



An exclusive e-shop for lingerie offers amazing deals on designer lingerie from different brands including Felina, Jezebel and Paramour.

designer intimates

“We are building Designer Intimates as the exclusive destination that offers the best deals on designer lingerie. ShopSocially’s solutions have helped us engage our site visitors and brought us remarkable results within a short span of time.”

Team | Designer Intimates

Objective:

INCREASE SALES USING WORD-OF-MOUTH PROMOTIONS

- Converted Designer Intimates brand into a word-of-mouth powerhouse
- Achieved a sales conversion rate of 12.68% for traffic generated through referral strategy
- Created social proof and improved overall conversions through attractive customer photos gallery

CONVERT VISITORS INTO SOCIAL BRAND AMBASSADORS

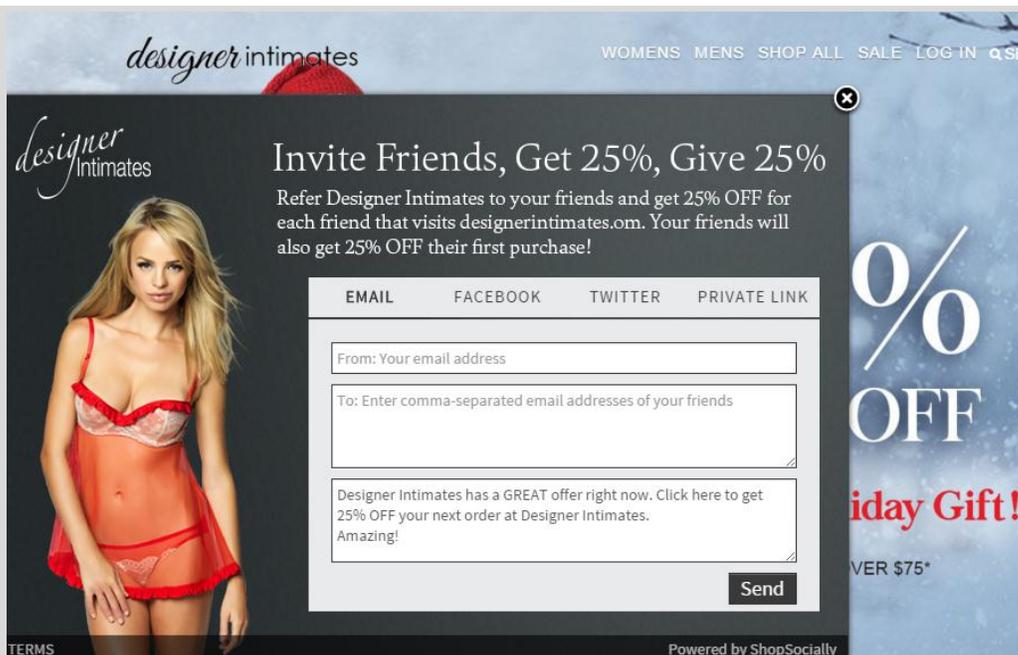
METHODOLOGY

Designer Intimates, an exclusive destination for popular lingerie brands wanted to leverage the passion of its visitors by converting its website into a robust word-of-mouth referral engine. To achieve this, Designer Intimates embedded ShopSocially's ['Refer-a-Friend'](#) app on its website. It offered both the visitors and the referred audience, a lucrative discount of 25%. This interesting referral incentive grabbed the site visitors' attention and encouraged them to share the Designer Intimates website with their friends and family via various channels such as email, Facebook, Twitter etc.

Designer Intimates received thousands of referrals within a short span of time and drove high quality referral traffic to the site. This referral strategy converted Designer Intimates brand into a word-of-mouth powerhouse and led to a sales conversion rate of 12.68%.

RESULTS

- Referral traffic led to impressive sales conversion rate of 12.68%
- 1000s of social posts endorsing Designer Intimates brand
- Designer Intimates got high quality traffic to site through referrals



CREATE SOCIAL PROOF TO IMPROVE CONVERSIONS

METHODOLOGY

In addition to Refer-a-Friend app, Designer Intimates also embedded ShopSocially's very popular app, '[Photomonials](#)' on its website. This app helped Designer Intimates to aggregate customer generated photos from various social channels such as Facebook, Instagram and Twitter and display these customer photos as a beautiful picture gallery and on the relevant product pages on the website as a visual social proof.

This visual social element on Designer Intimates' website increased user-engagement and enhanced the overall shopping experience on the site. These social photos and 'selfies' acted as excellent visual referrals for Designer Intimates brand.

RESULTS

- Viral spread of Designer Intimates brand
- Leveraged customer photos and 'selfies' as powerful visual referrals for the brand



Our Live Social Media Feed #DesignerIntimates





ONE-STOP SOCIAL REFERRAL AND RETENTION PLATFORM

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 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](#)