

Mexico's largest online service  
for delivering flowers and gifts

**enviaflores.com**  
más que detalles, toda una experiencia.

ShopSocially campaigns are empowering word-of-mouth promotion for our brand through social media, boosting our sales conversion rate. We are happy to see our brand go viral and get more sales.

*Ricardo Blancarte | Digital Marketing Manager  
EnviaFlores.com*



**Objective:**

## INCREASE SALES CONVERSION THROUGH SOCIAL SHARING AND REFERRAL MARKETING CAMPAIGNS

- High sales conversion rate of 27.05% for social sharing campaigns
- 18.35% sales conversion rate for friend referral traffic
- Seamless login experience using customers' favorite social profiles
- Word-of-mouth endorsements for the brand on social media
- Enhanced user-engagement and increased social product discovery for EnviaFlores.com products

# GENERATE HIGH-QUALITY FRIEND REFFERAL TRAFFIC

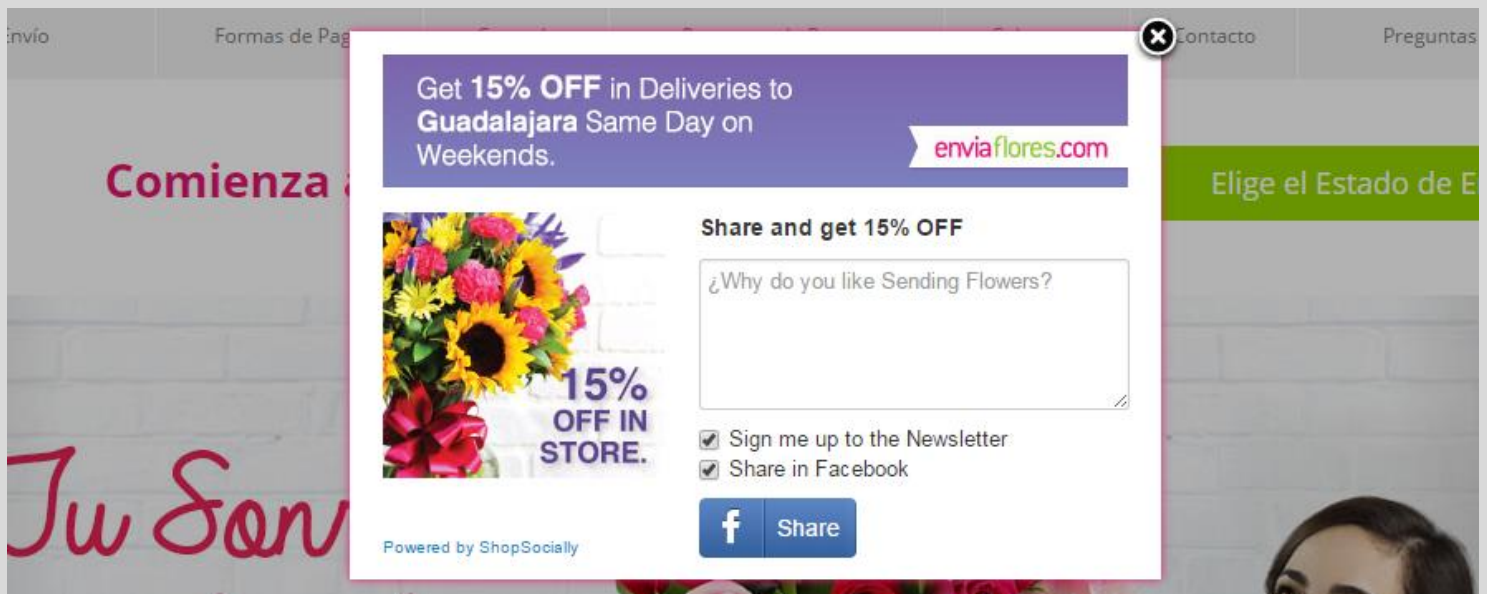
## METHODOLOGY

EnviaFlores.com, Mexico's largest online retailer for flower and gift delivery, used ShopSocially's [Social Connect](#) app to encourage users to connect with its brand on social media. As users connected with the brand, they shared their pre-verified email address, and also rich social profile data with information like birthday, gender, location, interests, number of friends, friend birthdays and friend interests. Aggregation of this data resulted in creation of deep insights into social persona of EnviaFlores.com customers.

