

Evan-Moor Educational Publishers provides educators with practical, creative and engaging materials that enrich the PreK–8 curriculum.



“ShopSocially with their new age loyalty program has proved to be a valuable partner in our growth. They enabled us to significantly increase the average order value and repeat purchases per user for our customers.”

- Trisha Thomas, Chief Marketing Officer at Evan-Moor.com



#### Objective:

## INCREASE REPEAT PURCHASE FREQUENCY AND WORD-OF-MOUTH REFERRALS

- 1.4X increase in repeat purchase frequency for every loyalty member
- 50% higher Average Order Value for loyalty users
- 1 out of 5 visitors who returned to the website through the referral program became a customer i.e. completed a purchase
- Acquired 1000's of high quality email subscribers

# BOOST CUSTOMER ENGAGEMENT ON THE WEBSITE

## METHODOLOGY

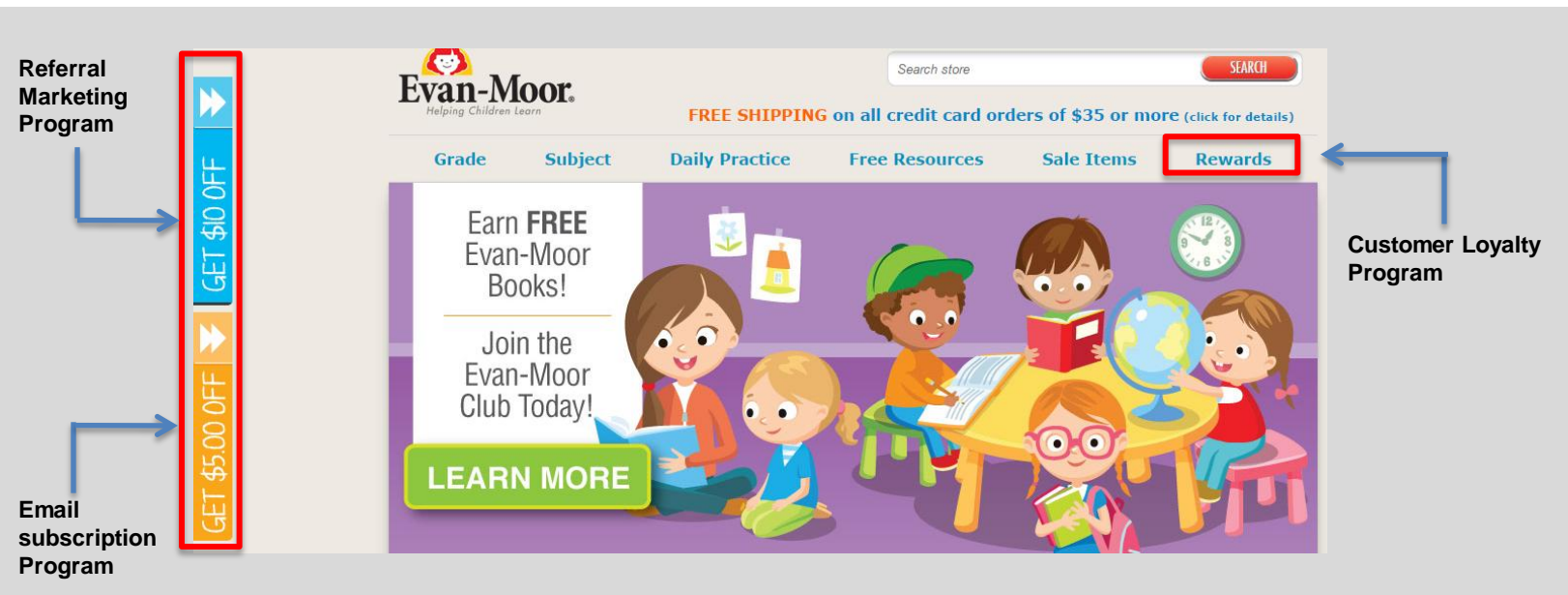
[Evan-Moor Educational Publishers](#), the well-known providers of educators with practical, creative and engaging materials that enrich the PreK–8 curriculum, was looking to increase the repeat purchases and boost customer engagement on its website.

Evan-Moor wanted to reward its customers by engaging them at various touch points on its website through a simple yet effective 360 degree engagement module. The brand also wanted to leverage the power of social referrals and acquire new customers and boost brand visibility via social channels.

Evan-Moor mapped all the touch points of the customer journey on the website effectively, and adopted an easy to implement customer loyalty program. They also implemented ShopSocially’s referral and email subscription program.

## RESULTS

- Uplift in repeat purchases
- Increase in site traffic through social referrals
- Interacted with site visitors at every touch point

The screenshot shows the Evan-Moor website interface. On the left, a vertical sidebar contains two promotional banners: 'GET \$10 OFF' and 'GET \$5.00 OFF'. A blue arrow labeled 'Referral Marketing Program' points to the top of this sidebar, and another blue arrow labeled 'Email subscription Program' points to the bottom. The main website header includes the Evan-Moor logo, a search bar, and a navigation menu with items like 'Grade', 'Subject', 'Daily Practice', 'Free Resources', 'Sale Items', and 'Rewards'. The 'Rewards' link is highlighted with a red box, and a blue arrow labeled 'Customer Loyalty Program' points to it. The main content area features a banner for 'Earn FREE Evan-Moor Books!' with an illustration of children reading and a 'LEARN MORE' button.

