

Founded in 1948, Daniel's Jewelers is a family-owned diamond jewelry business



ShopSocially is helping us rapidly acquire email subscribers on our website and strengthen our email marketing efforts.

*Henry Tanuwidjaja, Online Commerce Director | Daniel's Jewelers*



Objective:

**RAPIDLY ACQUIRE GENUINE EMAIL SUBSCRIBERS AND USE CUSTOMER PHOTOS TO DRIVE VISUAL REFERRALS**

- 4.84% website visitors convert into valuable email subscribers
- Use Customer Photos and 'Selfies' as visual referrals on site
- Enhanced user-engagement due to visual social buzz on site

# RAPIDLY ACQUIRE VALUABLE EMAIL SUBSCRIBERS

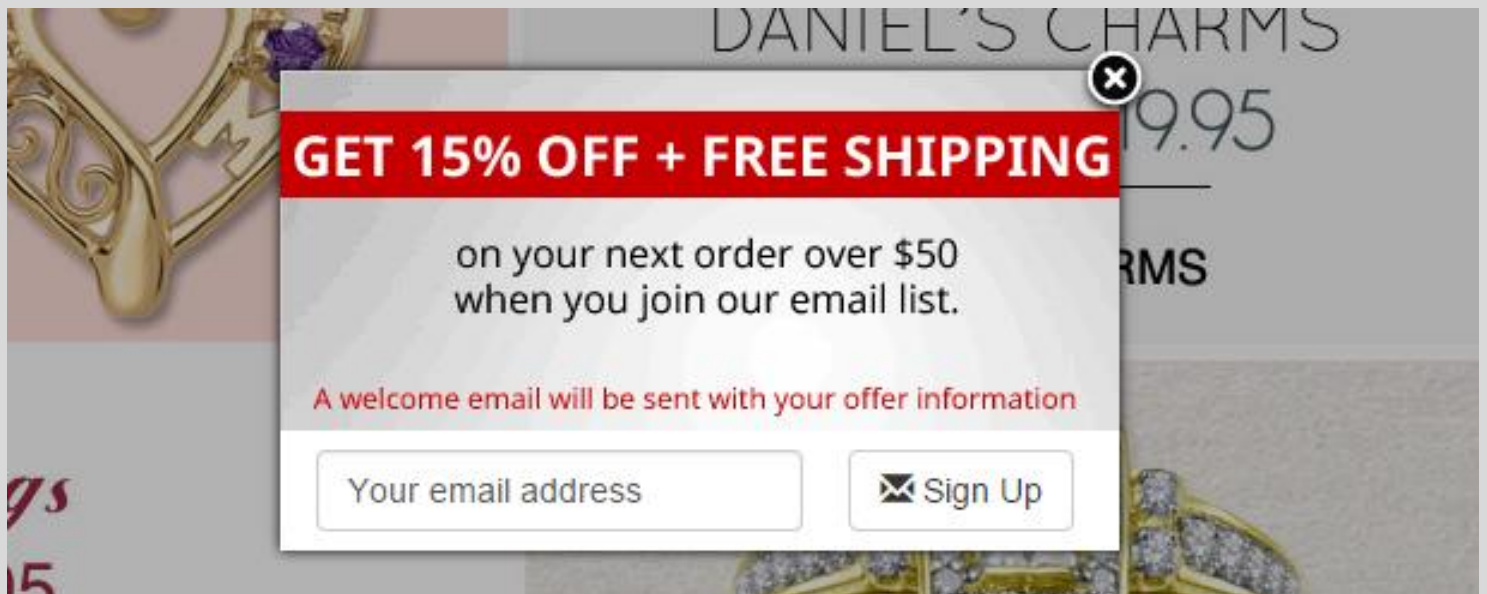
## METHODOLOGY

Family-owned diamond jewelry business, Daniel's Jewelers used ShopSocially's [Get-an-Email](#) app to rapidly increase the size of its email marketing database. Daniel's Jewelers incentivized its website visitors to sign-up for their rewards and newsletter program. Visitors willingly shared their email address and earned a 15% discount coupon on their next purchase. As offer information was sent to the input email address, it substantially negated the need to qualify email addresses.

