

# Retailer Success Story

## VINTAGE MARQUEE LIGHTS

Vintage "Inspired" Marquee Lights for ANY Decor!

Popular retailer of beautifully crafted statement marquee lights

### OBJECTIVE:

Turning website visitors into social brand ambassadors

- 22.71% conversion rate for the Facebook fan acquisition app
- Increase in customer loyalty
- Drive high quality referral traffic to VML's e-commerce store
- Influential shopper generated referral traffic as high as 87 clicks for socially shared recommendation



**"ShopSocially is turning our customers into social brand ambassadors."**

**Jerrad Green**

Owner at Vintage Marquee Lights

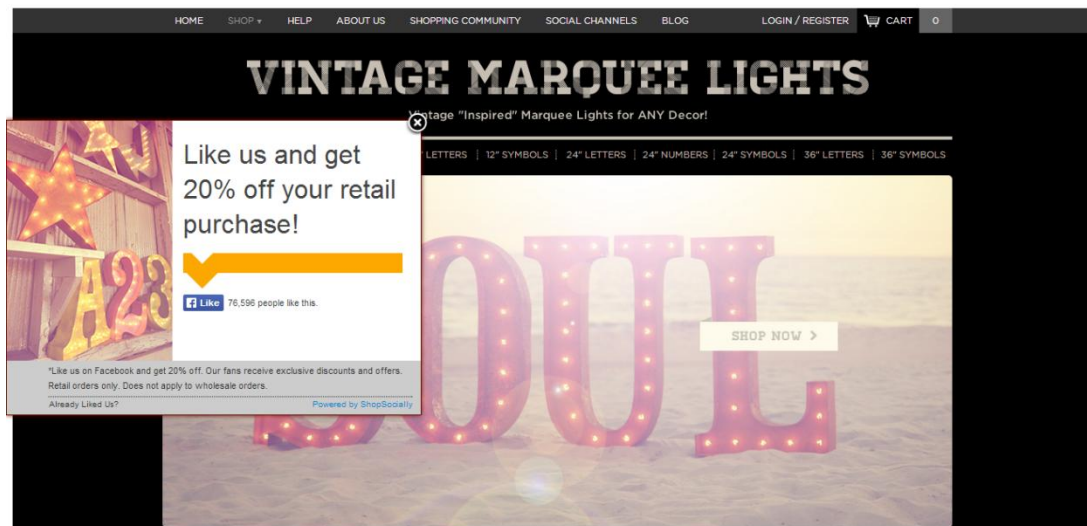
# Retailer Success Story

**OBJECTIVE :** Acquire quality Facebook fans

## METHODOLOGY:

Vintage Marquee Lights used ShopSocially's [Get-a-Fan](#) app to implement an incentivized Like-gate on its site. A 20% 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 VML'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.



## RESULTS:

- 22.71% conversion rate for Facebook fan acquisition app
- Users generated high referral traffic to VML's e-commerce store

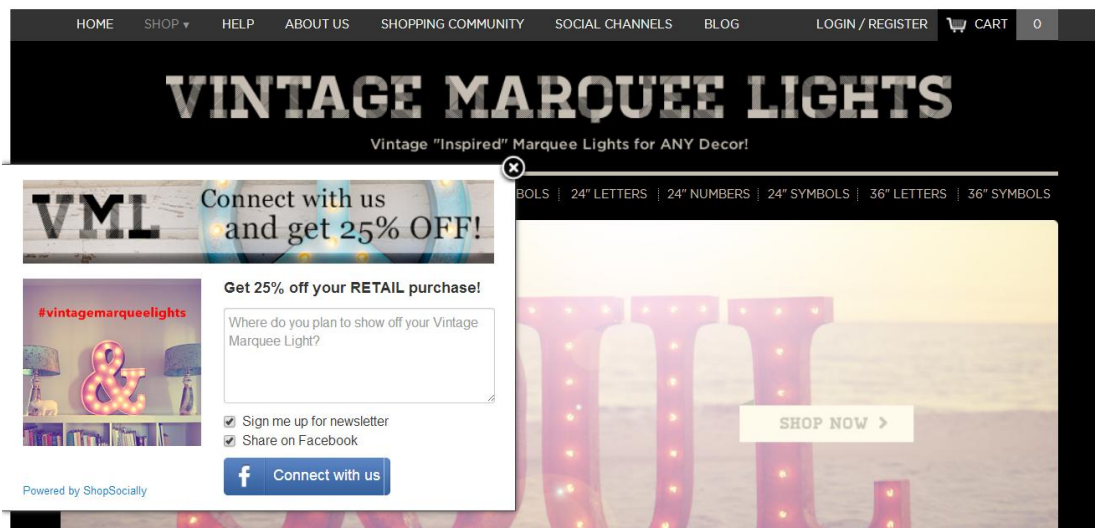
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**OBJECTIVE :** Social profile acquisition of VML customers