# INCREASE CUSTOMER SPENDING AND REPEAT SALES

## METHODOLOGY

In order to increase customer retention and to enhance engagement, Evan-Moor implemented ShopSocially's 360 degree [customer loyalty](#) app on its website and launched its Evan-Moor Rewards Program.

The brand promoted the loyalty program on its home page and encouraged customers to enroll for the loyalty program. A landing page was also introduced by Evan-Moor for the rewards program to make it simpler for the users to understand the process to earn reward points.

Evan-Moor encouraged its customers to engage with the program by awarding loyalty points for various activities such as account creation and email subscription along with purchases. The customers earned 1 point for every Dollar spent on the website. Evan-Moor gave a wide variety of choices to its customers to redeem the loyalty points in the form of gift cards.

The modern day loyalty program implemented by Evan-Moor made a direct, measurable impact on Evan Moor's revenues. Within a 4 month period, the repeat purchase frequency per user jumped by 1.4X. The Average Order Value (AOV) for loyalty users jumped by 50%. As a result, revenue per customer increased by 100% for loyalty users.

## RESULTS

- 1.4X jump in repeat purchase frequency per user
- 100% increase in revenue per customer for loyalty users
- Achieved 50% increase in average order value (AOV) for loyalty program users



## INTRODUCING EVAN-MOOR'S REWARDS PROGRAM!

1. Shop & Participate  
on [evan-moor.com](http://evan-moor.com)
2. Earn Points
3. Redeem Points



It's easy to  
earn points  
and rewards!

Now, you can simply earn points by purchasing on [evan-moor.com](http://evan-moor.com). Points are automatically added to your account as soon as you complete a purchase.

You will earn 1 point for every \$1 spent. You can redeem your points at any time right here on [evan-moor.com](http://evan-moor.com)!

**LOG IN TO MY ACCOUNT**

[Log in](#) to your [evan-moor.com](http://evan-moor.com) account or [Register here](#)

Points are awarded for purchases made on [evan-moor.com](http://evan-moor.com) only. Purchases made on or after 6/16/16 are eligible.

Points are not awarded for orders placed via fax, phone, or email.