This led to conversion of 4.84% of website traffic into valuable email subscribers. Daniel's Jewelers rapidly expanded the reach of its email marketing program using this strategy.

## RESULTS

- 4.84% website visitors converted into valuable email subscribers
- Rapidly increased size of the email marketing database



# USE CUSTOMER PHOTOS TO DRIVE VISUAL REFERRALS

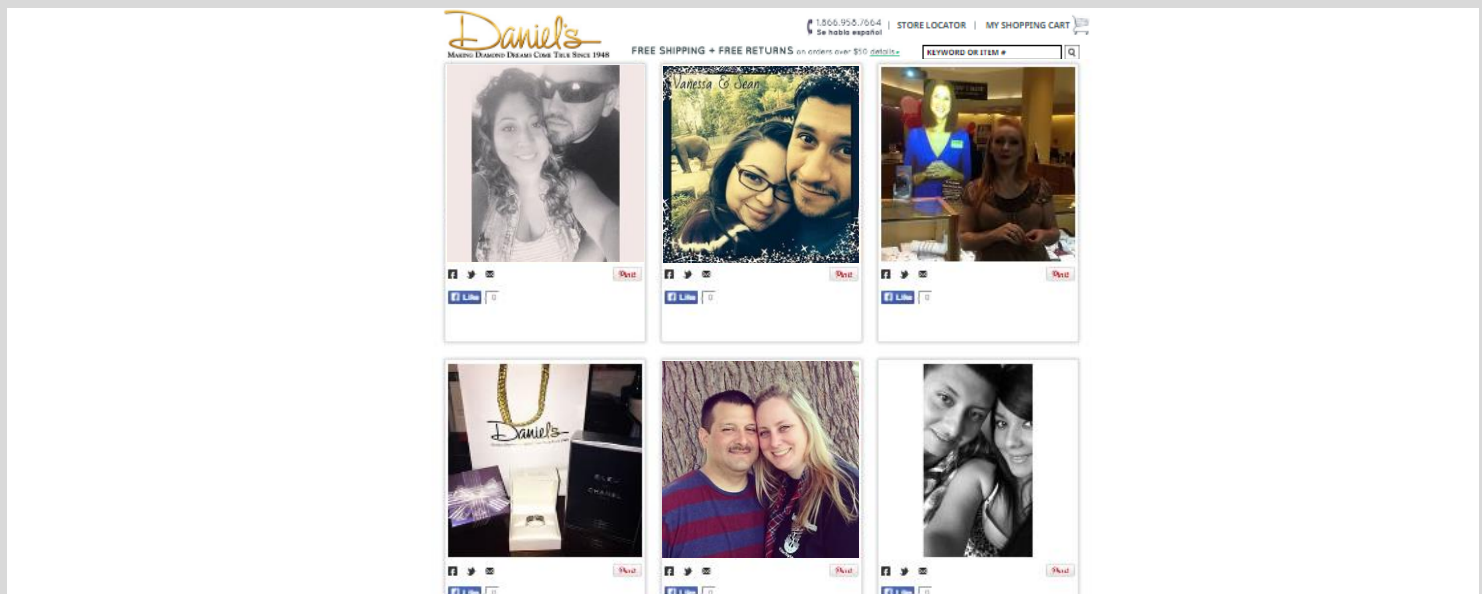
## METHODOLOGY

Diamonds and jewelry are often associated with positive memories. Customers shared their joy of possessing Daniel's Jewelers products by posting their happy photos – or 'selfies' featuring these products on channels like Instagram, Facebook and Twitter. Using ShopSocially's [Photomonials](#) app, Daniel's Jewelers aggregated these pictures and showcased them on site in form of attractive gallery of customer photos.

This enhanced the shopping experience on its site. These photos made very engaging visual referrals and acted as powerful social proof; influencing the buying behavior on Daniel's Jewelers website.

## RESULTS

- Enhanced user-engagement by showcasing real customer photos on site
- Increased product discovery through visual referrals





## 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, Crabtree & Evelyn, Dressbarn, 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**