

ShopSocially Retailer Success Story

Canvas On Demand
You'll love your photo even more!

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



ShopSocially
339 N. Bernardo Avenue, Suite #200
Mountain View, CA 94043

Web: <http://shopsocially.com>
Email: info@shopsocially.com
Phone: 650 701 7759

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About Us | Track Your Order | Contact Us

Get 25% off now.

Like 24,573 people like this. Sign Up to see what your friends like.

Like us on Facebook and get 25% OFF. This offer ends soon, so don't delay. Once you activate it, you can use the coupon on Canvas On Demand immediately.

Already Liked Us? Powered by ShopSocially

4 Reasons to Order

- Quick Turnaround
- Free Gallery Wrapping

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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\$45 for one 16" x 20" Thick Gallery Wrap Canvas (\$126.95 Value)

65% OFF Canvas Special

Value	Discount	You Save
\$126.95	65%	\$81.95

Your Price: \$45.00

Click Like to Unlock this Deal

2.8k

Already liked?
[Unlock from here](#)

Expires 10 Aug, 2012 11:59 PM Pacific



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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