

Retailer Success Story



Leader in the event e-commerce and professional ticket printing industry

OBJECTIVE:

Increase Sales Conversion through Comprehensive Social Commerce Strategy

- 35.31% sales conversion rate for socially logged-in users
- Referral traffic generated through social sharing of TicketPrinting.com site
- Socially influential shoppers generated as high as 97 referral clicks for their social posts
- Generated deep insights into social persona of customers



"ShopSocially's social login is seamlessly extending the social browsing behavior of user to our e-commerce site, leading to a meaningful increase in sales conversion rate for us."

Lance Trebesch
CEO, TicketPrinting.com

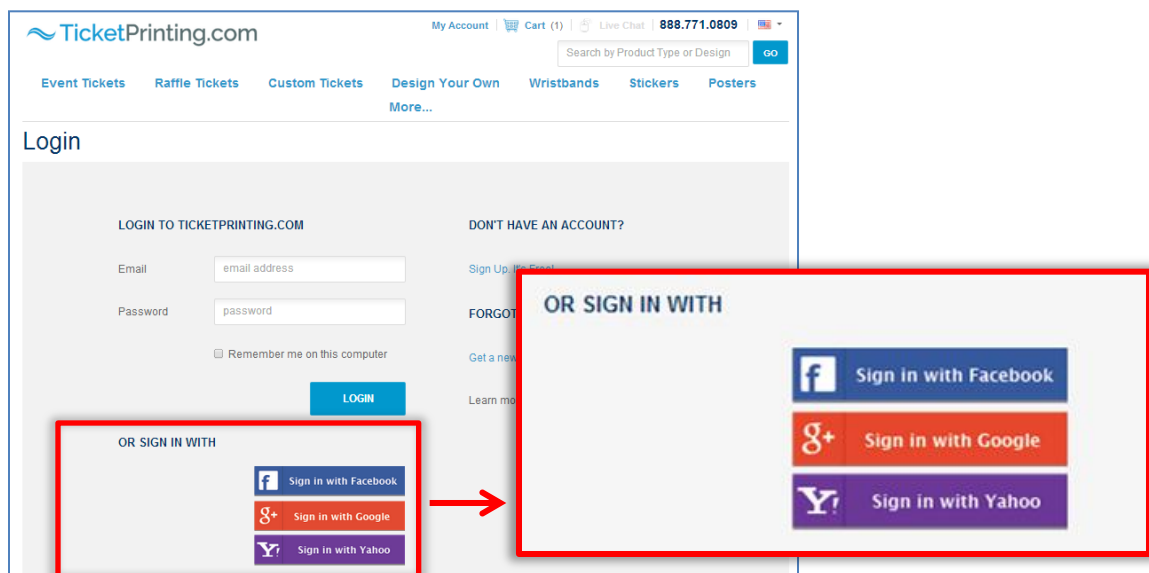
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OBJECTIVE : Fast and seamless login experience

METHODOLOGY:

ShopSocially's [Social Login](#) app offers users the ability to register and log-in to a website using their social profiles. TicketPrinting.com embedded this app on their website and reduced the user-resistance to fill up lengthy registration forms.

Social Login app reduced the "password-fatigue" – wherein users fail to remember passwords for different sites they register for. Social Login app further reduced the cart-abandonment rate and extended customers' default social browsing behavior to e-commerce sites, leading to an increase in the sales conversion rate.



RESULTS:

- 35.31% sales conversion rate for socially logged-in users
- Reduce dropouts at registration and increase ROI

