



ShopSocially is helping us leverage the customer trust to drive viral spread of our brand and increase social sales.

*John North, Director |
Troo Health Care Ltd.*



INCREASE SALES CONVERSION RATE USING REFERRAL MARKETING AND SOCIAL LOGIN

- High sales conversion of 18.48% for traffic derived through social sharing of purchases
- Reduce cart-abandonment rate by providing fast and seamless login user experience
- Drive word-of-mouth recommendations

ENABLE WORD-OF-MOUTH RECOMMENDATIONS

METHODOLOGY

Troo Health Care used ShopSocially's [Share-a-Purchase](#) app to promote social sharing of purchases on its site. Using this app, Troo Health Care captured customer delight, which is at its highest when customer completes the order; and incentivized them to share their purchases with friends on social media channels.

This social sharing of purchases generated numerous socially shared customer referrals, bringing quality referral traffic to the website. Troo Health Care leveraged every purchase to generate a potential customer referral through social sharing of purchases.

RESULTS

- High sales conversion of 18.48% for traffic generated through social sharing of purchases
- 1000s of socially shared friend referrals created



SIMPLIFIED SOCIAL LOGIN EXPERIENCE

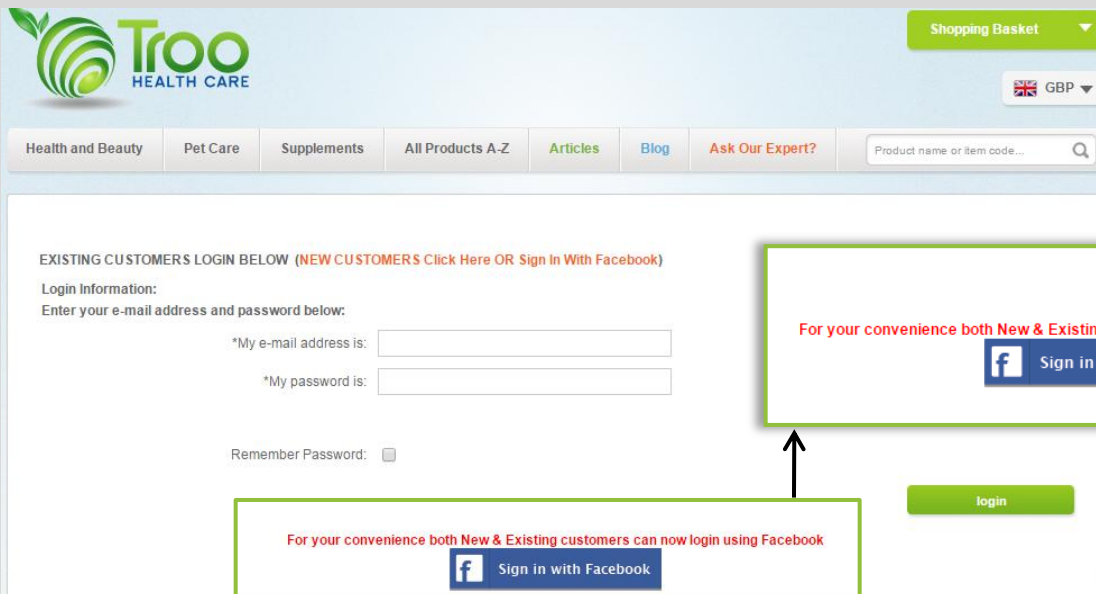
METHODOLOGY

Troo Health Care simplified user experience by embedding ShopSocially's [Social Login](#) app on its website. Social login app offered users the ability to register and sign in to a website using their social profiles. Troo Health Care's new and existing users could login on its site conveniently using their favorite social profile, thus extending their default social browsing experience on Troo Health Care site.

Social Login app reduced the password fatigue and eliminated the hassle of filling lengthy registration forms. This reduced the cart-abandonment rate, thus increasing the overall sales conversion rate for the brand.

