

Leading designer and manufacturer
of award winning mobile device
accessories and technology

INCIPIO® 

“Innovation in design and technology is the key for Incipio’s success. Our expertly engineered and stylish products continuously make our customers happy. ShopSocially is helping us create valuable social endorsements from our happy customers and boost our sales conversion rate.”

Nicole Grodesky, Ecommerce Analyst | Incipio®



Objective:

GENERATE SOCIAL ENDORSEMENTS AND DEEP INSIGHTS OF HIGH PURCHASE INTENT VISITORS

- Effective word-of-mouth endorsements for Incipio brand on social media
- 43.87% high sales conversion rate for traffic generated through social endorsements
- Enhanced user engagement and increased social product discovery for Incipio’s products

ACQUIRE HIGH QUALITY REFERRALS THROUGH SOCIAL ENDORSEMENTS

METHODOLOGY

Incipio, leading designer and manufacturer of award winning mobile device accessories, wanted to generate social endorsements from its website visitors. By generating social endorsements on social media, Incipio wanted to drive word-of-mouth propagation for the brand. To accomplish this, Incipio embedded ShopSocially's [Social Connect](#) app on its website.

ShopSocially's Social Connect module gave viral boost to the traditional email acquisition light box. It helped leverage the purchase intent of users and amplified it using social media influence. The app encouraged visitors to:

- Connect with the brand using Facebook Connect
- Subscribe to email newsletter
- Share his or her product views and recommendations within social circles

HIGHLIGHTS

- Identify and connect with high purchase intent site visitors
- Boost email sign ups
- Generate brand endorsements
- Increase product discovery



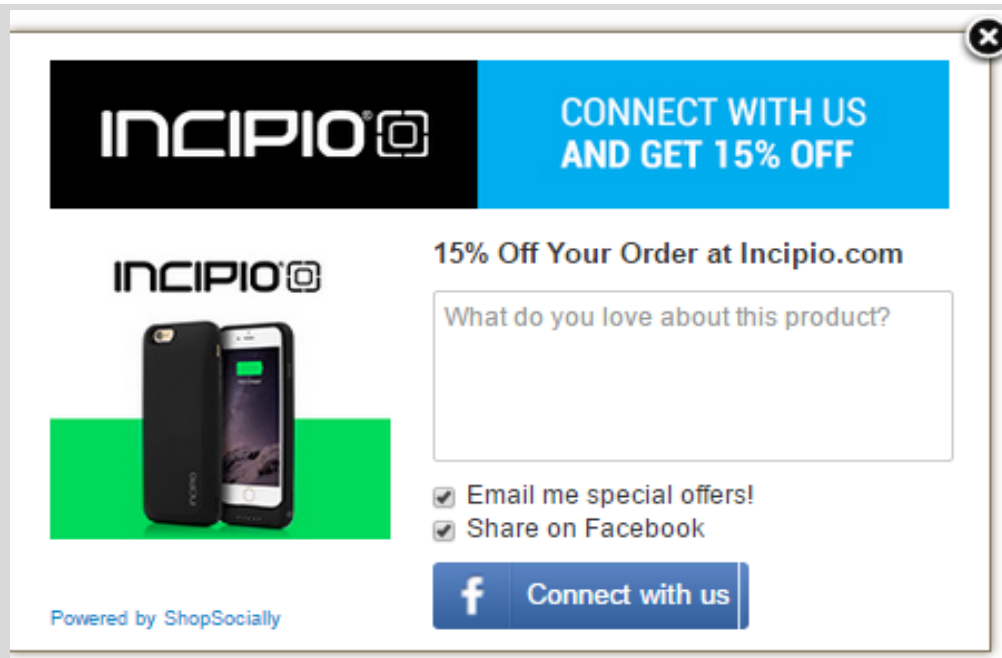
METHODOLOGY

By using ShopSocially's [Social Connect](#) app, Incipio incentivized the site visitors to connect on Facebook. Users who connected were offered 15% discount coupon to create a social post endorsing Incipio website on Facebook. User added comments or share blurbs in these referrals which further boosted the impact. Incipio loved the fact that this whole interaction happened on the site and users never left the website.

Using Social connect app, users also shared their rich social profile data with Incipio such as age, gender, location, likes and friends' information. Incipio witnessed amazing results from this referral strategy such as viral email acquisition, spread of word-of-mouth, uplift in SEO Rank, 1000s of high quality referrals and whopping sales conversion rate of 43.87% for users interacting via Social Connect app.

RESULTS

- Social Connect app led to astonishing sales conversion rate of 43.87%
- Genuine profile data of 1000s of high purchase intent visitors



The screenshot shows a promotional pop-up window for Incipio. At the top left is the Incipio logo. To its right, a blue banner reads "CONNECT WITH US AND GET 15% OFF". Below the logo is a photo of two smartphones, one in a black case and one in a white case, set against a green background. To the right of the photo, the text "15% Off Your Order at Incipio.com" is displayed above a text input field with the placeholder "What do you love about this product?". Below the input field are two checked checkboxes: "Email me special offers!" and "Share on Facebook". At the bottom left, it says "Powered by ShopSocially". At the bottom right is a blue button with the Facebook logo and the text "Connect with us". A close button (X) is in the top right corner of the pop-up.



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](#)