

Retailer Success Story



Frecklebox offers truly unique, personalized gifts for children at affordable prices.

OBJECTIVE:

Drive word-of-mouth promotions through social media

- Social referrals drive 36.65% sales conversion rate
- A/B testing framework to evaluate precise impact of campaign
- Deep insights into social persona of Frecklebox customers
- 5.15% of website visitors converted into genuine Facebook fans

"ShopSocially is getting us high quality social referral traffic. Their built-in A/B testing feature helped us evaluate the exact business impact of our social commerce strategy."

Mark Sarpa
CEO, Frecklebox

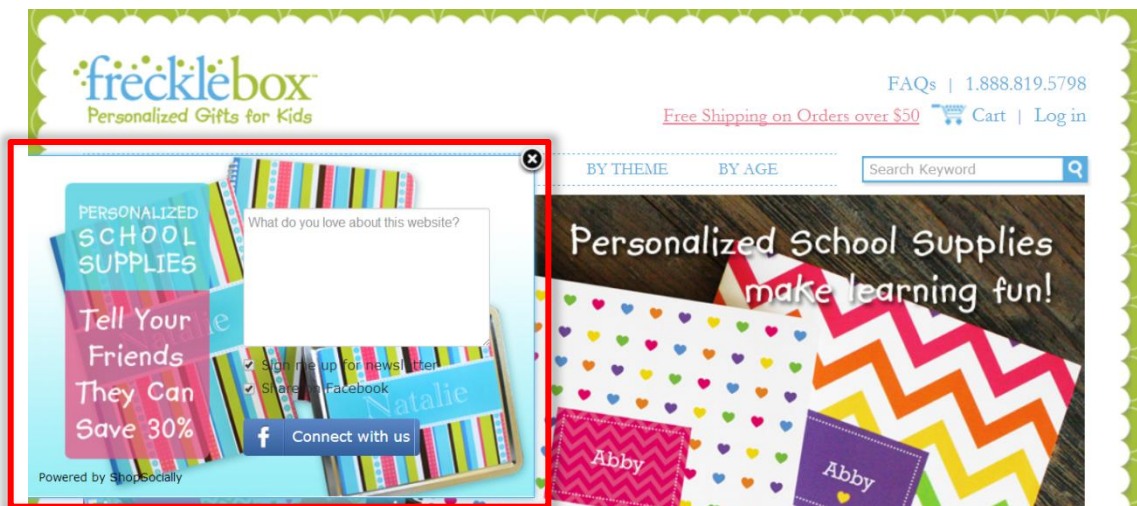
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OBJECTIVE : Generate social insights and increase sales conversion rate

METHODOLOGY:

Frecklebox used ShopSocially's [Social Connect](#) app to generate social insights into their target audience. Frecklebox incentivized their users to connect with their brand on Facebook. This resulted in collection of rich social profile data of users with detailed information like birthday, gender, location, interests, number of friends, friend birthdays and friend interests.

Encouraging site visitors to recommend Frecklebox to their friends not only helped Frecklebox gain deep insights into their audience but also generated high quality social referral traffic thus converting the website into word-of-mouth powerhouse.



RESULTS:

- Social referrals drive 36.65% sales conversion rate
- Hundreds of rich social profiles gathered
- Viral spread of the brand

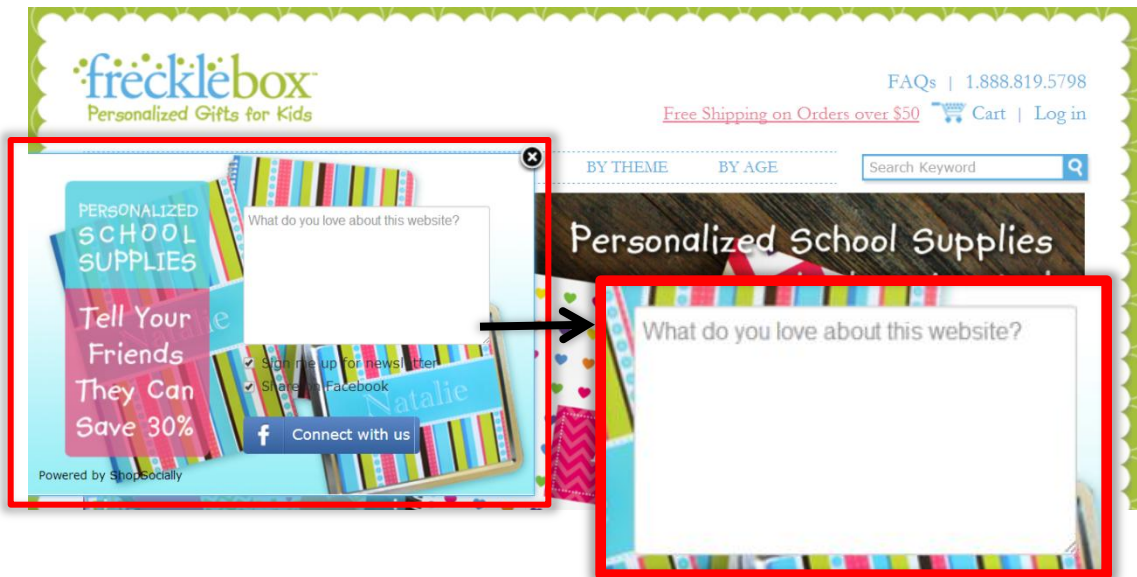
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OBJECTIVE : A/B test to evaluate campaign impact

METHODOLOGY:

Frecklebox wanted to evaluate the precise impact of user comment while sharing site on social media. By using ShopSocially's A/B testing framework, Frecklebox created divided site traffic into two parts. For one part, comment was made compulsory for social sharing and for other part, it was kept optional.

