

# Retailer Success Story



Premier provider of quality  
fraternity and sorority  
merchandise

## OBJECTIVE:

Generate Insights into Social Sharing Psychology of Customers

- Genuine fans generated 15.21% sales conversion rate
- A/B test to devise the most impactful social media strategy
- Drive word-of-mouth recommendations



"ShopSocially is helping us leverage the passion of our customers for their fraternity and sorority merchandise and turn it into real revenue uplift. "

**Robb Hass**  
COO, GreakGear.com

# Retailer Success Story

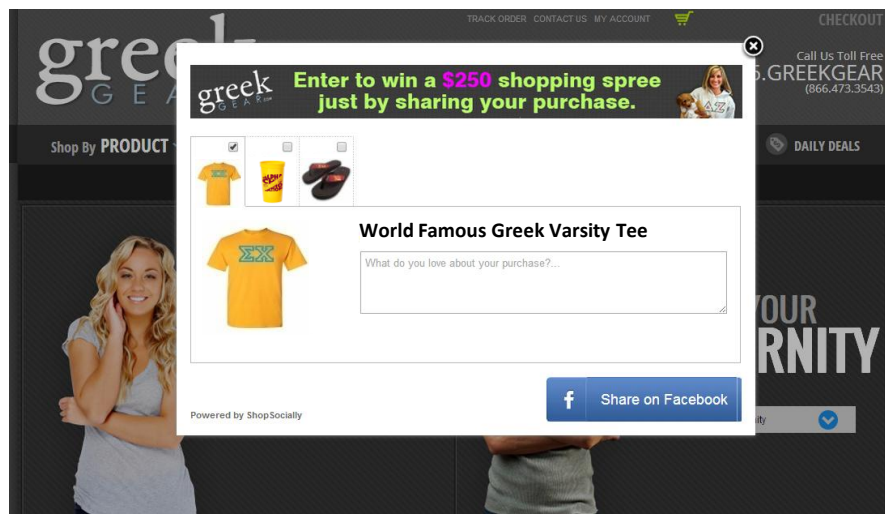
**OBJECTIVE :** Enable word-of-mouth recommendations

## METHODOLOGY:

GreekGear.com captured the customer delight on order completion by incentivizing customers for social sharing of purchases using ShopSocially's [Share-a-Purchase](#) app. This created digitized word-of-mouth promotion on social media leading to a viral spread of GreakGear.com brand. It also brought in quality friend traffic which converted at a high rate.

To evaluate the precise business impact of this app, GreekGear.com used ShopSocially's A/B testing framework to test 3 different strategies:

- Share-gating a 20% discount offer
- Giving discount coupon in advance after purchase and asking to share purchase in return
- Entering shoppers into a sweepstakes program after sharing



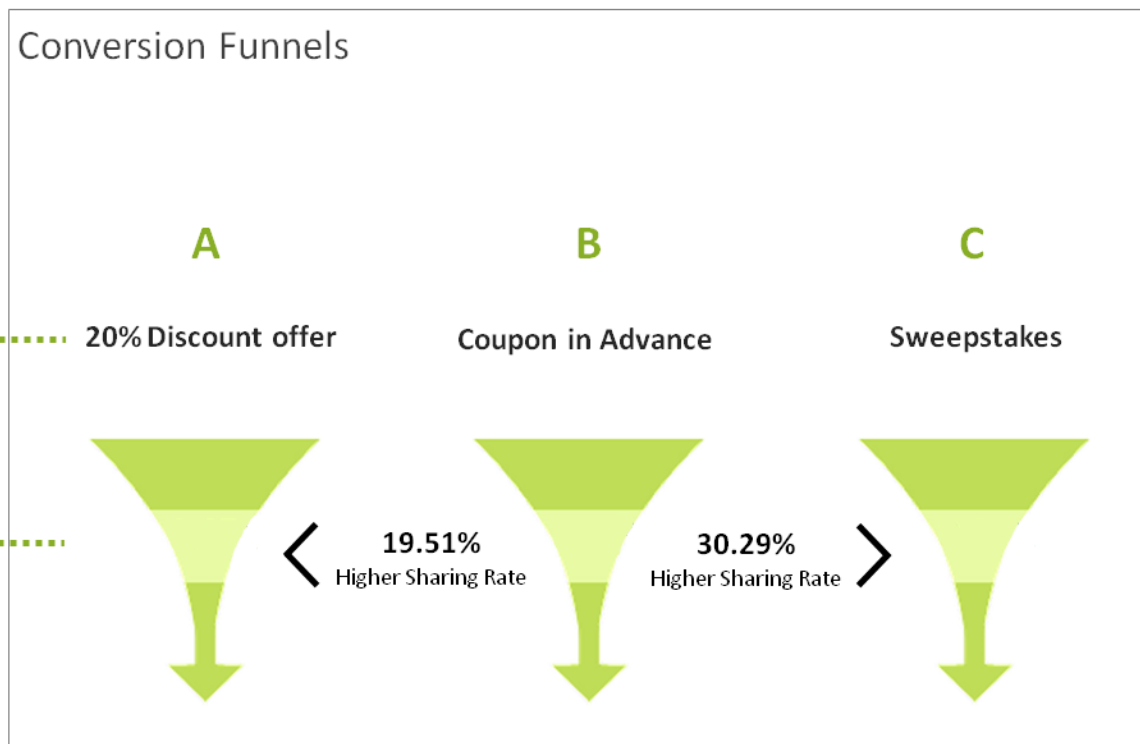
## RESULTS:

