**Personalized Creatives Meet Instagram Ads: Piqora Launches UGC Creative Search Engine to Boost Performance from Instagram Ad Campaigns**

*Piqora's initial tests confirm that Personalized UGC creatives generate 11% higher website traffic than stock creatives.*

**SAN MATEO, Calif. – Nov 23, 2015 -** Piqora, the most complete visual commerce and marketing suite, just announced the launch of a visual UGC search engine accompanied with a smart ad buying solution to help Instagram advertisers amplify visual content at scale on top mobile destinations. At the core of this release is Piqora's UGC creative search engine, driven by image recognition, which is designed to help advertisers discover authentic and personalized creatives across audience segments and save time and costs associated with creative production. Piqora is completely integrated with the Instagram Ads API and offers creative recommendations, ad buying workflow, rights management, smart geolocation and interest targeting segments, mobile first landing pages, conversion analytics, and audience insights.

*"We added Piqora's UGC gallery to our website, and immediately saw increased engagement and conversions. In fact, Instagram Ads we ran through Piqora using UGC saw significantly more clicks than our stock ads.  As a luxury jewelry brand for millennials, it's a no-brainer for us to celebrate each customer's unique story," said Kirsty Wareing, Content & Social Editor at Ritani.*

Today's marketers are challenged with creating and sourcing ready-to-use, high quality, cost effective visual content at scale to fuel their content marketing campaigns. Piqora's visual UGC creative search fills that gap and delivers creatives that feel personal and authentic. Modeled after Google's advanced search--Piqora's visual and multi-lingual indexing, along with authenticity ranking functions, enables on-brand, localized discovery of highly relevant and ready-to-use visual content and customer photos. Example searches include:

- Fashion and dietary trends for "millennial moms"
- Geo-Discovery: group shots of people taken *in the stadium* on game day
- Authentic Product Photos: Nike © Airmax shoes with an *adult* in the photo
- Brand Photos: West Elm © couches with a *dog* in the photo
- Brand Category Photos: Michael Kors © bag *selfies* taken *outdoors*
- Category Trends: teenage fashion trends
- Real-Time Photos: Homegating photos of an NFL © game

*"With Piqora's UGC search, we're able to find photos even where our campaign tag was not used, this is how we're able to scale the quantity of UGC photos in our library, as well as making sure we have high-quality user created photos that represent our brand's aesthetic," said Dawn Ferguson, Director of Social Media at Century 21 Department Stores.*

Additionally, Piqora offers mobile first and multi-SKU landing pages that load three times faster than average mobile websites and are designed to increase discovery, time spent. and lower bounce rate from ad traffic. E-commerce advertisers can now turn the vast trove of customer photos curated within Piqora into high performing shoppable ads on mobile destinations. Piqora comes equipped with a complete rights management and visual merchandising workflow to allow social commerce teams build mobile-first shoppable pages and carousels with authentic Instagram photos and turn photos into visual product reviews. Authentic customer photos also serve as useful mobile retargeting creatives showing the previously abandoned product in different usable contexts to boost conversion rates.

*"On discovery driven mobile destinations such as Instagram, the bar on authenticity and quality of creative is very high. People on Instagram expect emotional visual stories not cookie cutter ads. Our mission is to help advertisers and marketers discover the most relevant customer photos and amplify visual content at scale on mobile destinations. While our competitors are approaching Instagram as another source of ad inventory, Piqora's solution is purpose-built for Instagram Ads with native content, creative, and authenticity in mind," said Sharad Verma, CEO of Piqora.*

**About Piqora**
Piqora is a Visual Content, Commerce, and Marketing solution helping brands and retailers find the most authentic user generated photos to drive conversion, sales, and ROI from advertising and content marketing campaigns. Piqora is headquartered in the heart of Silicon Valley and is backed by investors of Tesla, Box, Instagram, and Buddy Media. We have raised over $11 million in venture capital from DFJ, Baseline, Freestyle, Altos, Firebolt and Lazerow Ventures.

**Piqora PR Contact**
Jason Jay Sharma
jason@piqora.com