



A leading online provider of dinnerware with a 200-year-old history in pottery making



“ShopSocially's referral app allowed us to translate the high customer satisfaction into influential recommendations and create a significant traffic flow to our website. A highlight for us was having referred customers with the high intention to buy, visit our site which resulted in increased sales and brand awareness. We are pleased by the positive results we received in a short span of time.”

*Christine Jacobsen, E-Commerce Marketing Coordinator | Denby USA.*

**Objective:**

## INCREASE SALES USING WORD-OF-MOUTH PROMOTIONS

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- Achieved 13.49% sales conversion rate for traffic generated through referral strategy
- Got 1000s of referrals and high quality site traffic
- Converted site visitors into social brand ambassadors
- Established online virality for brand Denby USA

# TRANSLATE HIGH CUSTOMER SATISFACTION INTO INFLUENTIAL RECOMMENDATIONS

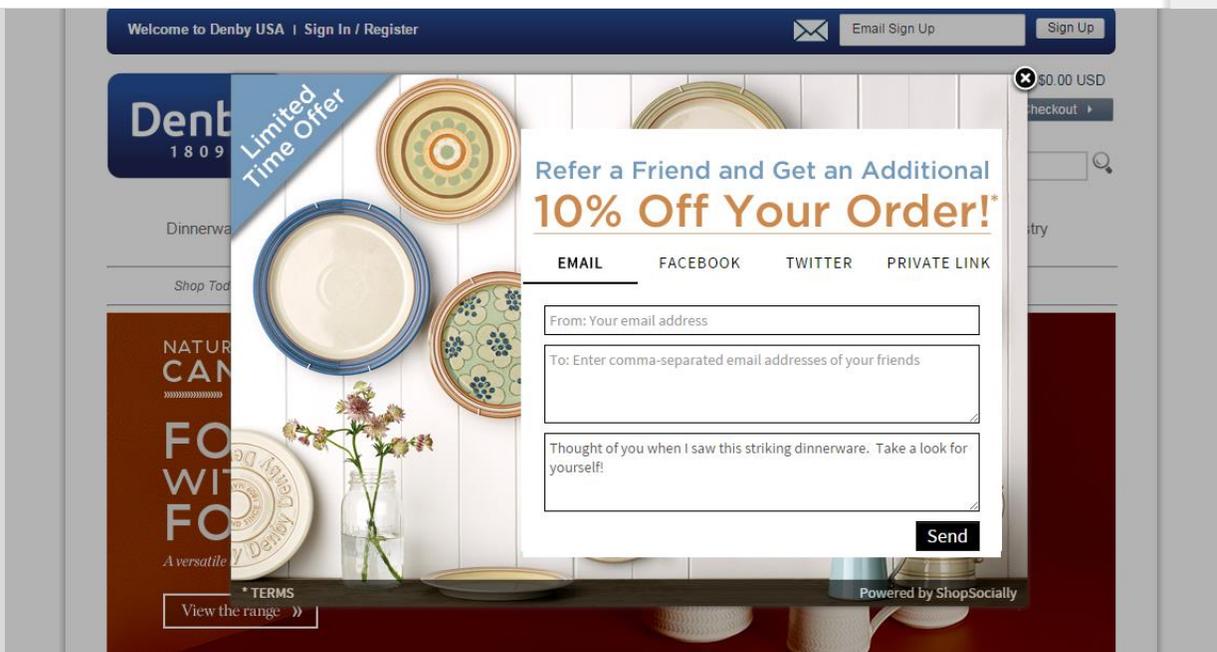
## METHODOLOGY

Denby USA, a leading provider of dinnerware with 200 year old history in pottery making, wanted to harness the power of word-of-mouth recommendations of its happy customers. To achieve this, Denby USA embedded ShopSocially's [Refer-a-Friend](#) app on its website.

Denby USA was able to customize the refer-a-friend app as per their branding and website design. They didn't want any type of device that would intrude on their customers' browsing and shopping experience, however an attractive offer to get their attention. This app converted Denby USA customers into brand ambassadors who also shared personalized referral messages with their social circles.