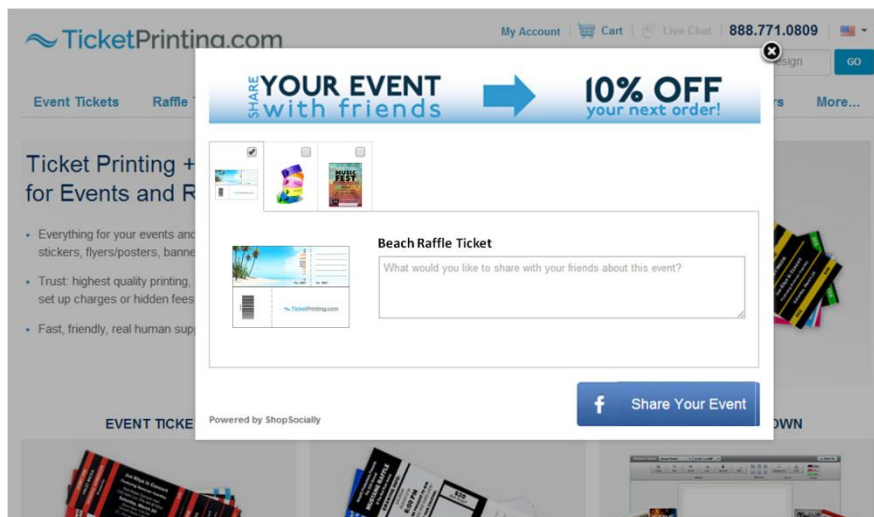
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OBJECTIVE : Enable word-of-mouth recommendations

METHODOLOGY:

TicketPrinting.com used ShopSocially's [Share-a-Purchase](#) app and captured the customer delight on order completion by incentivizing them for social sharing of purchases. TicketPrinting.com offered shoppers a 10% discount on their next order for sharing their purchases on various social networks.

This created digitized word-of-mouth promotion on social media leading to viral spread of TicketPrinting.com brand. This turned shoppers into brand ambassadors and also brought in quality friend traffic which converted at a high rate. These posts brought in word-of-mouth branding, and created SEO friendly backlinks to product pages.



RESULTS:

- Word-of-mouth promotion of TicketPrinting.com by their customers
- Converted shoppers into brand ambassadors
- Drive quality friend traffic back to website from social media

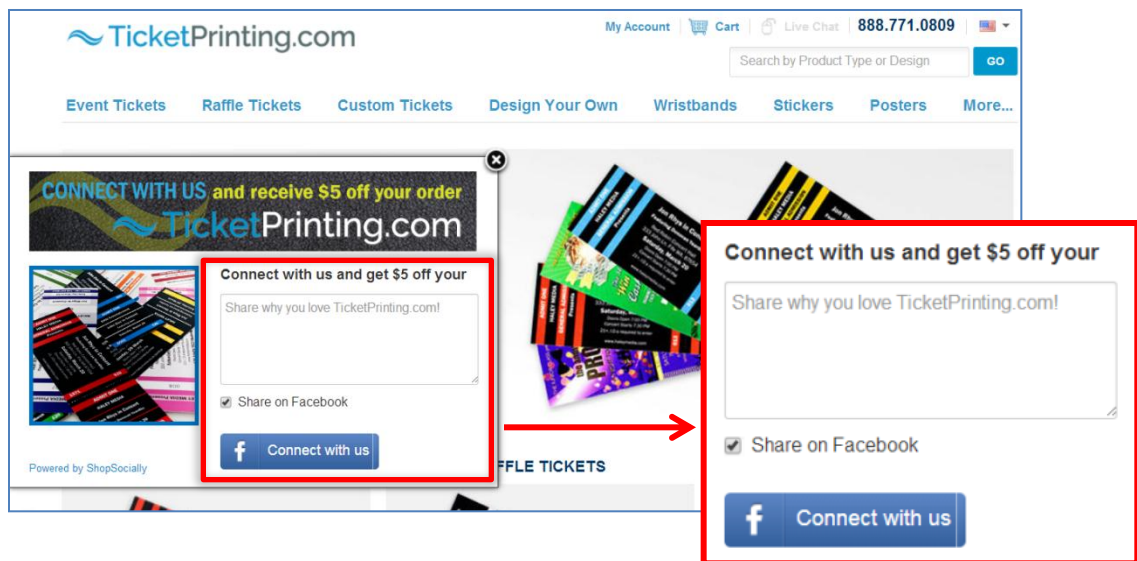
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OBJECTIVE : Generate social insights and improve targeting

METHODOLOGY:

TicketPrinting.com wanted to generate deep social insights into their target audience. By enabling [Social Connect](#) app and through social purchase sharing, TicketPrinting.com incentivized their users to connect with their brand on Facebook and share rich social profile data of users with information like birthdate, gender, location, interests, number of friends, friend birthdays and friend interests.

