

A leading online seller of luxury eye-wear brands like Ray-Ban, Tom Ford and many others.

GAFFOS^{.com}

“At Gaffos.com, we always keep customers updated with our latest range of stylish products and attractive offers. Our email marketing program plays an important part in driving sales. ShopSocially is helping us to rapidly add quality email subscribers and drive high results for our email marketing program. We are happy to see a high sales conversion rate for these email subscribers.”

Jonathan Muller, CEO | Gaffos



Objective:

CONVERT WEBSITE VISITORS INTO HIGH QUALITY EMAIL SUBSCRIBERS

- Rapid addition of 1000s of high quality email subscribers through ‘Get-an-Email’ app
- 13.52% sales conversion rate from these email subscribers
- Ensured regular brand recall and drove high results from email marketing programs

ENCOURAGE VISITORS FOR EMAIL SIGNUP

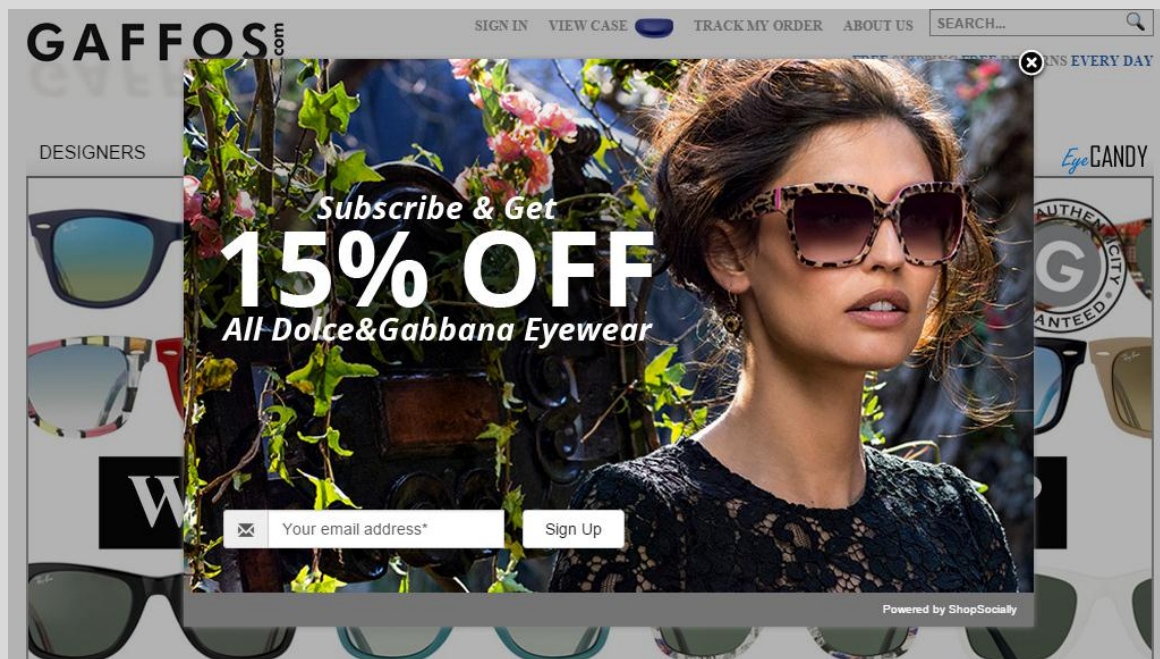
METHODOLOGY

Gaffos.com, the ultimate online destination for branded eye-wear products, wanted to acquire email subscribers and share attractive offers via emails and newsletters. To acquire new subscribers, Gaffos embedded ShopSocially's [Get-an-Email](#) app on its website and encouraged website visitors to sign-up for email updates program.

ShopSocially's Get-an-Email app provided a complete customizable user-interface and blended with the default user-experience on Gaffos website. The app helped Gaffos configure different email acquisition campaigns for different set of users using advanced targeting parameters like website session history, geo-location, access devices, etc. ShopSocially also provided a robust performance tracking dashboard, which helped Gaffos track the email acquisition campaigns effectively.

RESULTS

- Easy signing up process of email subscription program for site visitors
- Higher conversion because visitors felt they 'earned' the coupon
- Doubled email subscriber count in few months



METHODOLOGY

By using ShopSocially's [Get-an-Email](#) app on website homepage, Gaffos.com offered an immediate discount of 15% to website visitors for becoming members of email subscription program. Incentive was delivered inline and user never had to leave Gaffos.com website. This made the entire process of signing up for email subscription program very easy and ensured that customers on Gaffos.com always had an easy and unrivalled buying experience. It helped Gaffos share offers and discounts on their products via email with high intent customers.

This strategy resulted in rapid addition of high quality email subscribers, who converted into sales at a high rate of 13.52% on Gaffos.com.

RESULTS

- Email signups led to impressive sales conversion rate of 13.52%
- Got 1000s of high quality email subscribers





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](#)