

A small family owned Los Angeles based brand offering contemporary clothing and fashion forward apparels for women and kids.



“We are impressed and highly satisfied with the results ShopSocially’s marketing platform has helped Chaser achieve.”

Philip Williams, Director of Communications | Chaser



Objective:

CONVERT SITE VISITORS INTO BRAND AMBASSADORS USING WORD OF MOUTH PROMOTIONS

- Outstanding 16.42% interaction rate to the referral program for Chaser
- Referral traffic converted at an impressive sales conversion rate of 6.52%
- Converted site visitors into social brand ambassadors
- Leveraged UGC via customer Q&A to boost SEO rank of the site
- Reduction in shopping cart abandonment rate with social login
- Enhanced user engagement and increased social product discovery through visual testimonials

BOOST SALES WITH HIGH QUALITY REFERRAL TRAFFIC ON THE WEBSITE

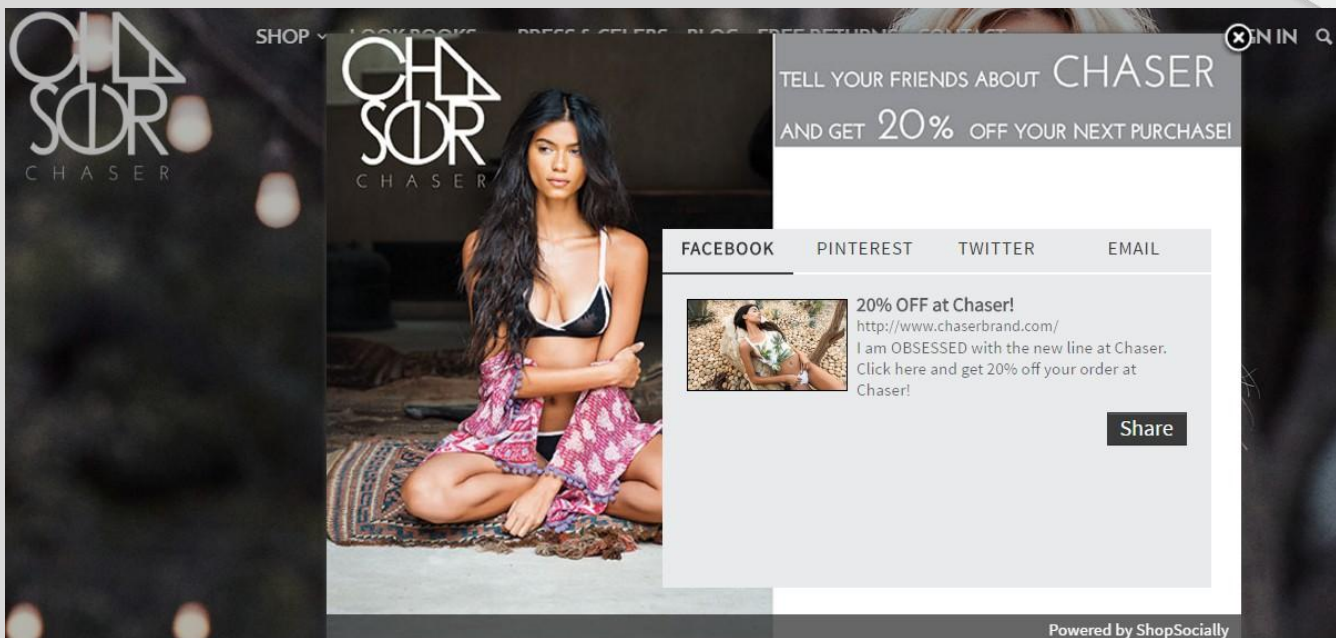
METHODOLOGY

[Chaser](#) - a contemporary clothing and fashion forward apparel brand for women and kids was looking to amplify the reach of the brand and drive sales with word of mouth promotions on their website.

To achieve this, Chaser embedded ShopSocially's [Refer-a-Friend](#) app on its website. The app prompted a coupon of \$20 off their next purchase and encouraged site visitors to refer the brand to their family and friends. The website visitors shared the brand via popular social channels like Facebook, Twitter, Pinterest or simply via email with just one click. The placement of the coupons at strategic locations on the website resulted in huge participation and thus Refer-a-Friend app was able to deliver an interaction rate of 16.42% for Chaser. The referral traffic later converted into sales at an impressive rate of 6.52%.

RESULTS

- 16.42% interaction rate to the referral program
- Impressive sales conversion rate of 6.52%
- Got 2 click backs for every referral



DRIVE ENGAGEMENT RATE ON THE PRODUCT PAGES

METHODOLOGY

Chaser also embedded ShopSocially's [Customer Q&A](#) app on its website to drive engagement on its product pages and build social proof.

