

One stop shopping experience
for your entire monogram &
personalized jewelry gift ideas

MH
Monogramhub.com

ShopSocially's Social Connect app has helped us gain a better understanding of our customers' preferences and is giving us an amazing uplift in the sales conversion rate.

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Manager, MonogramHub.com*

Objective:

CONNECT WITH WEBSITE VISITORS USING FACEBOOK AND INCREASE BRAND AWARENESS

- Enabled customers to connect with MonogramHub brand on Facebook
- Acquired social profile data of customers, including their pre-verified email address
- High sales conversion rate of 10.23% for website visitors interacting ShopSocially app on MonogramHub
- Word-of-mouth endorsements for the brand on social media

CONNECT WITH VISITORS AND DRIVE BRAND AWARENESS

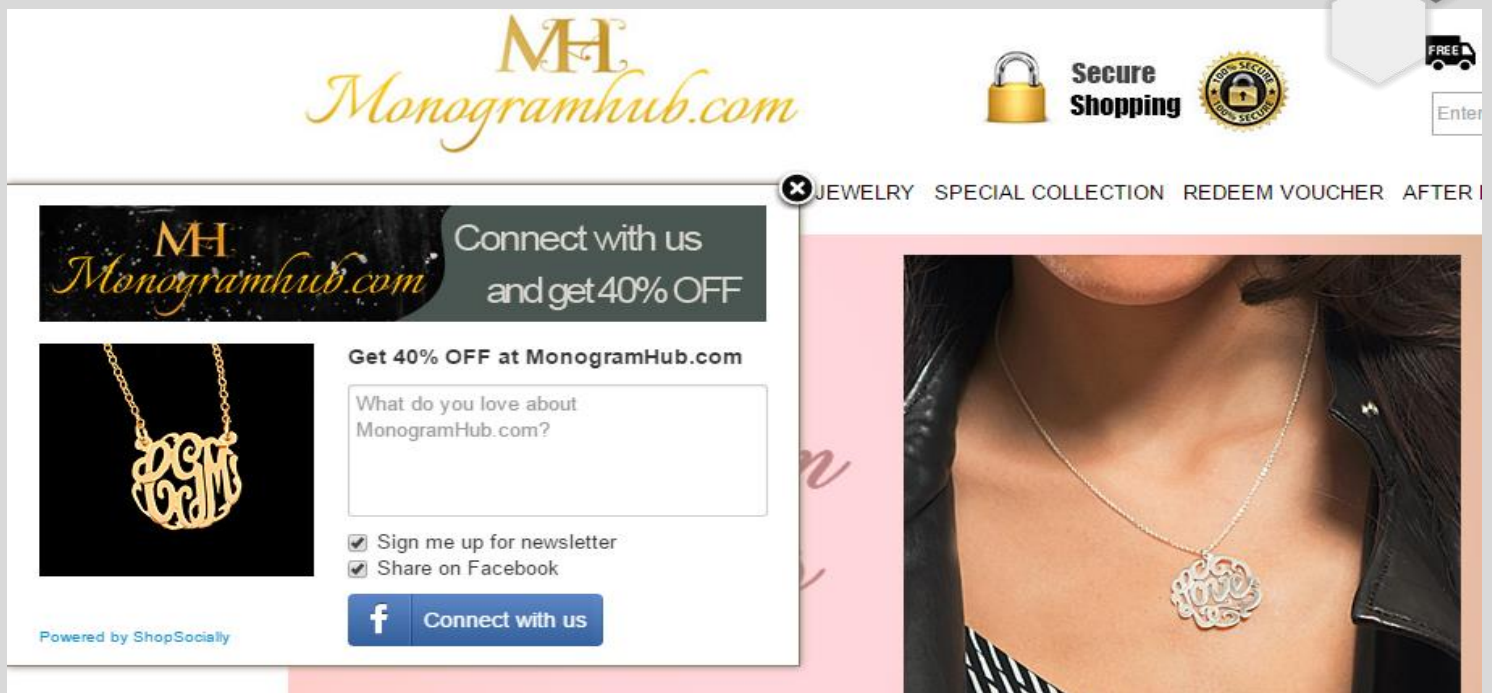
METHODOLOGY

MonogramHub wanted to enable website users to connect with their brand on Facebook and drive brand awareness. They also wanted to convert website visitors into email subscribers. Using ShopSocially's [Social Connect app](#), MonogramHub enabled the website users to connect with their brand on Facebook. As users connected, they also shared their social profile data, including their email address. App also prompted users to endorse MonogramHub on social media by sharing their reasons to prefer this brand.

This resulted in word-of-mouth promotions for MonogramHub on social media. It also rapidly acquired qualified email subscribers for MonogramHub.