# BOOST PURCHASES ON THE WEBSITE THROUGH WORD OF MOUTH PROMOTIONS

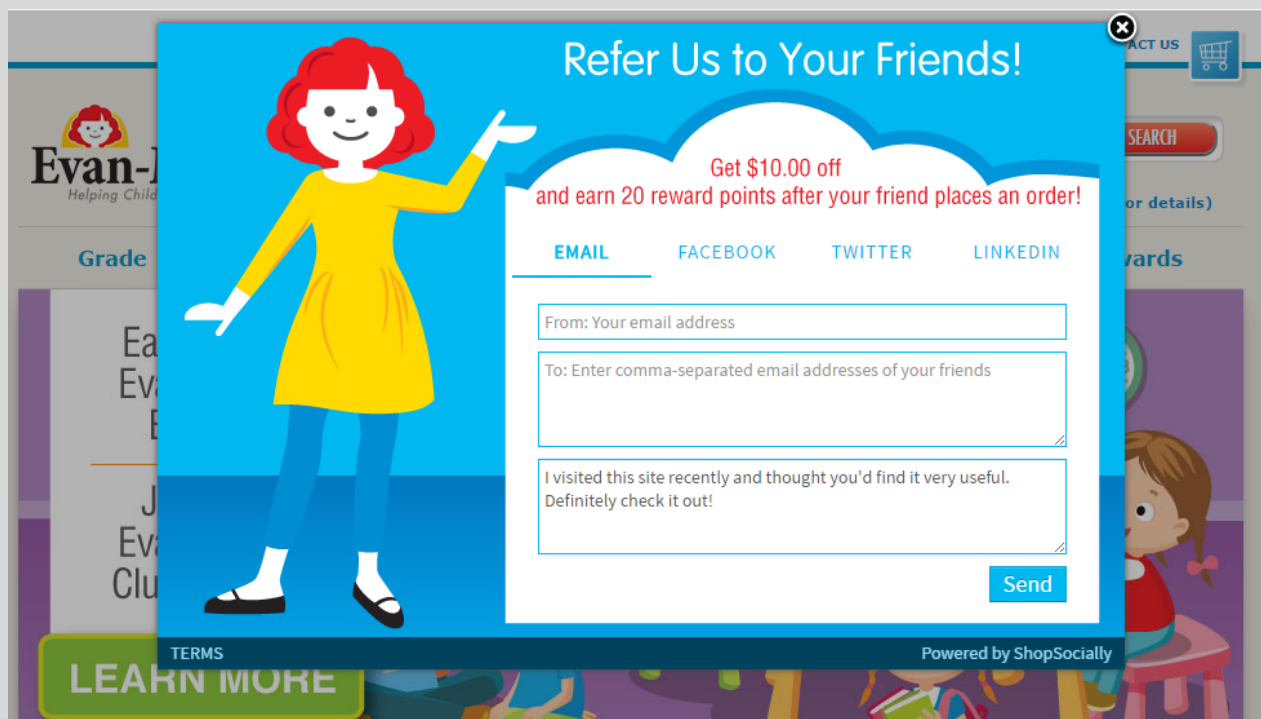
## METHODOLOGY

Evan-Moor also embedded ShopSocially's ['Refer-a-Friend'](#) app on its website and encouraged users to refer the brand to their friends via Email, Facebook, Twitter and LinkedIn along with a customized message. The brand offered visitors with an exciting offer of earning a \$10 coupon combined with 20 reward points for every friend who places an order on the website.

The attractive incentive combined with strategic placement of referral interface resulted in driving more sales and bringing genuine traffic to their site at the same time. Additionally, 1 out of 5 customers who came back to the website through the referral program completed a purchase.

## RESULTS

- Achieved brand virality through word of mouth promotions
- 1 out of 5 customers who came back to the website through the referral program completed a purchase



# CONVERT WEBSITE VISITORS INTO EMAIL SUBSCRIBERS

## METHODOLOGY

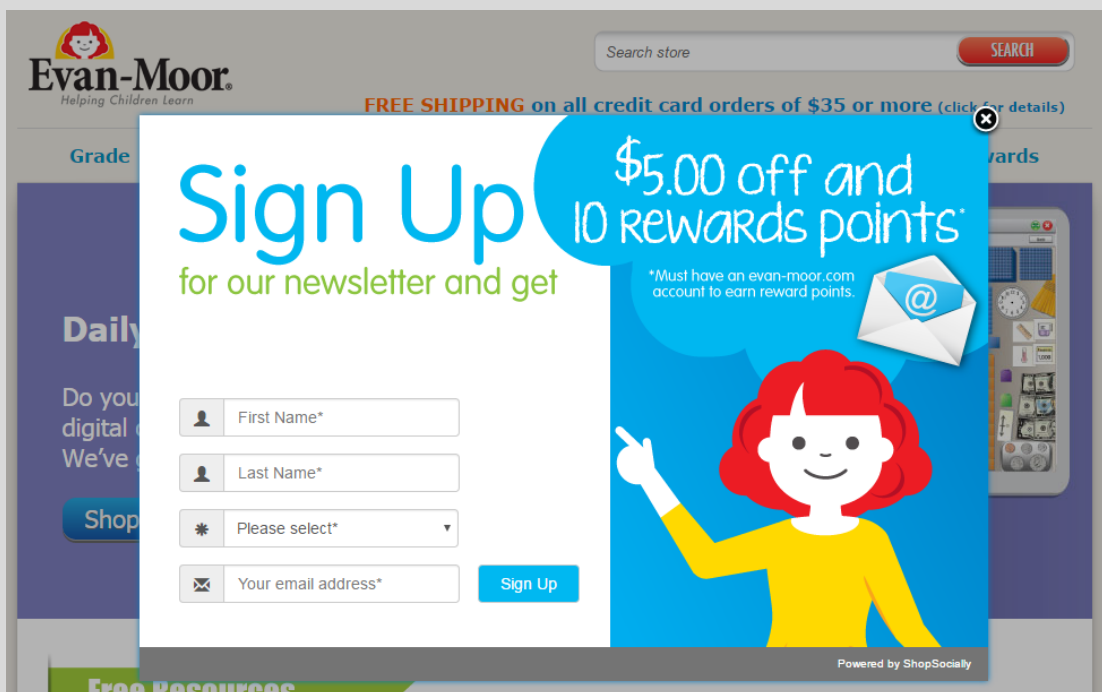
Evan-Moor wanted to acquire email subscribers and share attractive offers via emails and newsletters. The brand embedded ShopSocially's '[Get-an-Email](#)' app on its site and converted its website visitors into email subscribers.

With the Get-an-Email app, Evan-Moor offered its visitors with \$5 off and 10 reward points in exchange for becoming members of the email subscription program. Incentive was delivered inline and user never had to leave the website. This made the entire process of signing up for email subscription program very easy. It also assisted Evan-Moor to share offers and discounts on their products via email with high intent customers.

With this strategy, the brand added thousands of high quality email subscribers to its database.

## RESULTS

- Doubled email subscriber count in few months
- Higher conversion because visitors felt they 'earned' the coupon







## UNIFIED MARKETING PLATFORM FOR LOYALTY AND REFERRAL SOLUTIONS

### 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 a SaaS-based, social, referral and loyalty marketing platform that delivers up to 40% more revenue by enabling an increase in new customer acquisition, engagement, conversion rate and retention.

More than 500 global brands are using ShopSocially to grow their business via proven strategies such as referral marketing, visual commerce, customer loyalty, social login, social gamification, customer Q&A and more.

Connect with Us today!

[REQUEST A DEMO](#)