In process, users also created a social post recommending TicketPrinting.com to their friends, driving word-of-mouth recommendations.



RESULTS:

- Generate deep insights into social persona of customers
- Offer targeted offers based on visit data and social profile information

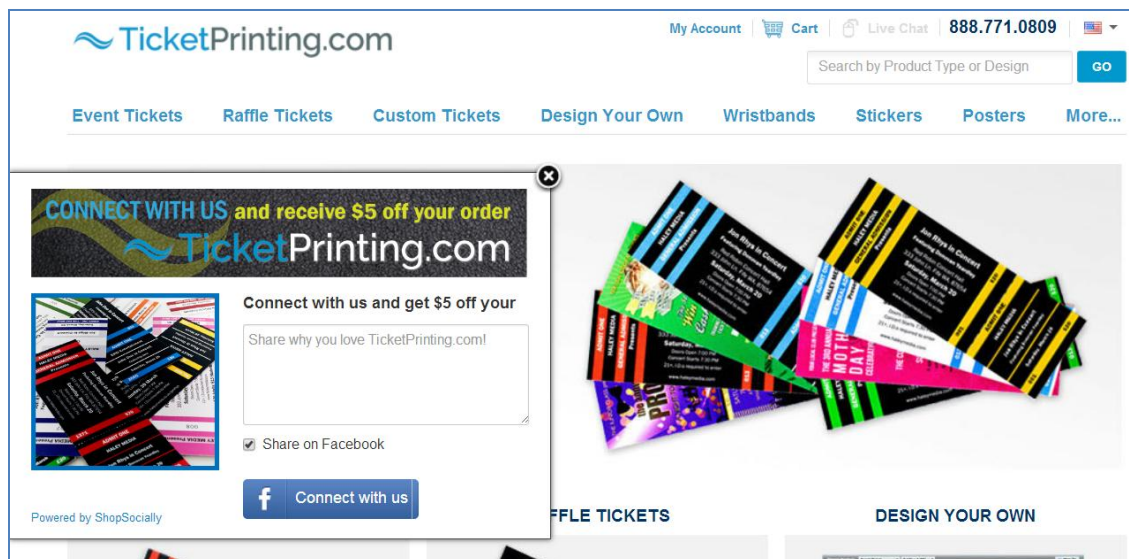
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OBJECTIVE : Identify social influences

METHODOLOGY:

TicketPrinting.com used ShopSocially's [Social Connect](#) app to generate social referrals and track referral traffic originating from it. TicketPrinting.com could identify users with a wide and active social network, driving most referral traffic. These users are social influencers for its brand.

The friend traffic brought back by the social influencers is of very high quality and converted at a high rate on Ticketprinting.com.



The screenshot displays the TicketPrinting.com website interface. At the top, the logo is on the left, and navigation links for 'My Account', 'Cart', 'Live Chat', and the phone number '888.771.0809' are on the right. A search bar is positioned below the navigation. The main menu includes 'Event Tickets', 'Raffle Tickets', 'Custom Tickets', 'Design Your Own', 'Wristbands', 'Stickers', 'Posters', and 'More...'. A large popup window is overlaid on the page, featuring the text 'CONNECT WITH US and receive \$5 off your order' and 'TicketPrinting.com'. It contains a text input field for 'Share why you love TicketPrinting.com!', a 'Share on Facebook' checkbox, and a 'Connect with us' button. The background of the popup shows a stack of colorful event tickets. Below the popup, the website content is partially visible, showing 'RAFFLE TICKETS' and 'DESIGN YOUR OWN'.

RESULTS:

- Increase in customer loyalty
- Most influential shopper generated as high as 97 referral clicks via their social post