BENEFITS

- Rapid acquisition of qualified email subscribers
- Gather user social profile data
- Viral spread of the brand through social endorsements



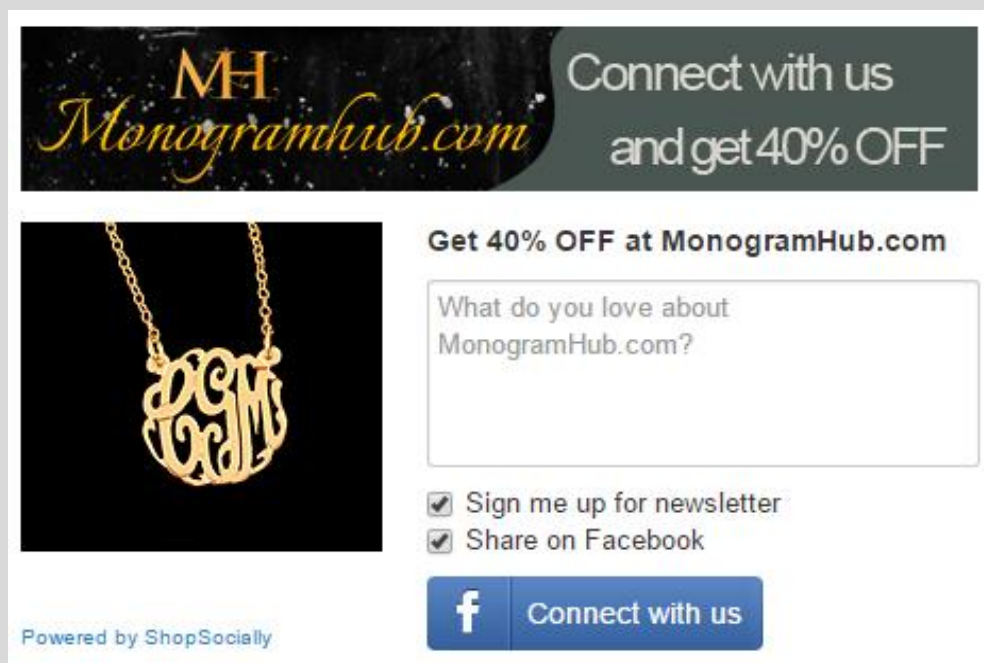
HOW SOCIAL CONNECT HELPED MONOGRAMHUB?

The built-in Facebook Connect feature in Social Connect app helped users to connect with MonogramHub brand with just one click. As users connected, they also shared their pre-verified email address and rich social profile data with information like birthday, gender, location, interests, number of friends, friend birthdays and friend interests. This data can help MonogramHub to know more about their users and design targeted marketing campaigns.

MonogramHub offered a 40% discount to encourage users to share what they love about MonogramHub with their social circles and sign-up for their newsletter through the app. An impressive 10.23% of users who interacted with this app, ended up making a purchase at MonogramHub.

RESULTS

- 10.23% sales conversion rate for users who signed in through Social Connect
- Increased social reach
- Deep insights into social persona of customers




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Sign me up for newsletter

Share on Facebook

 **Connect with us**

Powered by ShopSocially

GENERATE SOCIAL PROOF THROUGH CUSTOMER PHOTO TESTIMONIALS

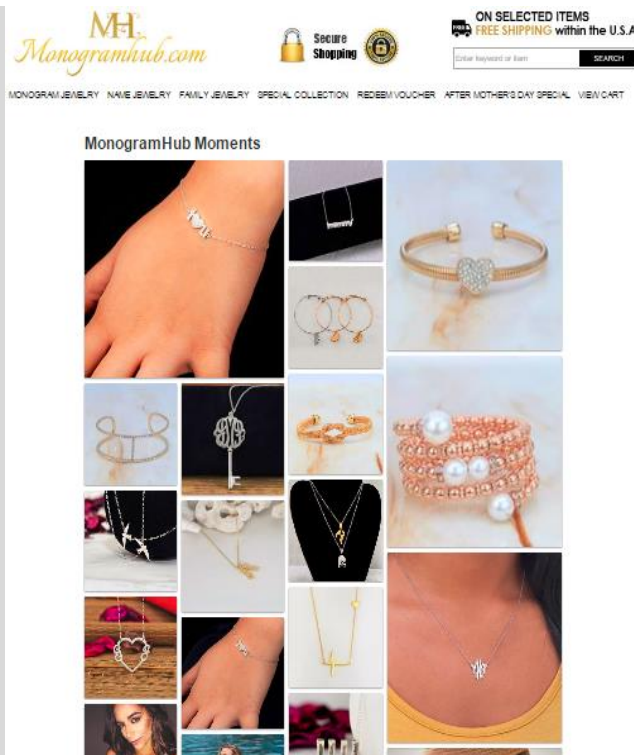
METHODOLOGY

MonogramHub customers shared their post-purchase excitement in form of social photos – or ‘selfies’ – on social channels like Instagram, Facebook and Twitter using hashtag #monogramhub. Using ShopSocially’s [Photomonials](#) app, MonogramHub aggregated these photos and displayed on its site in form of an attractive photo gallery.

This visual social element on MonogramHub website increased user-engagement and enhanced the overall shopping experience on the site. These photos acted as excellent visual referrals for MonogramHub brand.

RESULTS

- Viral spread of MonogramHub brand
- Leveraged customer photos and ‘selfies’ as powerful visual referrals for the brand





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](#)