The interactive interface of the app allowed users of the website to ask questions related to any clothing item from the extensive Chaser collection right on the specific product page itself. The user community then was able to answer the questions, add comments and vote. The answers given by the community were ranked according to the most voted and newest. This activity facilitated sharing of product experiences and encouraged the user community to solve queries posted by others users.

With the app, Chaser achieved increased user engagement rate on their website. Chaser also leveraged the UGC to boost SEO rank of the site.

RESULTS

- Boost in engagement rate with Q&A
- Leveraged user-generated content (UGC) to boost SEO rank



Customer Questions and Answers

Have a Question? Ask the owners Ask

Cannot find what you are looking for? Ask a question to our community by typing it here.

Most Voted | **Newest** | Unanswered

Hi. I just asked about your large shirts, thing is I'm also short 5'2 and far too clumsy to wear high heels, so I'm wondering if this dress is capable of being adjusted to fit a shorter person. Specifically a short fat one. (Short fat and clumsy, Yayy!) so if you could so kindly let me know it would be much appreciated. [Hide](#) 0 0 [Answer this Question](#)

Add an answer to this question Answer

Have an answer to this question? Submit your answer to our community by clicking the 'answer' button above.

A: hi! I would say to try a size large and if that doesn't work you can always return it to us free of charge! It might be worth to look into having it tailored or hemmed to your liking, if you are in love with the garment. Thanks and let me know if you have any further questions!
chaser brand answered on 30 Jun, 2016
[Add Comment](#) | Do you find this helpful? Yes No

FAST AND SEAMLESS LOGIN EXPERIENCE

METHODOLOGY

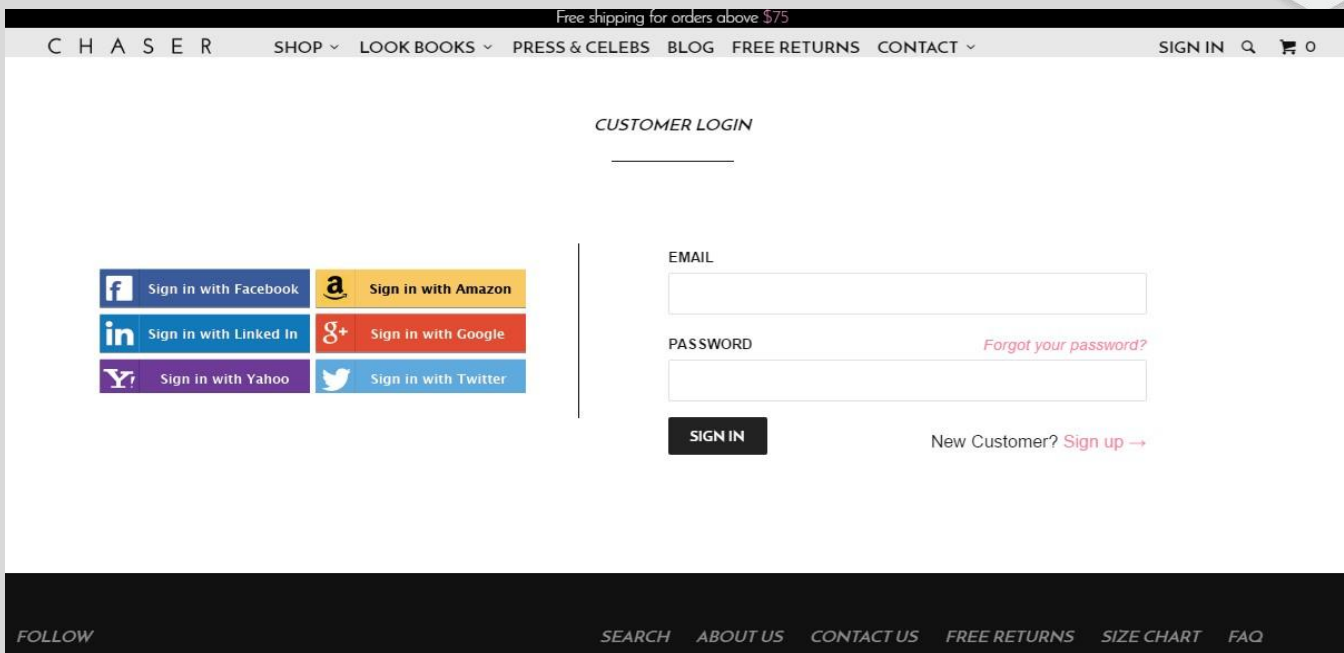
With ShopSocially's [Social Login](#) app, Chaser was able to ease the site registration process by allowing users to log in to the Chaser website with their preferred social account credentials.

