

An online pet store for dog leashes, harnesses, and collars.

EZYDOG®

“The app has helped us to empower more dog owners with our high quality products and enable them to enjoy the great outdoors with their pets.”

*Luke Hatcher, CEO at EzyDog*



**Objective:**

## CONVERT SITE VISITORS INTO BRAND AMBASSADORS USING WORD OF MOUTH PROMOTIONS

- Referral traffic converted at an impressive sales conversion rate of 23.36%
- Outstanding 34.58% of website visitors who discovered the widget, referred the brand to their friends through the app
- Converted site traffic into quality email subscribers
- Got 1000s of referrals and high quality site traffic

# BOOST SALES WITH HIGH QUALITY REFERRAL TRAFFIC ON THE WEBSITE

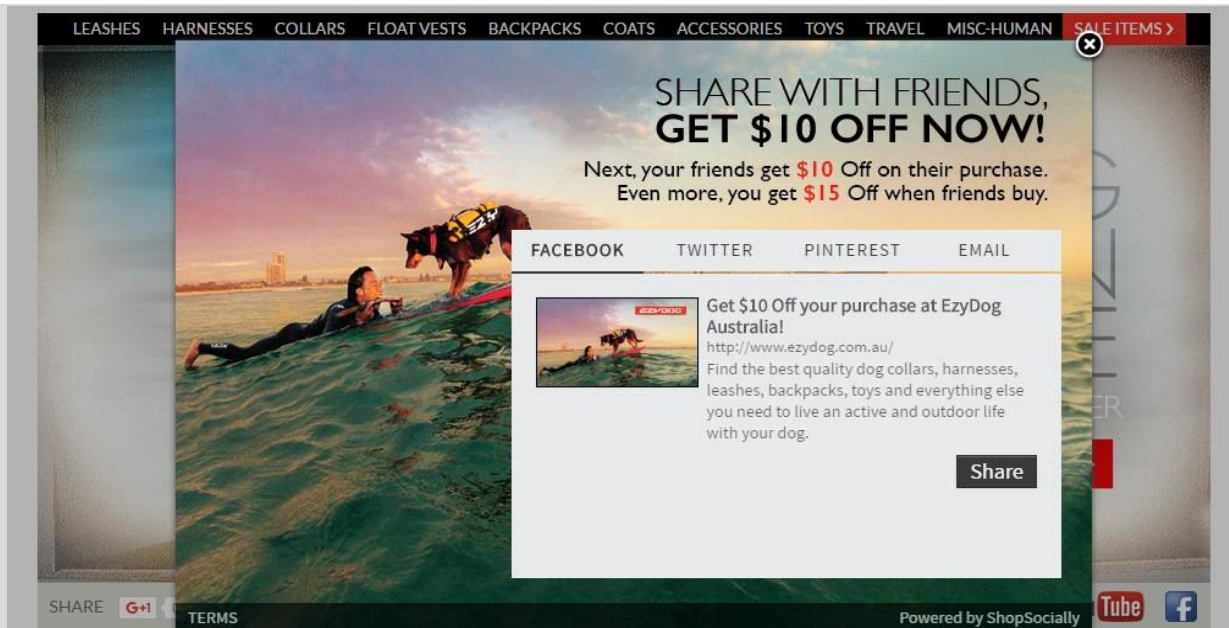
## METHODOLOGY

[EzyDog Australia](#) - an online pet store for dog leashes, harnesses, and collars was looking to boost the reach of the brand and drive sales with word of mouth promotions on their website.

To achieve this, EzyDog Australia embedded ShopSocially's [Refer-a-Friend](#) app on its website. The app offered site visitors an instant \$10 off their purchases on referring the brand to their friends. To make the deal sweeter, EzyDog Australia offered attractive discounts for both, the referrer and the friend. Friend gets \$10 off their purchase and the referrer gets \$15 off when a friend completes the purchase. The website visitors shared the brand via popular social channels like Facebook, Twitter, Pinterest or simply via email with just one click. 34.58% of the website visitors who interacted with the widget referred the brand to their friends through the app, which resulted in an impressive sales conversion rate of 23.36%.