## METHODOLOGY:

Traditional email acquisition tools require users to go to their inbox to verify email subscriptions. Vintage Marquee Lights used ShopSocially's Social Connect app to incentivize users to connect with VML brand on Facebook and share rich social profile data. This enabled VML to get pre-verified email ID of user, along with rich social profile data like birthdate, gender, location, interests, friends interest, etc.

Social Connect app allowed VML to aggregate this data and generate deep social insights for their site visitors. VML can use these insights to fine-tune their advertising campaigns and make them more targeted.



## RESULTS:

- Social profile acquisition of website visitors
- Generation of insights into social persona of VML customers

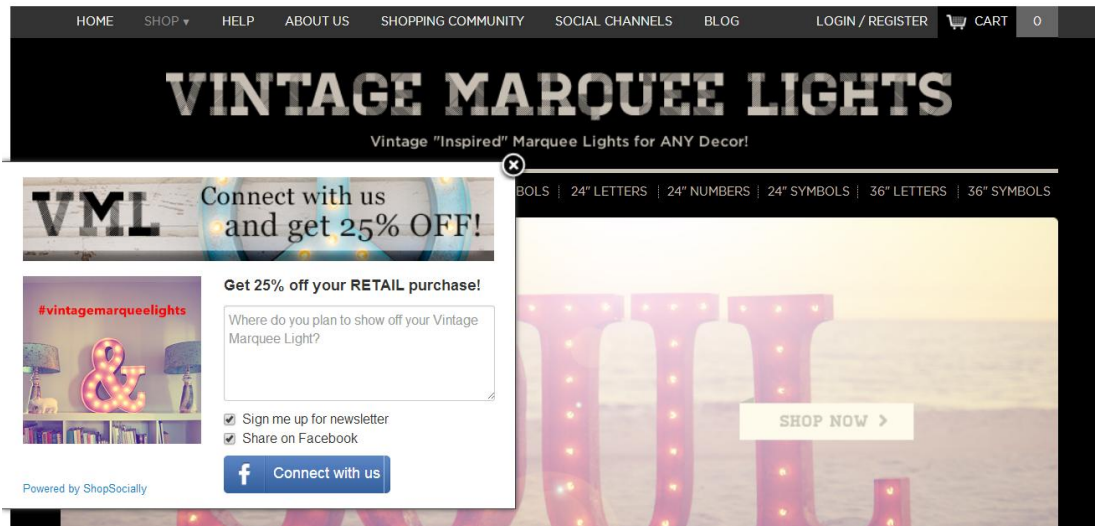
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**OBJECTIVE :** Identify social influencers and generate referral traffic

## METHODOLOGY:

Vintage Marquee Lights used ShopSocially's [Social Connect](#) app to incentivize users to share VML site on social media. Through this interaction, users create social referrals along with a nice comment about what they love about VML products, making it a social recommendation and driving quality social traffic back to VML website.

Social Connect app can track every social referral click, and hence identify social influencers for VML brand. This social traffic converted at a high rate on VML site.



## RESULTS:

- High number of social referral clicks generated, with most influential shopper generating as high as 87 clicks
- Social referrals bring in quality referral traffic converting at a high rate