

Founded in 1994, Birthday Keepsakes LLC offers a wide variety of unique personalized gifts.



“ShopSocially is enabling us to expand our email marketing database at a rapid pace by converting website visitors into valuable email subscribers.”

Karin Delaney, Owner | Birthday Keepsakes LLC.



Objective:

CONVERT WEBSITE VISITORS INTO GENUINE EMAIL SUBSCRIBERS

- 38.97% sales conversion rate for email subscribers
- 5.98% of website users converted into email subscribers
- Seamless email acquisition process – ensuring that users never leave the website

CAPTURE HIGH-QUALITY EMAIL SUBSCRIBERS

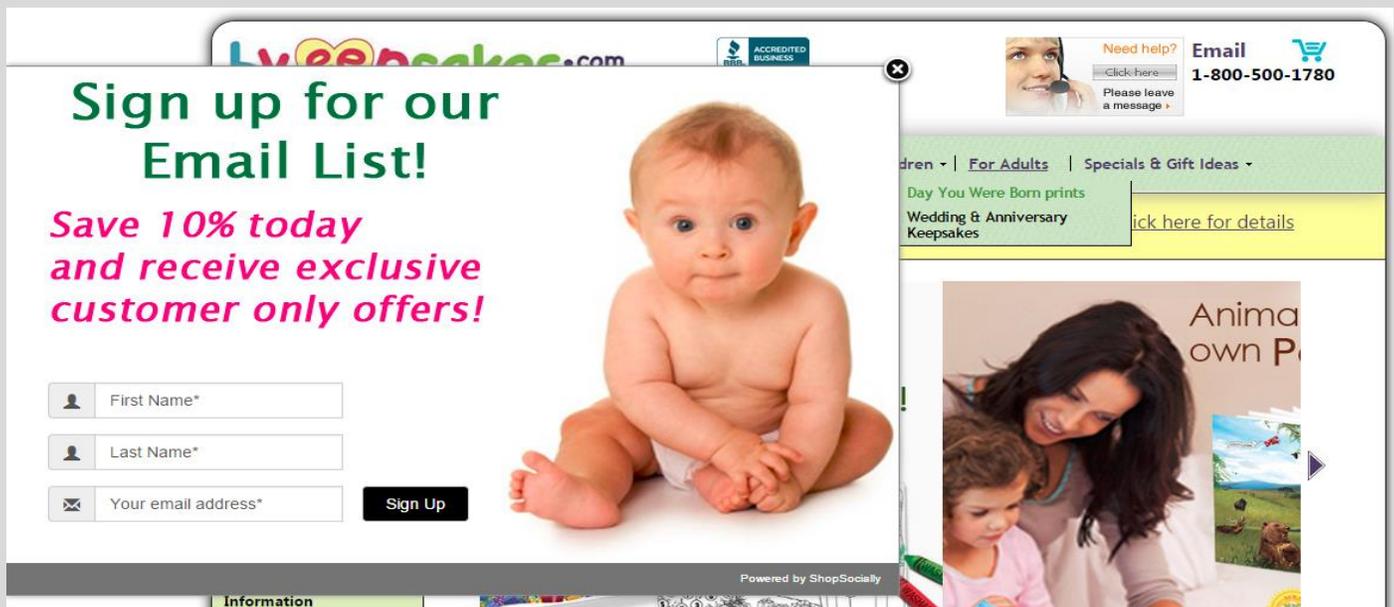
METHODOLOGY

Leading retailer for personalized gifts, Birthday Keepsakes LLC used ShopSocially's [Get-an-Email](#) app to collect genuine email addresses of its website visitors and stay establish a constant touch with them through email subscription program. Get-an-Email app enabled website visitors to easily sign-up for email subscription program. As users signed up for this program, they were instantly offered an exclusive incentive. This hassle-free email acquisition strategy resulted in 5.98% of visitors converting into email subscribers.

Website visitors already have a genuine interest in Birthday Keepsakes products. By signing them up for updates for exclusive offers, their interest was reinforced and they converted at a high rate. Email subscribers acquired through this app showed a high sales conversion rate of 38.97%.

RESULTS

- 38.97% sales conversion rate from email subscribers
- Convert 5.98% of website users into email subscribers





ONE-STOP SOCIAL REFERRAL AND RETENTION PLATFORM

OFFERINGS

REFERRAL PROGRAM

VISUAL COMMERCE

SOCIAL LOGIN

CUSTOMER LOYALTY

PRODUCT STORIES

SOCIAL GAMIFICATION

SHOP WITH FRIENDS

VIRAL EMAIL ACQUISITION

ABOUT US

ShopSocially is the leading SaaS-based social commerce platform for marketers. It is the social platform of choice for 100s of top brands including Target, HBO, ULTA, Dressbarn, Crabtree & Evelyn, Deckers, Zazzle, Zipcar, Beachbody, SportChalet, Beretta, Bluefly, etc., generating millions of dollars in attributable, incremental revenue.

ShopSocially consists of a suite of social modules that marketers can embed on their websites to maximize word-of-mouth referrals, customer engagement, and conversion.

Connect with Us today!

[REQUEST A DEMO](#)