

An award-winning manufacturer of playful and inventive lines of kid-powered toys and games.



**Educational
Insights®**

“We want our online experience to be just as fun, playful and hassle-free as our products; and ShopSocially's social login app is helping us make that experience a little more turn-key and enjoyable for our customers. It's exciting to see such amazing results from the app.”

*Thao Truong, eCommerce Manager |
Educational Insights*



Objective:

INCREASE SALES THROUGH BETTER CUSTOMER EXPERIENCE, MORE EMAIL SIGNUPS AND SOCIAL PROOF

- Simplified login process and removed conversion barriers through ‘Social Login’ app
- Achieved an impressive sales conversion rate of 35.44% for registers generated through ‘Social Login’
- Rapid addition of 1000s of high quality email subscribers through ‘Get-an-Email’ app
- Created social proof and improved overall conversions through attractive customer photos gallery

ENHANCE CUSTOMER EXPERIENCE BY REMOVING CONVERSION BARRIERS

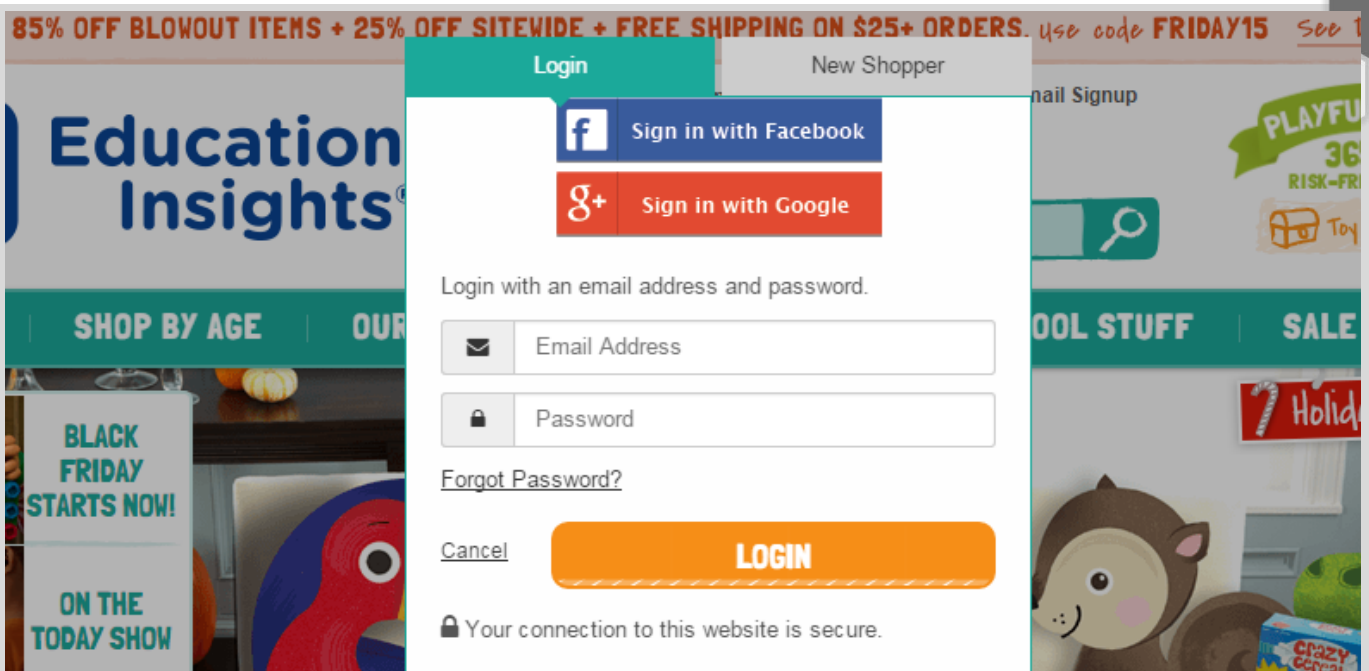
METHODOLOGY

Educational Insights, a leading manufacturer of innovative learning toys and games wanted to provide its customers a simplified login process on its site. To achieve this, Educational Insights embedded ShopSocially's ['Social Login'](#) app on its website. This app reduced the users' fatigue of remembering long passwords and filling up lengthy registration forms. Social Login app offered a quick sign up and login option to customers using their existing social account on either Facebook or Google Plus on Educational Insights website.

This strategy helped Educational Insights to remove the conversion barriers, enhance the customers' experience, reduce the cart-abandonment rate and get rich user profile data for effective email campaigns. As a result, EducationalInsights.com observed an impressive 35.44% sales conversion rate for socially logged-in users.

RESULTS

- Got an impressive sales conversion rate of 35.44% for socially logged in users
- Easy access to rich profile data of social login registers
- Enhanced customer experience through simplified login process



ENCOURAGE VISITORS FOR EMAIL SIGNUP

METHODOLOGY

Delighted with the results from the Social Login app, Educational Insights, also embedded ShopSocially's [Get-an-Email](#) app on its website. This app helped Educational Insights acquire new email subscribers rapidly and share new attractive offers and deal with their subscribers. Educational Insights customized the Get-an-Email app and offered an incentive of Free shipping on orders of \$65 or more to visitors for becoming members of email subscription program.

Educational Insights was excited about the fact that users never had to leave their website. This made the entire process of signing up for email subscription program very easy and ensured that customers on Educational Insights always had an easy and unrivalled buying experience.

RESULTS

- Got 1000s of high quality email subscribers
- Higher conversion rate because visitors felt they 'earned' the coupon



CREATE SOCIAL PROOF TO IMPROVE CONVERSIONS

METHODOLOGY

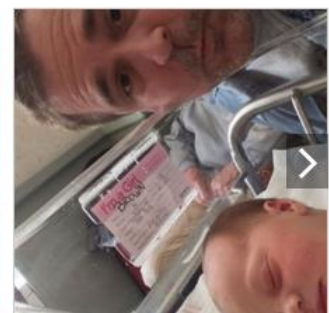
In addition to Social Login and Get-an-Email app, Educational Insights also embedded ShopSocially's very popular app, '[Photomonials](#)' on its website. This app helped Educational Insights to aggregate customer generated photos from various social channels such as Facebook, Instagram and Twitter. It captured the kids delight as a beautiful photostrip placed on relevant product category pages on Educational Insights website as a visual social proof.

This visual social element on Educational Insights' website increased user-engagement and enhanced the overall shopping experience on the site. These social photos and 'selfies' acted as excellent visual referrals for Educational Insights brand.

RESULTS

- Viral spread of Educational Insights brand
- Leveraged customer photos and 'selfies' as powerful visual referrals for the brand

SHARE YOUR HOLIDAY CHEER WITH #EI14DAYSOFPPLAY





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](#)