Users for whom adding comment was made compulsory while recommending Frecklebox on Facebook showed 36.36% higher interaction rate and resulted in 4.13% higher sales conversion rate than for users for whom comment was kept optional.



RESULTS:

- Compulsory comments resulted in 36.36% higher interaction rate and 4.13% higher sales conversion rate
- Revenue impact of user comment while social sharing evaluated in clear terms

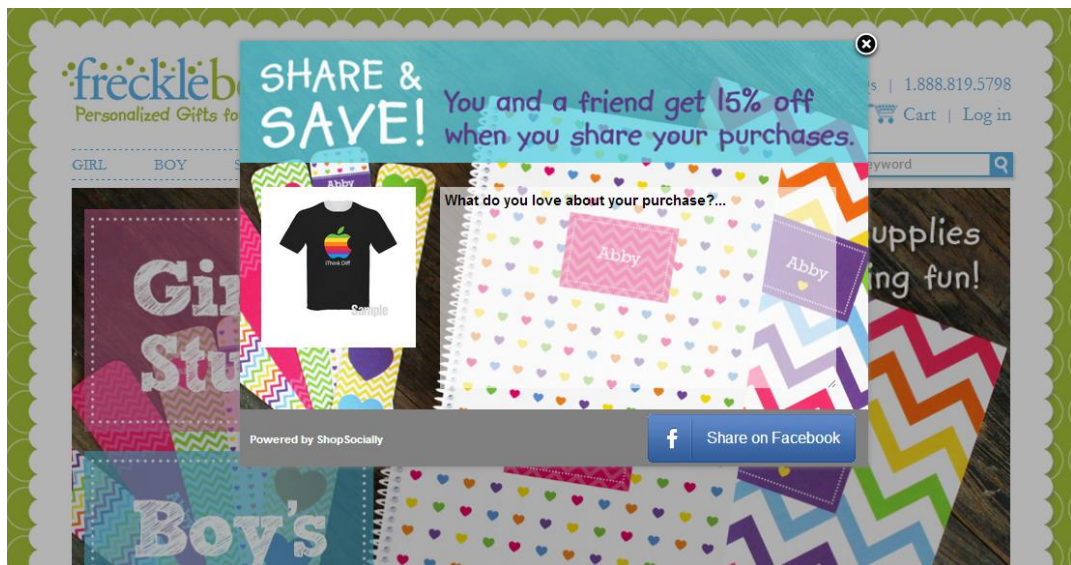
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OBJECTIVE : Drive word-of-mouth recommendations

METHODOLOGY:

Frecklebox captured the customer delight when they placed their orders and incentivized them to share their purchases on social media. By using ShopSocially's [Share-a-Purchase](#) app on the post-checkout order confirmation page, shoppers were offered a discount for sharing their purchases on various social networks.

This created digitized word-of-mouth promotion on social media leading to viral spread of Frecklebox brand. This turned shoppers into brand ambassadors and also brought in quality friend traffic which converted at a high rate.



RESULTS:

- Converted customers into brand ambassadors
- Increase in sales conversion rate
- 1000s of friend referrals

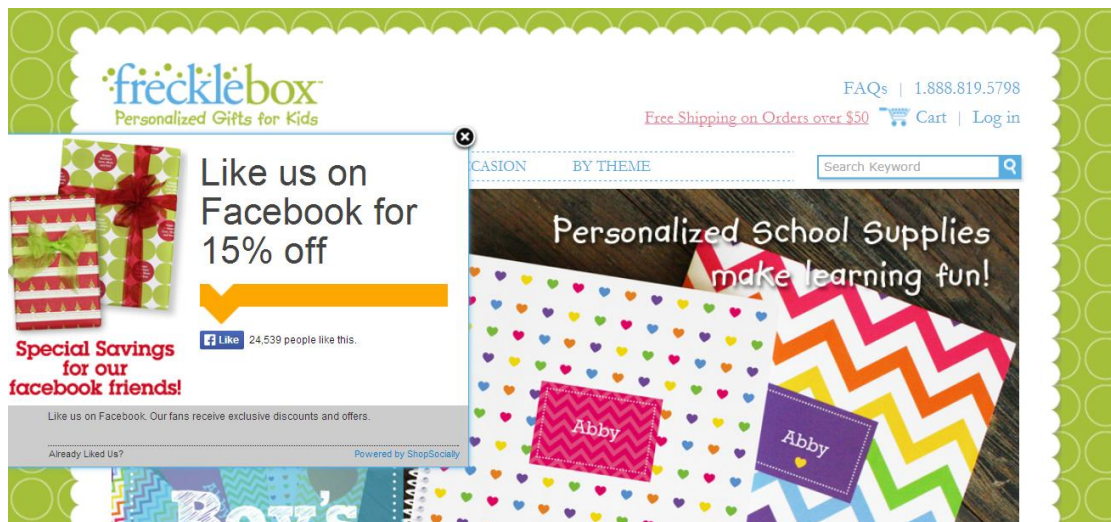
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OBJECTIVE : Acquire genuine Facebook fans

METHODOLOGY:

Frecklebox used ShopSocially's [Get-a-Fan](#) app to implement an incentivized Like-gate on its site. This module allowed Frecklebox to reward its site visitors for becoming a fan. The users felt they earned the discount coupon by doing a social action, and hence valued the coupon highly and converted at a higher rate.

This resulted in word-of-mouth promotion and high sales conversion rate for Frecklebox .



RESULTS:

- 5.15% Frecklebox website visitors converted into genuine Facebook fans holiday season of 2013