



ShopSocially's A/B testing framework has helped us gain deep customer insights to frame the most effective social media strategies and maximize social ROI.

*Avrum Elmakis, CEO-Founder |
BestBullySticks.com*



INCREASE SALES CONVERSION AND CREATE REFERRALS USING SOCIAL MEDIA

- 36.41% sales conversion rate for traffic generated from social referrals
- Evaluated of best ROI-focused social strategy using A/B Testing
- Converted site visitors into social brand ambassadors
- Enhanced user-engagement, increased product discovery and uplift in AOV for Best Bully Sticks products

ENABLE WORD-OF-MOUTH RECOMMENDATIONS

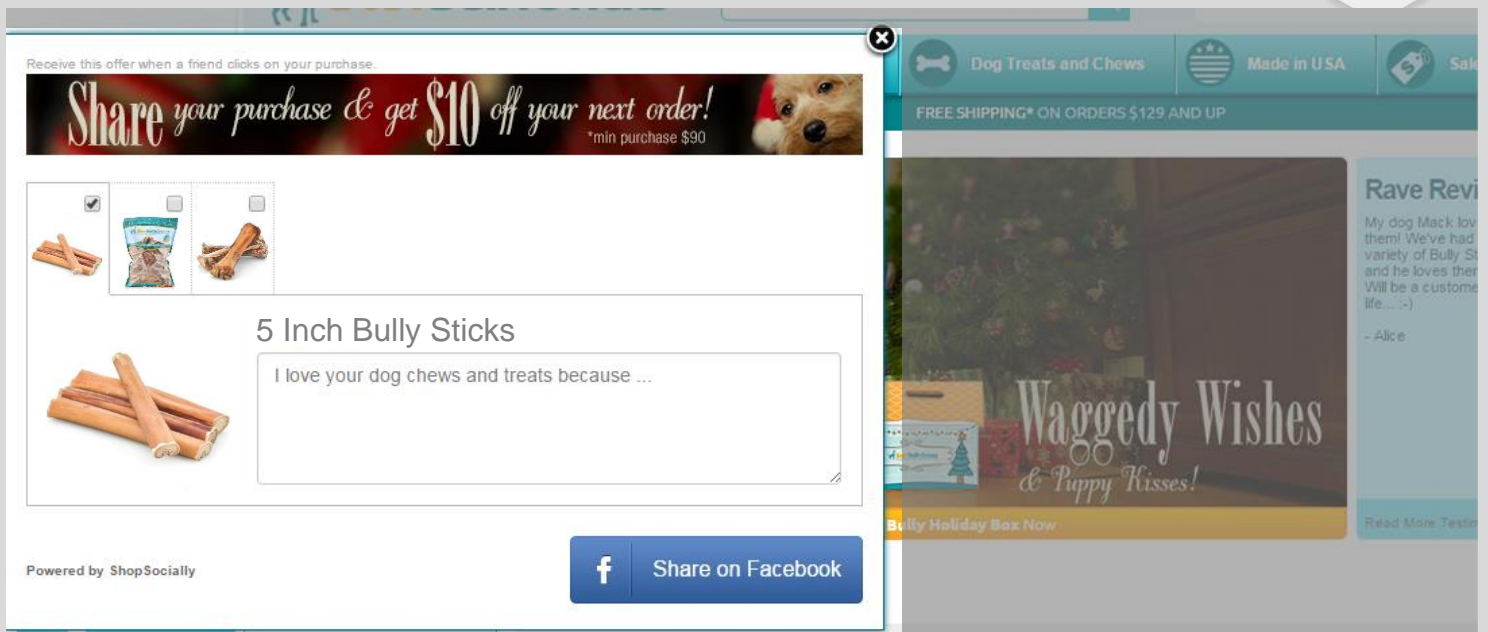
METHODOLOGY

Best Bully Sticks wanted to drive word-of-mouth product recommendations from their customers. Using ShopSocially's [Share-a-Purchase](#) app, Best Bully Stick converted customer delight on order completion into socially-shared product recommendation.

Social sharing of purchases created digitized word-of-mouth promotion leading to viral spread of the brand. This converted passionate pet lovers on its site into brand ambassadors who recommended Best Bully Sticks products to their friends on social media. These posts not only brought in word-of-mouth branding, but also created SEO friendly back-links to product pages.

RESULTS

- Converted customers into brand ambassadors
- Word-of-mouth virality
- 1000s of friend referrals



EVALUATE THE IMPACT OF DIFFERENT PROMOTIONAL OFFERS USING A/B TESTING

METHODOLOGY

To drive maximum sharing, Best Bully Sticks used built-in A/B testing feature of ShopSocially platform to evaluate the precise impact of two different promotional offers.