## RESULTS

- 34.58% of the total website visitors interacted with the app
- Impressive sales conversion rate of 23.36%
- 1000s of social posts endorsing the brand EzyDog Australia



# CONVERT SITE VISITORS INTO EMAIL SUBSCRIBERS

## METHODOLOGY

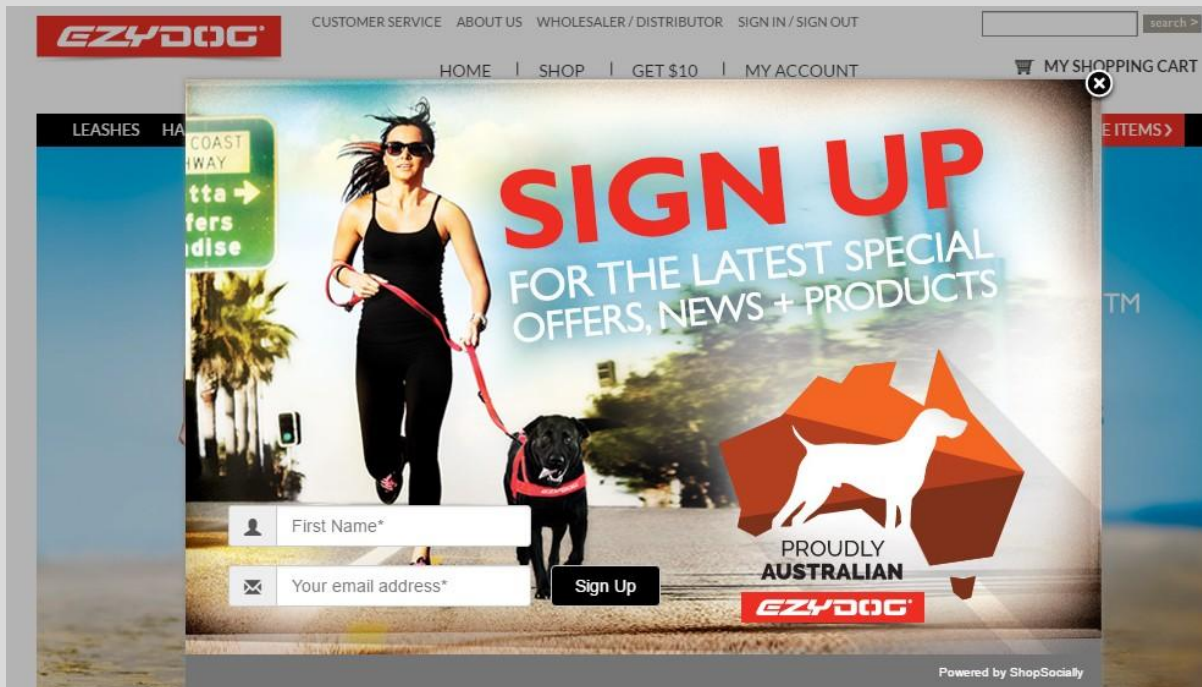
[EzyDog Australia](#) also embedded ShopSocially's [Get-an-Email](#) app on its homepage to convert site traffic into genuine email subscribers.

The app presented a well designed customizable user-interface that blended with the default user-experience of the brand to encourage website visitors to sign up for the email updates program from EzyDog Australia. This also gave the brand an opportunity to share latest news, offers and discounts on their products via email with high intent customers.

This strategy resulted in rapid addition of high quality email subscribers for Ezy Dog Australia.

## RESULTS

- Easy signing up process of email subscription program for site visitors
- Got 1000s of high quality email subscribers





## 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!

[REQUEST A DEMO](#)