RESULTS

- Reduced cart-abandonment rate and dropouts at registration
- Increased sales conversion rate



ACQUIRE QUALIFIED FACEBOOK FANS

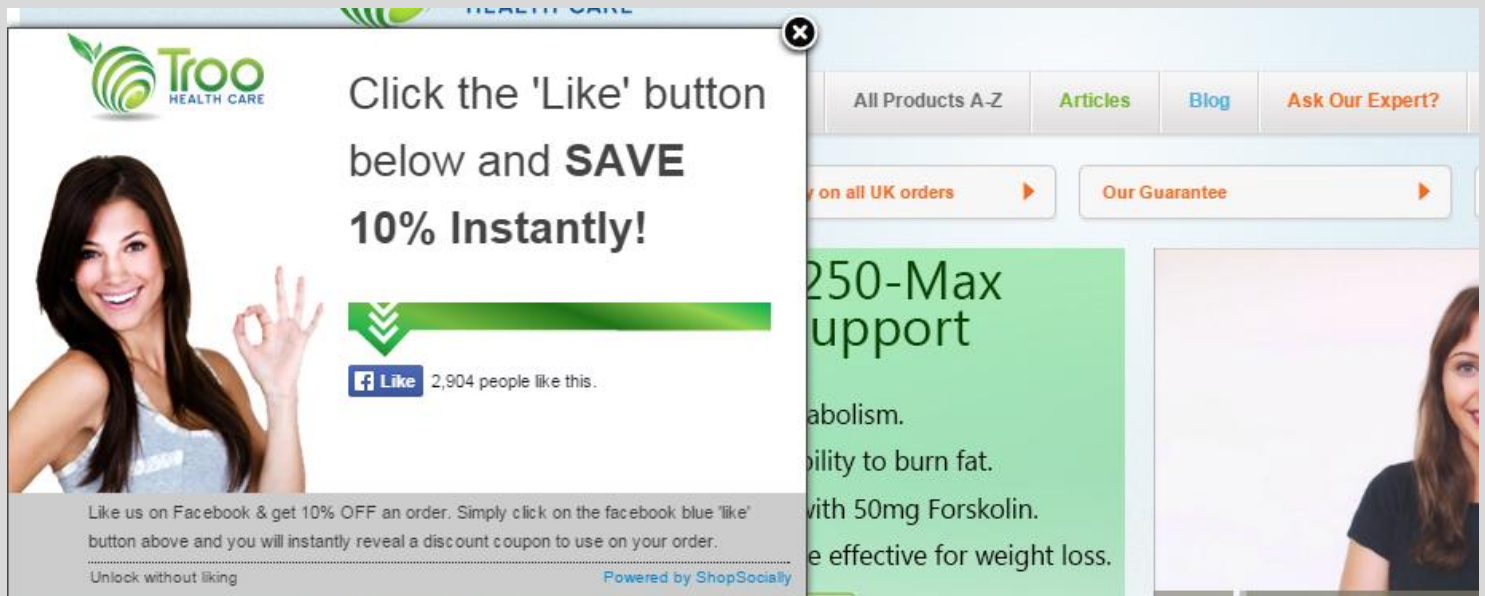
METHODOLOGY

ShopSocially's [Get-a-Fan](#) app encouraged visitors to Like Facebook page of Troo Health Care. A 10% coupon was offered to visitors who converted into a fan. Entire interaction happened onsite and users never had to leave the website. Users could email the incentive to themselves, and also subscribe to email program of Troo Health Care in process.

Since users felt they have 'earned' the coupon by investing their social capital with Troo Health Care's brand on Facebook, they converted at a higher rate. This resulted in word-of-mouth promotion and high sales conversion for Troo Health Care.

RESULTS

- 1 out of 3 fans became qualified email subscriber
- Converted website visitors into genuine Facebook fans





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, Crabtree & Evelyn, Dressbarn, 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](#)