Promotional Offer A: \$10 off your next purchase

Promotional Offer B: 5% off your next purchase

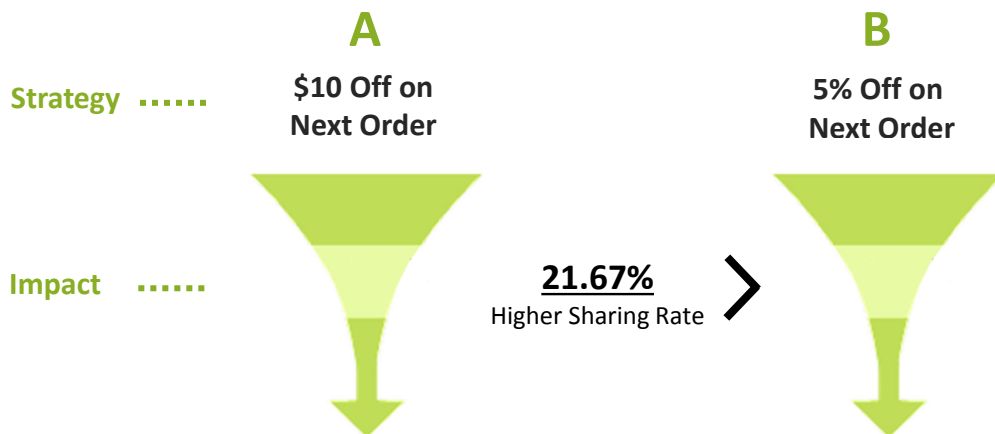
Results revealed customers prefer a cash discount for social campaigns than a percentage off on price. Customers who were offered promotional offer A (cash discount on their next purchase) resulted in a **21.67%** higher sales conversion rate compared to promotional offer B (percentage off on their next purchase).

RESULTS

- Increased social sharing of purchases
- Evaluated the precise impact of the two promotional offers for the brand