App also encouraged users to share on Facebook their reasons for endorsing the brand. These social posts acted as social referrals and drove high-quality referral traffic to EnviaFlores website.

## RESULTS

- 18.35% sales conversion rate for traffic generated from social referrals
- Hundreds of rich social profiles gathered
- Deep insights into social persona of EnviaFlores customers



# DRIVE WORD OF MOUTH PROMOTIONS FOR THE BRAND

## METHODOLOGY

EnviaFlores used ShopSocially's [Share-and-Save](#) app to encourage social sharing on its site. EnviaFlores rewarded website users for sharing its site on social media channels like Facebook, Twitter and Google+ and generated numerous word-of-mouth recommendations. This resulted in 6.8% website users sharing EnviaFlores brand with their friends on social media.

The entire interaction happened onsite and users never had to leave the website. Since users felt they have 'earned' the coupon by investing their social capital in sharing EnviaFlores brand with their friends, they converted at a higher rate. This viral promotion campaign drove a healthy uplift in sales conversion rate for EnviaFlores.

## RESULTS

- Viral promotion campaign facilitated a high sales conversion of 27.05% for EnviaFlores
- Viral spread of the brand



# FAST AND SEAMLESS LOGIN EXPERIENCE USING CUSTOMER'S FAVORITE SOCIAL PROFILE

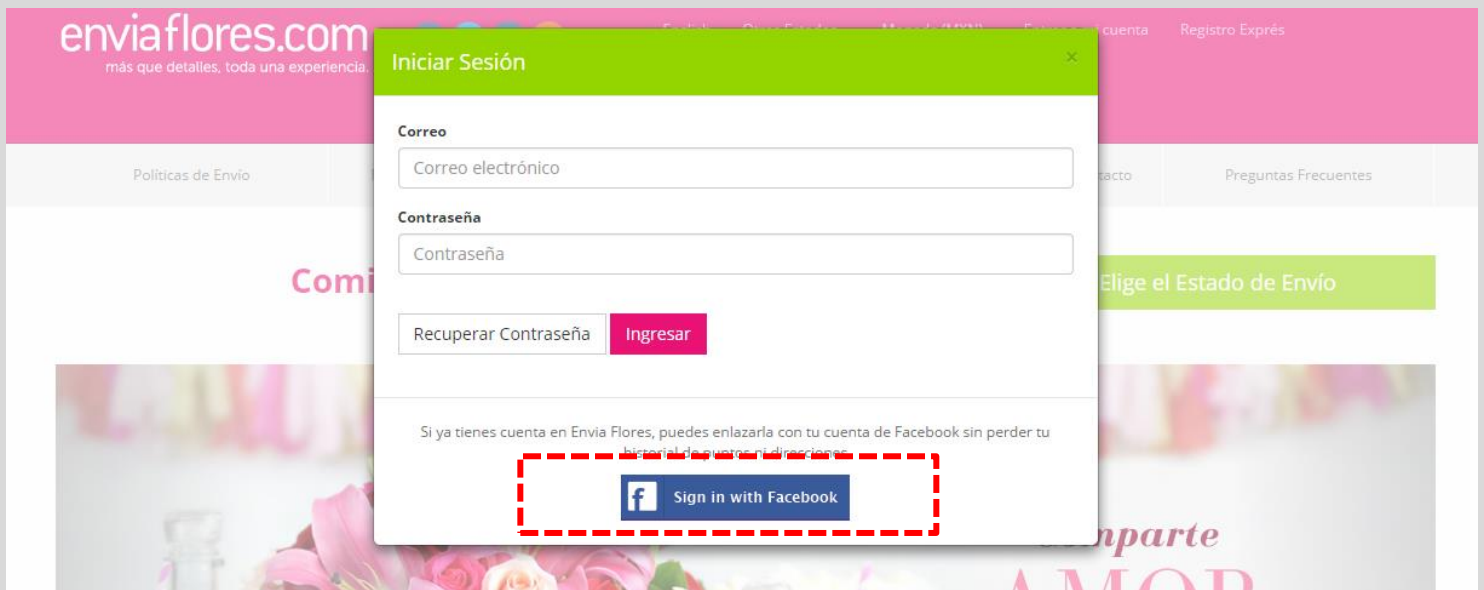
## METHODOLOGY

To improve customer experience and increase the sales conversion, EnviaFlores used ShopSocially's [Social Login](#) app and offered users the ability to register and log-in to a website using their social profiles. Enviaflores.com embedded this app on its site to facilitate fast and easy user login and reduced the user-resistance to fill up lengthy registration forms. It also reduced the 'password fatigue' of remembering account credentials across numerous sites.