## RESULTS

- Got 2-5 click backs for every referral
- 1000s of social posts endorsing Denby USA brand



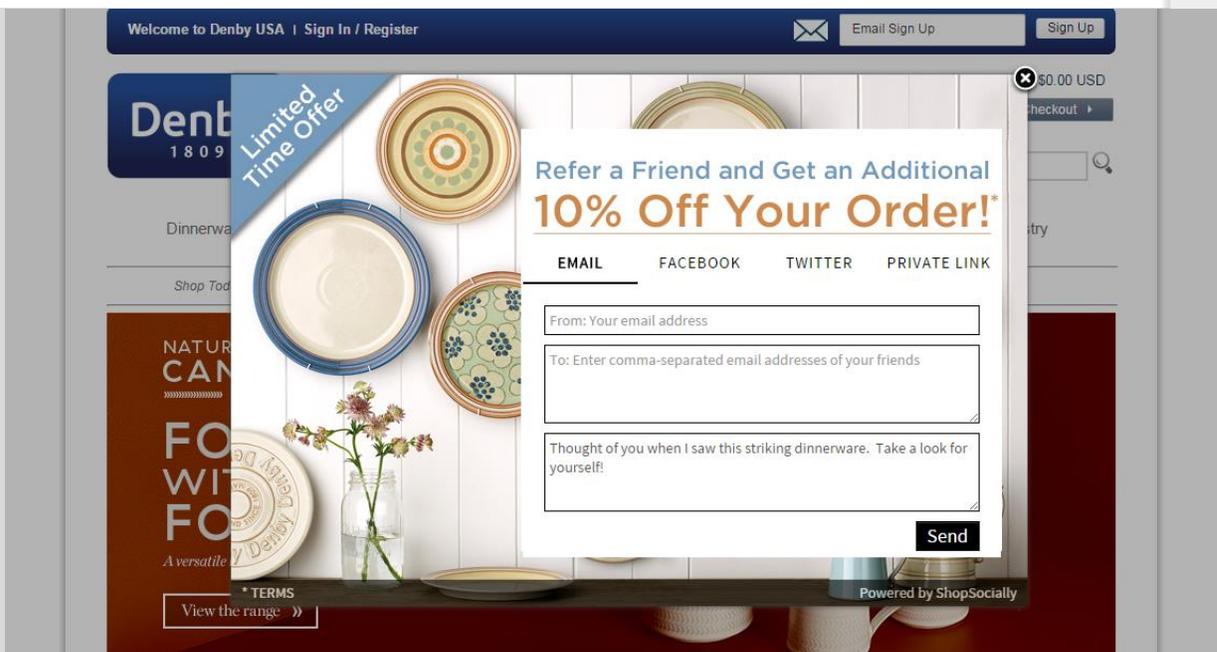
## METHODOLOGY

By using ShopSocially's [Refer-a-Friend app](#), visitors to Denby USA's homepage were greeted with an eye-catching side screen tab offering them a 10% discount, enticing them to click on the promotion. After the click, Refer-a-Friend app jumped into action, incentivizing customers to refer family and friends to pay a visit to Denby USA's website. The whole process was simple, happened on the site itself and allowed users to pick a preferred method of referral such as email, Facebook, Twitter or a private link.

This powerful referral marketing app made it possible for Denby USA to achieve thousands of referrals within a short span of time and drove high quality referral traffic to the site. This referral strategy converted Denby USA brand into a word-of-mouth powerhouse and led to an impressive sales conversion rate of 13.49% through referrals.

## RESULTS

- Referral traffic led to impressive sales conversion rate of 13.49%
- Denby USA got high quality traffic to site through referrals





## ONE-STOP SOCIAL REFERRAL AND RETENTION PLATFORM

### OFFERINGS

REFERRAL PROGRAM

VISUAL COMMERCE

SOCIAL LOGIN

CUSTOMER Q&A

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](#)