- Devise strategies to maximize social sharing of purchases
- Implement A/B test to devise the most impactful social media strategy

# Retailer Success Story

**OBJECTIVE :** A/B test to devise the best social media strategy

**METHODOLOGY:** Share-a-Purchase



Strategy B of giving discount coupon in advance and then asking customers to share their purchases resulted in 19.51% higher sharing than strategy A of share-gating the discount coupon and 30.29% higher sharing than strategy C of entering customers into a sweepstakes program.

## RESULTS:

- Maximized social sharing of purchases
- Generate quality social referral traffic

# Retailer Success Story

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**OBJECTIVE :** Viral spread of the brand

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## METHODOLOGY:

GreekGear.com used ShopSocially's A/B testing framework to find out the best strategy to encourage social sharing of purchases of the fraternity and sorority merchandise on its site. The results were captivating. Strategy B, giving discount coupon in advance after purchase and asking to share purchase in return resulted in 19.51% higher sharing than strategy A, share-gating a 20% discount offer and a higher sharing rate of 30.29% than strategy C, entering shoppers into a sweepstakes program after sharing.

"Insights derived from using ShopSocially's A/B Testing framework are allowing us to devise the best strategy to drive viral spread of our brand on social media"

**Robb Hass**  
COO, GreakGear.com

"Retailers are in need of newer tools and methods to generate deep insights into social psychology of their customers continuously devise the best strategies for social commerce success. Advanced feature like A/B Testing framework can be a significant enabler for retailers to achieve this agility."

**Jai Rawat**  
CEO, ShopSocially

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## RESULTS:

- Use data-driven insights to maximize social ROI
- Viral spread of brand through word-of-mouth promotion

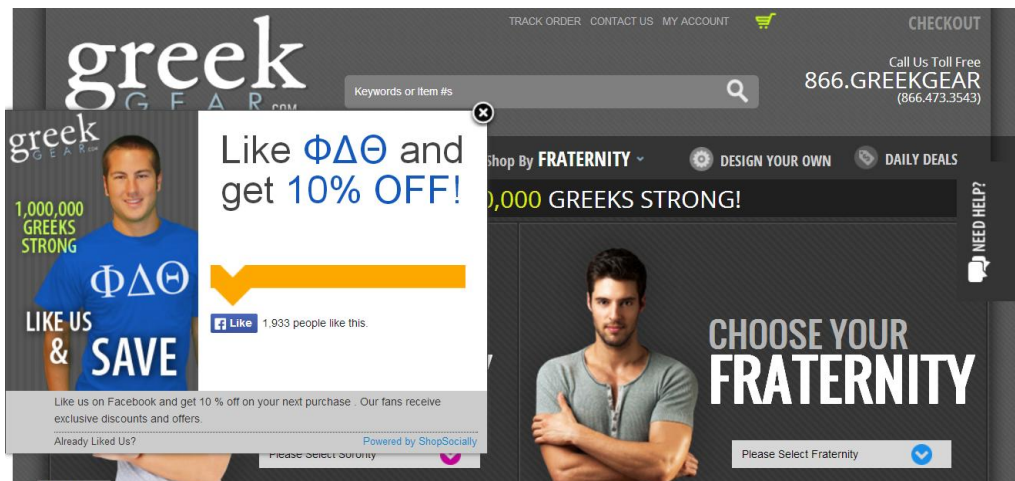
# Retailer Success Story

**OBJECTIVE :** Acquire genuine Facebook fans

## METHODOLOGY:

GreekGear.com used ShopSocially's [Get-a-Fan](#) app to implement an incentivized Like-gate on its site. A 10% coupon was offered to visitors who converted to a fan. Get-a-Fan app achieved this social interaction on-site and users never had to leave GreekGear.com's website. Since users felt they have 'earned' the coupon by doing a social action, they converted at a higher rate, driving significant revenue uplift for social traffic.

To evaluate the revenue impact of this social commerce strategy for fan acquisition, GreekGear.com used ShopSocially's in-built A/B Testing framework to split traffic and showed the Get-a-Fan app to some users only. It was seen that users who interacted with the app converted at 8.8% higher rate than no-shows.



## RESULTS:

- 15.21% sales conversion rate generated through genuine Facebook fans
- Positive social ROI