Social Login app extended customers' default social media browsing experience to EnviaFlores site and reduced the cart-abandonment rate. This led to an increase in the sales conversion rate.

## RESULTS

- Reduced dropouts at registration
- Increase in sales conversion rate through easy and seamless login at the site



# USE REAL CUSTOMER PHOTOS AS VISUAL REFERRALS

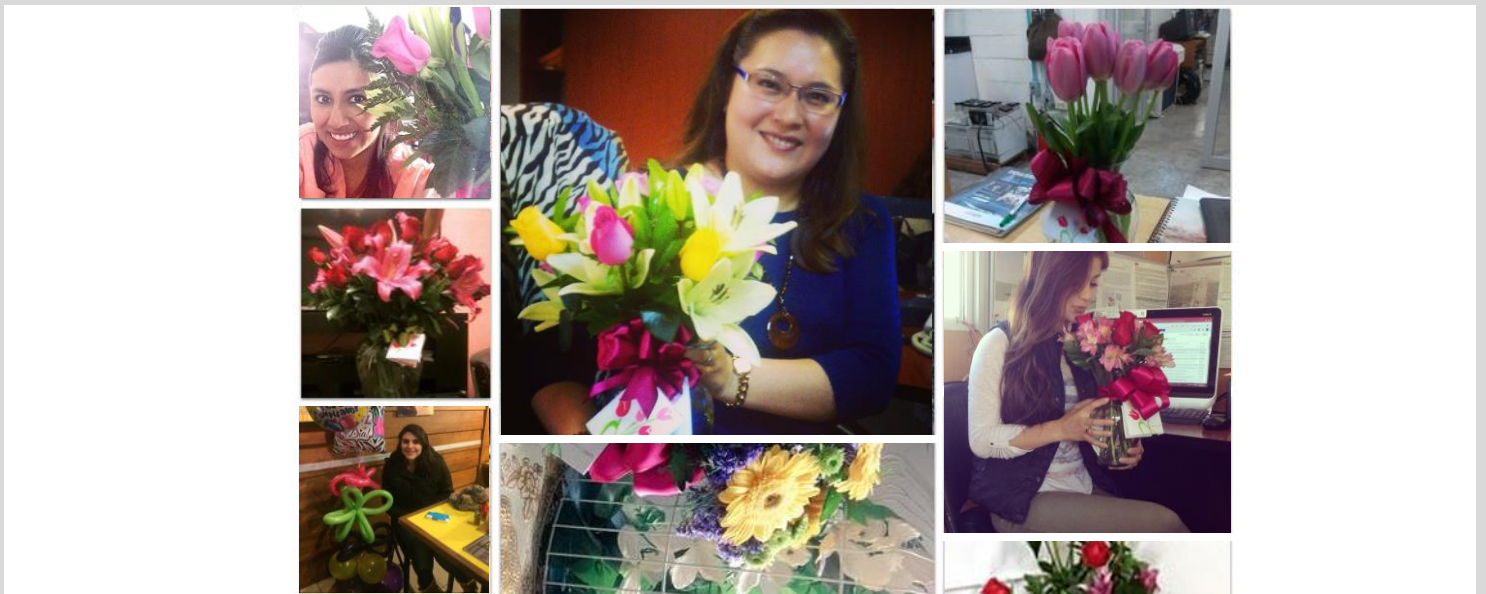
## METHODOLOGY

Gifting flowers is generally a pleasurable experience for both giver and receiver. EnviaFlores customers shared this pleasure in form of social photos – or ‘selfies’ – on social channels like Instagram, Facebook and Twitter using hashtag #enviaflores. Using ShopSocially’s [Photomonials](#) app, EnviaFlores aggregated these photos and displayed on its site in form of an attractive photo gallery.

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

## RESULTS

- Viral spread of EnviaFlores brand
- Leveraged customer photos and ‘selfies’ as powerful visual referrals for the brand





## 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, 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](#)