

An innovative apparel retailer offering funny mantras printed on t-shirts, sweatshirts, and hoodies



“We are known for our sense of humor but the sales conversion rate through ShopSocially’s Get-an-Email app is something that we are taking very seriously. The company understands how to fulfill our needs as an online clothing retailer with international reach from our headquarters in North Carolina. Application integration with our existing online real estate works like a charm and has positively impacted our bottom line.”

Susie Lefkovits ,COO at Life Is Crap

Objective:

CONVERT WEBSITE VISITORS INTO HIGH QUALITY EMAIL SUBSCRIBERS

- Rapid conversion of 2% website visitors into high quality email subscribers through ‘Get-an-Email’ app
- Achieved 31.18% sales conversion rate from these email subscribers
- Ensured regular brand recall and drove high results from email marketing programs
- Acquired high quality traffic through word-of-mouth recommendations

ENCOURAGE VISITORS FOR EMAIL SIGNUP

METHODOLOGY

Life is Crap, an innovative apparel e-tailer, wanted to acquire email subscribers and share attractive offers via emails and newsletters. To acquire new subscribers, Life is Crap embedded ShopSocially's [Get-an-Email](#) app on its website which gave these subscribers access to exclusive offers, deals, and presents from the t-shirt company renowned for its funny slogans. Incentive was delivered inline and user never had to leave Life is Crap website. This made the entire process of signing up for email subscription program very easy and ensured that customers on Life is Crap always had an easy and unrivalled buying experience.

ShopSocially's Get-an-Email app helped Life is Crap to easily convert 2% of all website visitors into high-quality email subscribers providing their full name and even their much sought after date of birth, who converted into sales at an impressive rate of 31.18%.

RESULTS

- Email signups led to impressive sales conversion rate of 31.18%
- Got 2% of website visitors converted into high quality email subscribers
- Higher conversion rate because visitors felt they 'earned' the coupon



GET WORD OF MOUTH RECOMMENDATIONS

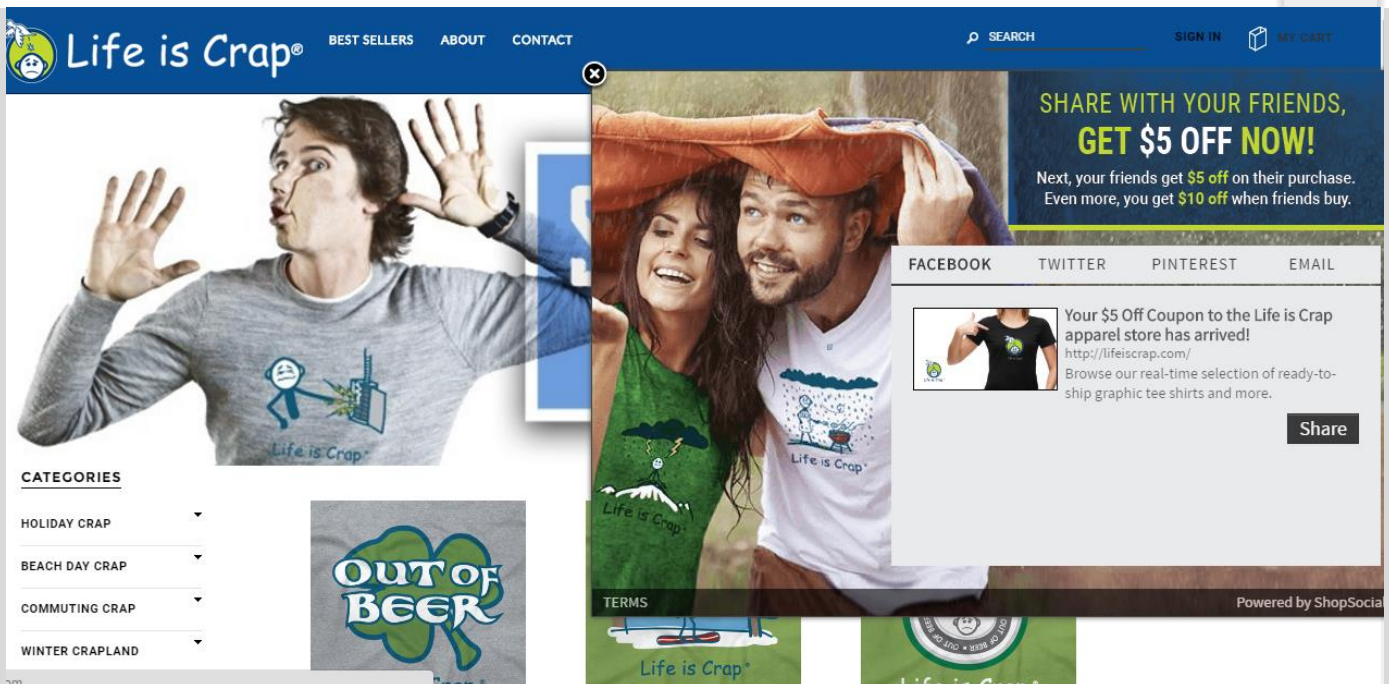
METHODOLOGY

In addition to Get-an-Email app, Life is Crap also embedded ShopSocially's very popular [Refer-a-Friend](#) app on its website. Through this app, Life is Crap offered its site visitors an immediate discount of \$5 off for sharing their website with friends and family and an extra \$10 off when there is a referral purchase. Also their friends got \$5 off on their first purchase. This interesting offer grabbed the site visitors' attention and encouraged them to share the Life is Crap website via various channels such as email, Facebook, Twitter, etc.

Life is Crap received thousands of referrals within a short span of time and got a hike in high quality referral traffic to the site by 10%. Refer-a-Friend also ensured 2-5 click backs for every referral as well as huge number of social media fans and followers.

RESULTS

- 1000s of social posts created endorsing Life is Crap brand
- Life is Crap got high quality traffic to site through referrals
- Established online virality for brand Life is Crap





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](#)