The Social Login app eliminated the need for shoppers to fill in the lengthy registration form and fatigue of remembering passwords. The customers were able to log in with their preferred social network credentials like Facebook, Twitter etc. thus reducing cart abandonment rate due to forgotten passwords.

The app also gave brand Chaser an easy access to their customers rich profile data from social sites like birthday, gender, location etc.

RESULTS

- Increase in sales conversion rate through easy and seamless login at the site
- Reduction in cart abandonment rate due to forgotten passwords



DRIVE CONVERSIONS WITH SOCIAL PROOF

METHODOLOGY

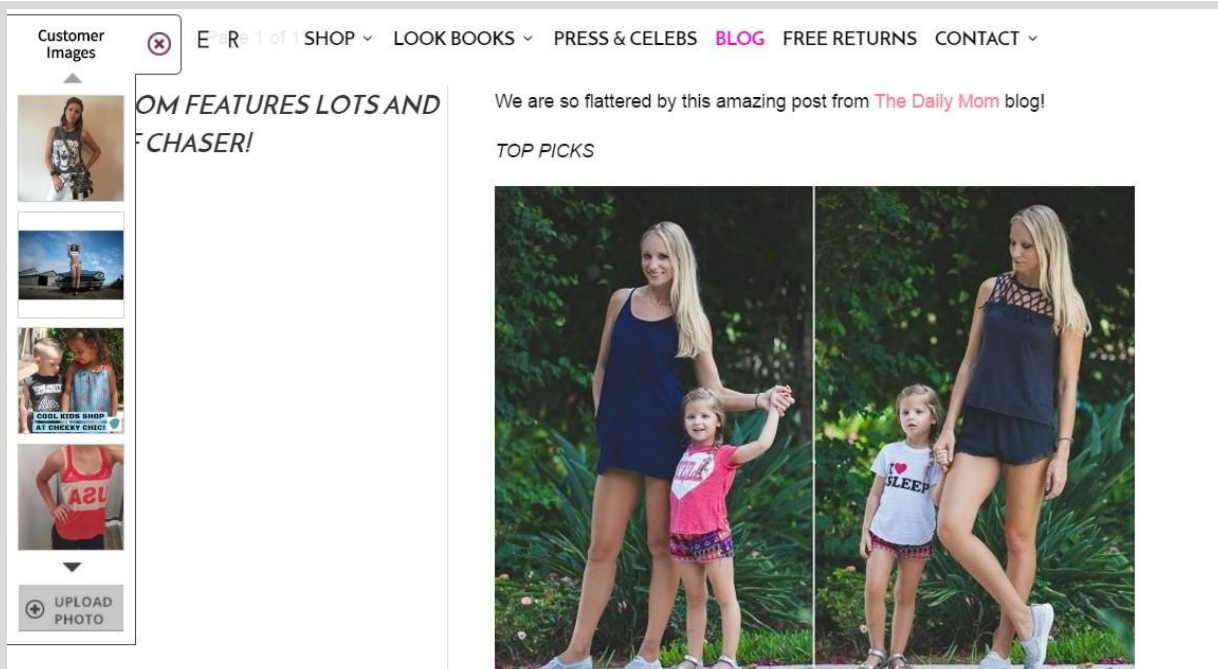
Chaser leveraged the passion of its customers and encouraged them to share the product photos of the brand on popular social media channels like Facebook, Twitter and Instagram etc. using hash tag #chaserbrand.

With the help of ShopSocially's [Photomonials](#) app Chaser aggregated these photos and displayed it on their blog page in the form of attractive photo galley. The widget also presented customers with an opportunity to directly upload the product photos on the Chaser website along with a comment. The brand also made these photos 'shoppable' by tagging them to specific products on their website.

These user generated photos acted as powerful social proof for the brand and allowed the brand to improve conversions and boost user engagement on the site.

RESULTS

- Leveraged customer photos as powerful visual referrals for the brand
- Boost in conversions via user generated content





UNIFIED MARKETING PLATFORM FOR LOYALTY AND REFERRAL SOLUTIONS

OFFERINGS

REFERRAL PROGRAM

VISUAL COMMERCE

SOCIAL LOGIN

CUSTOMER Q&A

CUSTOMER LOYALTY

PRODUCT STORIES

SOCIAL GAMIFICATION

SHOP WITH FRIENDS

VIRAL EMAIL ACQUISITION

ABOUT US

ShopSocially is a SaaS-based, social, referral and loyalty marketing platform that delivers up to 40% more revenue by enabling an increase in new customer acquisition, engagement, conversion rate and retention.

More than 500 global brands are using ShopSocially to grow their business via proven strategies such as referral marketing, visual commerce, customer loyalty, social login, social gamification, customer Q&A and more.

Connect with Us today!

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