Conversion Funnels



SOCIAL PROFILE ACQUISITION OF CUSTOMERS

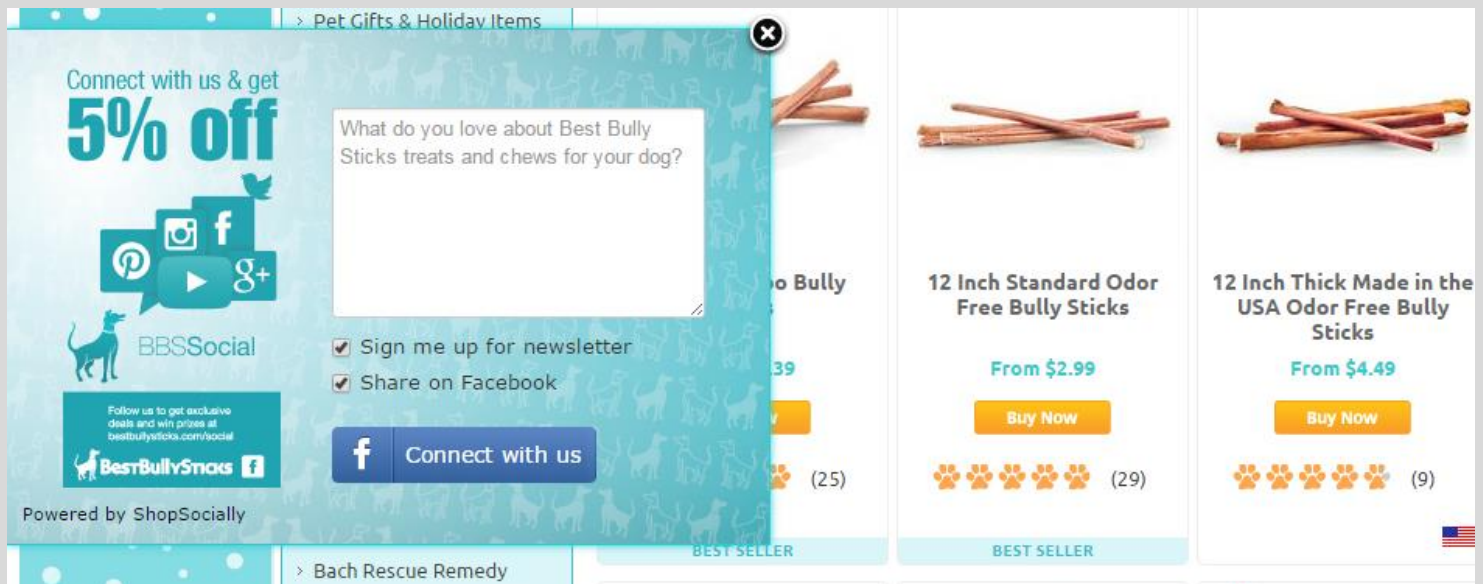
METHODOLOGY

Best Bully Sticks incentivized its site users to connect with their brand on Facebook using ShopSocially's [Social Connect](#) app. This app is a next-gen email acquisition tool which enabled Best Bully Sticks to get pre-verified email id of the user along with their rich social profile data like birthday, location, gender, friends interests etc.

Incentive is provided to the user inline; ensuring the user never leaves the website. Best Bully Sticks observed a high sales conversion rate of 36.42% for users connecting via ShopSocially's social connect app.

RESULTS

- Rapid acquisition of valuable social profile information of website users
- High sales conversion rate of 36.42% for socially connected users



GATHER VALUABLE SOCIAL TESTIMONIALS

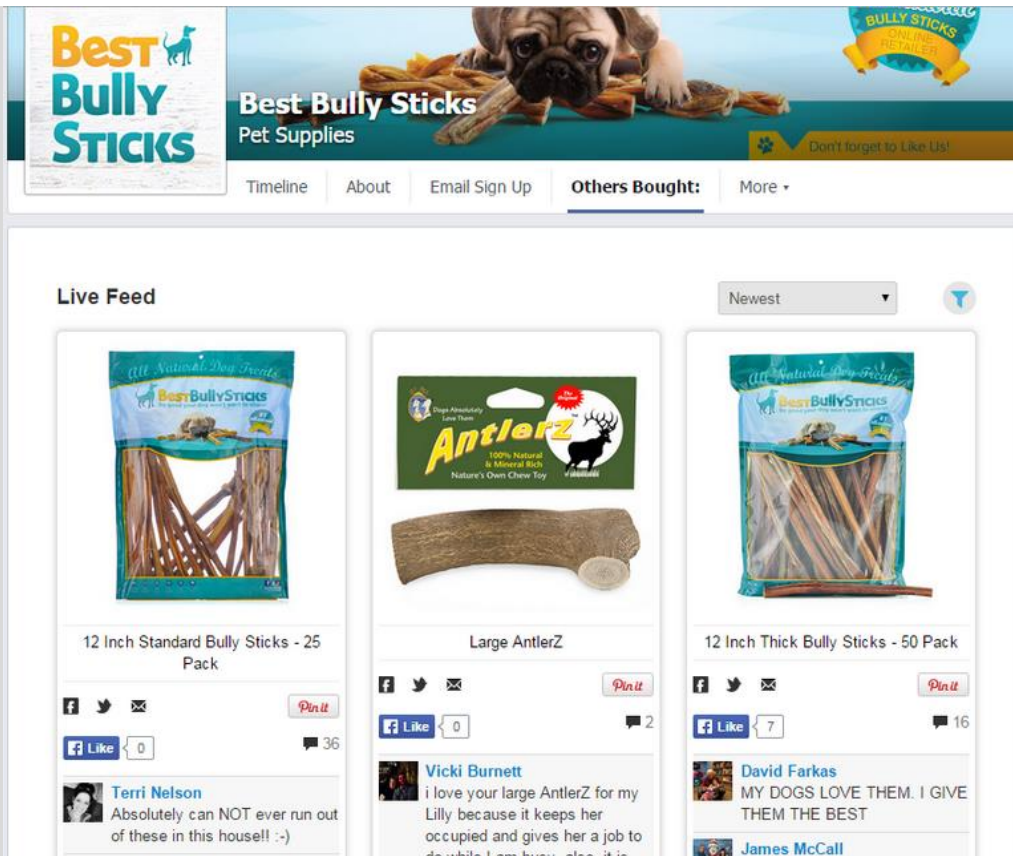
METHODOLOGY

Best Bully Sticks used ShopSocially's [Shopping Community](#) app to gather all social reviews and testimonials generated by users through social sharing of purchases on social media. These reviews were displayed in a gallery view and highlighted on brand's Facebook page.

These reviews enhanced the user-engagement, increased AOV and overall sales conversion for Best Bully Sticks.

RESULTS

- Social product discovery for Best Bully Sticks
- Increased user-engagement and sales conversion rate





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](#)