

Jetsetter.com – a TripAdvisor® company – is the world’s go-to brand for travellers with discerning taste.

JETSETTER

“To see such a high conversion rate on shared purchases demonstrates how powerful word-of-mouth can be when it comes to travel.”

Sean Murphy, Editor-in-Chief | Jetsetter.com



Objective:

DRIVE INCREMENTAL SALES THROUGH BRAND ENDORSEMENTS BY EXISTING CUSTOMERS

- Word-of-mouth endorsements generated through social sharing of purchases by existing customers
- 60% of shared purchases resulted in incremental sales for Jetsetter
- Personalized brand endorsements from customers resulted in viral spread of Jetsetter brand on social media

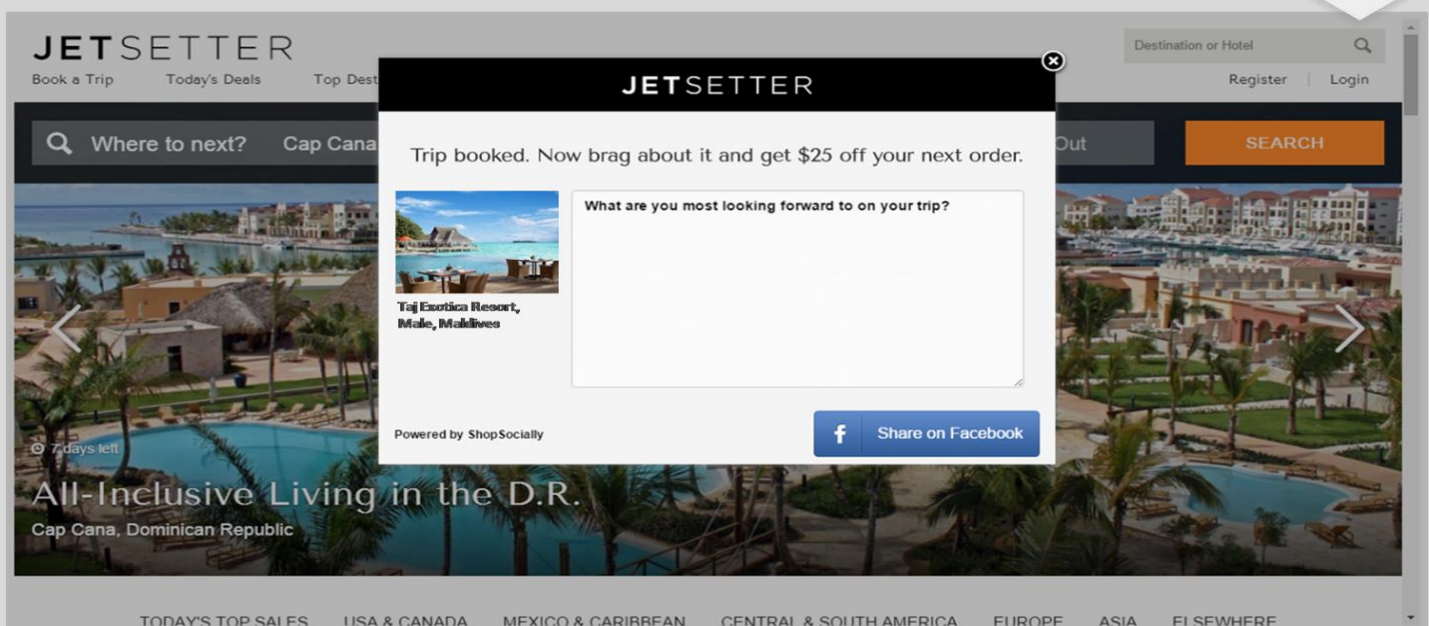
ENCOURAGE SOCIAL SHARING OF PURCHASES TO CREATE SOCIAL PROOF AND DRIVE INCREMENTAL SALES

METHODOLOGY

Jetsetter.com used ShopSocially's [Share-a-Purchase](#) app to encourage travel-enthusiasts on their site to share their comments on planned trips. Immediately after travellers confirmed their trip on Jetsetter.com, app incentivized them to share what they are most looking forward to about their trip right. Travellers could customize their messages and also add a comment about their experience of booking travel on Jetsetter.com. This leveraged the excitement of travellers to generate brand endorsements for Jetsetter from real customers on social media. These endorsements acted as social proof and helped acquire more business. For Jetsetter, 60% of the shared purchases resulted into incremental sales.

RESULTS

- 60% of the shared purchases resulted in incremental sales for Jetsetter
- Numerous brand endorsements generated on social media through social sharing of purchases





ONE-STOP SOCIAL REFERRAL AND RETENTION PLATFORM

OFFERINGS

REFERRAL PROGRAM

VISUAL COMMERCE

SOCIAL LOGIN

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](#)