ShopSocially Retailer Success Story



Photos on Canvas 300,000 unique visitors /month



I am adding close to 8,000 fans per month, and they are converting to sales at a 2.4x higher rate. ShopSocially's technology delivers real ROI.

Gavin Jocius Senior Marketing Manager

Fan Acquisition

- 5.9% of visitors converting to facebook fans
- Visitors convert to sales 2.4X better after becoming a fan

Viral Flash Sale

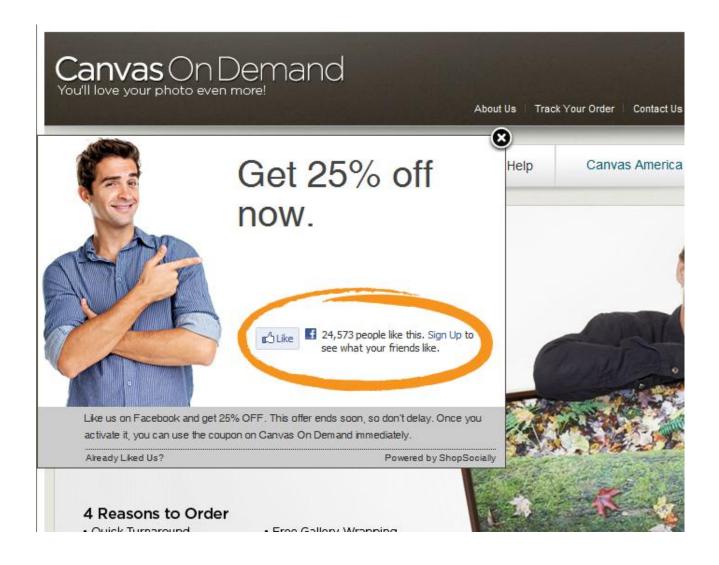
- Alternative group flash sale to promote to own subscribers
- 46% conversion rate after unlock
- 1.09 million incremental social impressions
- 15 minute set-up time



Web: http://shopsocially.com Email: info@shopsocially.com

Phone: 650 701 7759

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Site-wide Fan Acquisition 5.9% visitors -> fans, Fans convert 2.38X better

Fan acquisition app was deployed site-wide converting 5.9% visitors into fans. Visitors got a coupon for 25% OFF their order if they become a fan. Visitors do not have to leave the site to become a fan. After becoming a fan, users convert to sales at 2.38X greater than the normal conversion rate. Thus, rather than simply giving the coupon away, Canvas on Demand benefited by getting fans and increasing the overall conversion rate.



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Private, viral group flash sale to email subscribers 2X increase in sales, 46% conversion after unlock Unlocks created 1.09 million incremental social impressions

Canvas On Demand wanted to promote a deal to their own email subscriber list. Using ShopSocially, the deal was created, tested and activated in 15 minutes. Every person who wanted the deal had to click on the facebook "Like" button to unlock the deal. This created 1.09 million additional social impressions and a 2X increase in overall sales.

Canvas On Demand had full control over the campaign and could easily extend the deal based on conversions and user feedback. Moreover, there was no waiting period with ShopSocially vouchers. Users could redeem their coupons instantly allowing for a more seamless user experience.



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