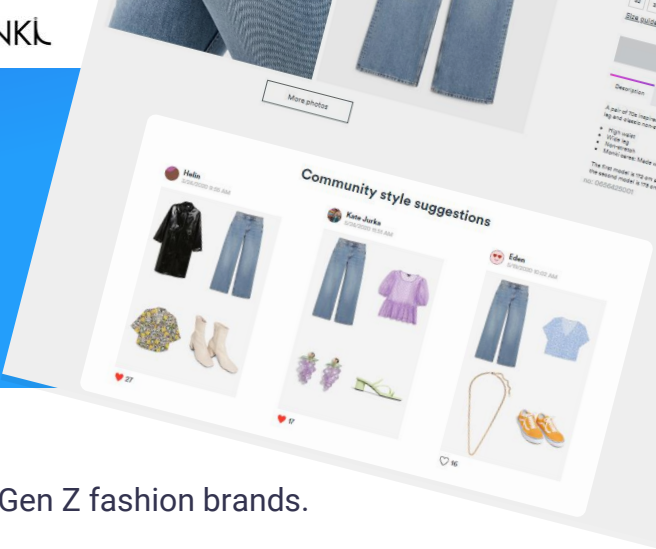


How Monki.com increased its turnover by +3% with community-generated looks



Monki, part of H&M group, is one of today’s leading Gen Z fashion brands.

Goals

- ✔ Turn their online shop into a social fashion destination
- ✔ Gather their best brand advocates and fans on a platform they own
- ✔ Find a scalable way to leverage this community to boost inspiration & sales

Solution

1

TokyWoky provided a fully-integrated white-labelled community platform on Monki’s online shop.

Users are engaged through gamification, contests and discussion groups.

2

The platform allows users to play with the Monki product catalogue to create looks made up of 2 to 4 items.

Other users can upvote and comment on these looks.

3

The most popular looks are automatically displayed on the relevant product pages to boost inspiration and sales.

Results

+3.2%

overall online revenue*

- ✔ 5000+ looks created in the first month
- ✔ 20X ROI on TokyWoky
- ✔ Outperformed **all other bundling widgets**

* Results gathered by H&M via a 1-month AB Test on 2,1 millions shoppers with 98% statistical significance.

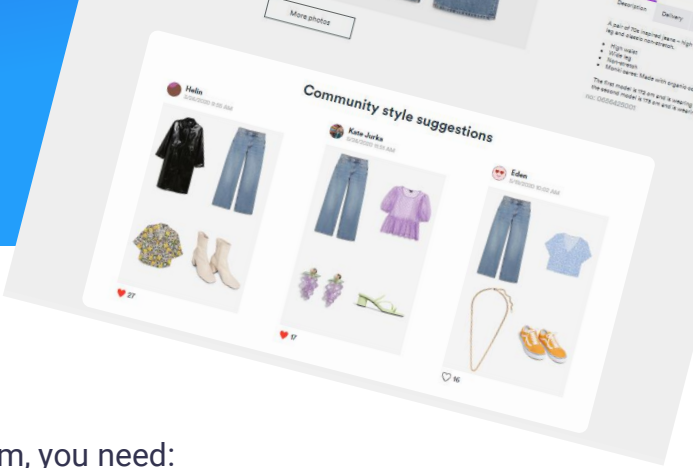


“The impact on revenue from the style pairings exceeded our expectations. We had been looking for ways for our community to have direct impact on revenue for a while.

We were very excited to finally find it in a way that's so scalable and look forward to keep innovating with our community.”

Julia Strandman – Social Commerce @Monki

Feature Q&A



How do I know if it'll work for me?

To make sure you get the most out of the platform, you need:

- ✔ Website traffic (Min. 100K Unique visitors/month)
- ✔ Social Media presence (Min. 30K followers on IG or FB)

What motivates the community to engage and create looks?

To ensure quick results our teams guide you through our community activation process based on:

- ✔ Quickly spotting and onboarding ambassadors on your website and socials
- ✔ Activating your community via gamification and contests
- ✔ Retaining your community with social features and discussion groups

What resources are necessary on my side?

- ✔ The platform & its community are designed to mostly manage themselves
- ✔ To maximise performance, clients usually have a project manager spending 4-6 hours a week on the platform

What additional features can the community platform include?

Some of our most popular additional features are:

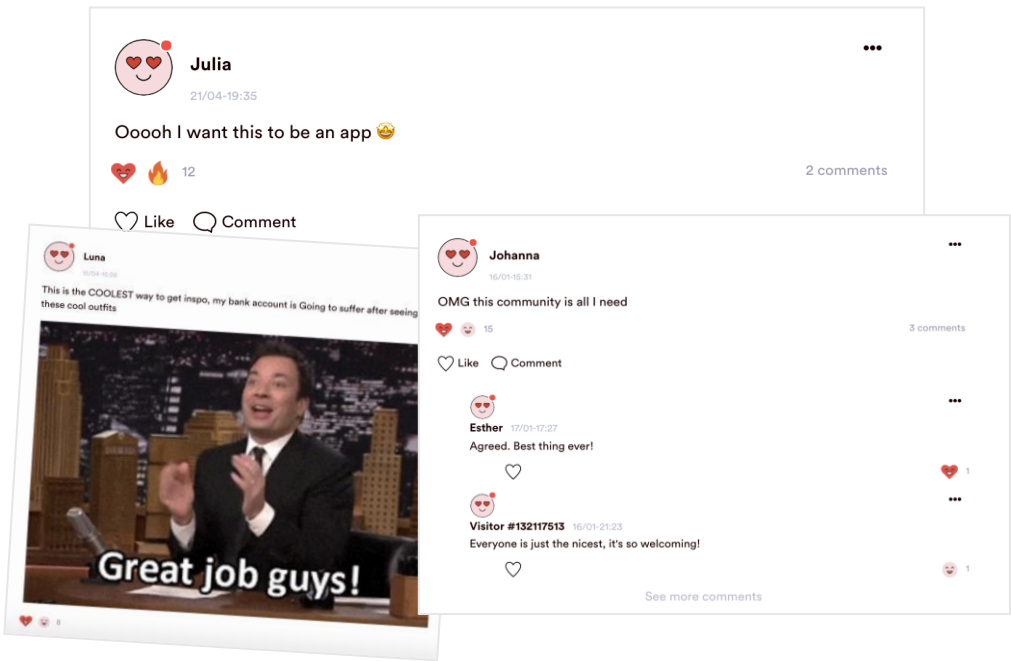
- ✔ Community Chat: the community boosts conversion by answering chat questions from online shoppers.
- ✔ Product testing: community members test products and create UGC (reviews, pictures, posts on socials...)
- ✔ Surveys & Co-creation: the community answers brand surveys, co-creates products and pushes ideas.
- ✔ Missions & Rewards: the platform can replace or complete a loyalty program. Missions incentivise & reward all customer contributions (ie: purchases, answers, UGC, posts on socials...).

What's the technical integration like?

Simple. Your tech team needs to:

- ✔ Add two JavaScript tags on your ecomm website
- ✔ Create a subdomain with a CNAME (ie: community.yourbrand.com)
- ✔ Send us & update your product catalog through FTP
- ✔ Implement Single-Sign on (Optional)

On average, launching a platform takes 4 to 8 weeks including design and full set-up.



For the full use case & more info about the Community Platform

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