



The e-commerce store sees 6X return on ad spend from a Facebook Offer, thousands of new customers from users sharing CafePress products with friends and 2X the average conversion rate from Facebook traffic.

Goals

Working with the social app platform **ShopSocially**, CafePress wanted to drive business growth by leveraging Facebook. Specifically, CafePress wanted to:

- Build a large and engaged base of true, highly qualified fans
- Drive sales by reaching these fans and their friends with special offers
- Create brand ambassadors, acquire new customers, and generate incremental sales by encouraging website visitors and shoppers to share CafePress products and purchases

Approach

At the beginning of 2012, CafePress decided to invest in growing its Facebook **Page** of 50,000 fans by adding new, qualified fans. CafePress used ShopSocially's proprietary Get-a-Fan app to convert site visitors into fans of its **Page**.

- Up to 5% of visitors targeted converted into fans.
- These fans also generated 20%-45% higher revenue per session compared to other visitors.
- By the time the 2012 Thanksgiving season arrived, CafePress had more than 350,000 highly qualified fans.

With a larger fan base, CafePress launched an enticing promotion—\$34 for a photo canvas usually priced at \$124.99—beginning on the day after Thanksgiving 2012 and running for a week. To promote the special, CafePress used Facebook **Offers** as well as its website and email marketing. For the Facebook **Offer**:

- Targeting was to fans and friend of fans. CafePress also used precise demographic targeting that is unique to the Facebook ad platform.
- A ShopSocially-created landing page devoted to the **Offer** helped reduce clutter, resulting in an 18% sales conversion rate.
- CafePress also ran **sponsored stories** that displayed to friends of people who had claimed the Offer: “Meg Sloan claimed an **Offer** from CafePress.”

CafePress has also added ShopSocially's Share-a-Purchase app on the order confirmation page, letting buyers easily share the items they bought with their friends on Facebook. Nearly 10% of buyers are opting into sharing their purchases every day.

- Users connect with the CafePress Facebook application to share their purchases, which gives CafePress useful insights such as top social influencers, user demographics and more
- Each shared purchase by buyers creates a story that appears in their friend's **news feeds**.
- CafePress is also using media to increase distribution of these **posts** by turning them into **sponsored stories**.

Results

Photo Canvas Promotion (Nov 2012):

- **6X** return on advertising spend on Facebook, which was significantly higher than other platforms CafePress used
- **4X** higher revenue from Facebook compared to combined revenue from all other channels, including email promotions and onsite banners
- **18%** conversion rate for the **Offer**
- **55%** of impressions were delivered in **news feed**

Purchase Sharing (Ongoing):

- **3.1** clicks per purchase sharing post and 5.2 when they are converted into **sponsored stories**
- **2X** higher-than-average sales conversion rate from friend traffic generated via these **posts**
- **7X** higher view-through impact of post-purchase shares than click-through impact

“In this age of social media, users have become the new marketing channel and Facebook is a really effective platform to help leverage that. By using a combination of techniques including building up CafePress’ fan base, encouraging users to share their purchases and leveraging the Facebook Offers and ad platform, we have been able to drive significant gains in new customer acquisition, brand value, user engagement and ultimately, revenue.”

Jai Rawat, Founder & CEO, ShopSocially



Cafe Press Page



Offers

CafePress is where the world shops for custom t-shirts and other unique gifts that express people's unique personalities. **ShopSocially** is a social app platform that embeds rich and meaningful social experiences in the user's buying workflow to improve discovery, engagement, decision and conversion.

facebook.com/CafePress