

Leading online retailer of authentic Japanese Kigurumi-Shop.com animal costumes for parties and leisure wear.



“Our main objective was to reduce cart abandonment and encourage customers to complete their purchase orders. By offering an attractive incentive just before they were about to abandon the cart page helped us achieve an impressive sales conversion rate of 59.23%”.

*Atsushi Miyamoto, Owner | Kigurumi-Shop.com*

**Objective:**

## REDUCE CART ABANDONMENT AND ENCOURAGE CUSTOMERS FOR ORDER COMPLETION

---

- Increased visitors' recovery through unique incentive plan
- Achieved an impressive 59.32% sales conversion rate by reducing cart abandonment
- Generated an outstanding Facebook fan conversion rate of 21.07%
- Leveraged social media effectively to generate positive social ROI

# CAPTURE CUSTOMERS' ATTENTION AND REWARD FOR PURCHASE COMPLETION

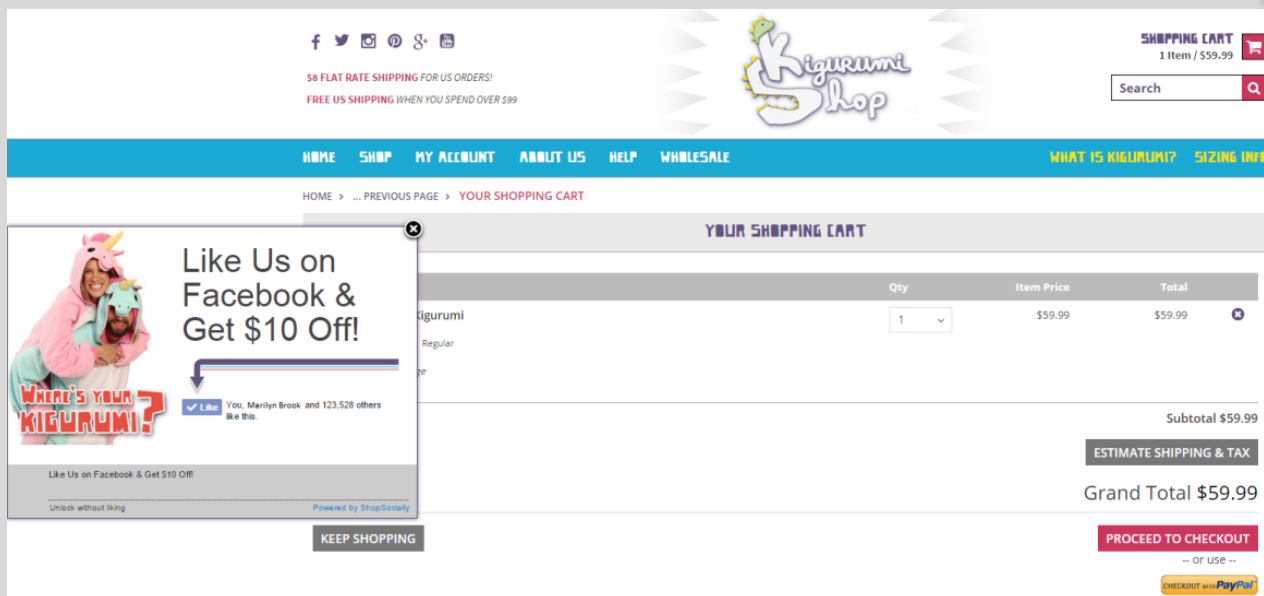
## METHODOLOGY

[Kigurumi-Shop.com](http://Kigurumi-Shop.com) - a California based online retailer of high quality Japanese animal Kigurumi, was looking for a customized solution to counter the issue of losing sales due to customers abandoning their carts just before completing a sale on their website.

To address this issue, Kigurumi Shop strategically embedded ShopSocially's [Get-a-Fan](#) app on their cart page. Kigurumi Shop used ShopSocially's personalization engine to detect cart abandonment and subsequently offered customers a discount coupon of \$10 for completing their purchase. The incentive not only encouraged visitors to stay on the Kigurumi Shop page for longer but also to follow through their intended purchase. The website visitors who were likely to abandon their cart converted at an impressive sales conversion rate of 59.32%

## RESULTS

- Reduced cart abandonment rate by 59.32%
- Converted website visitors into Facebook fans
- Established social virality of brand Kigurumi Shop



# AMPLIFY BRAND ENGAGEMENT VIA SOCIAL

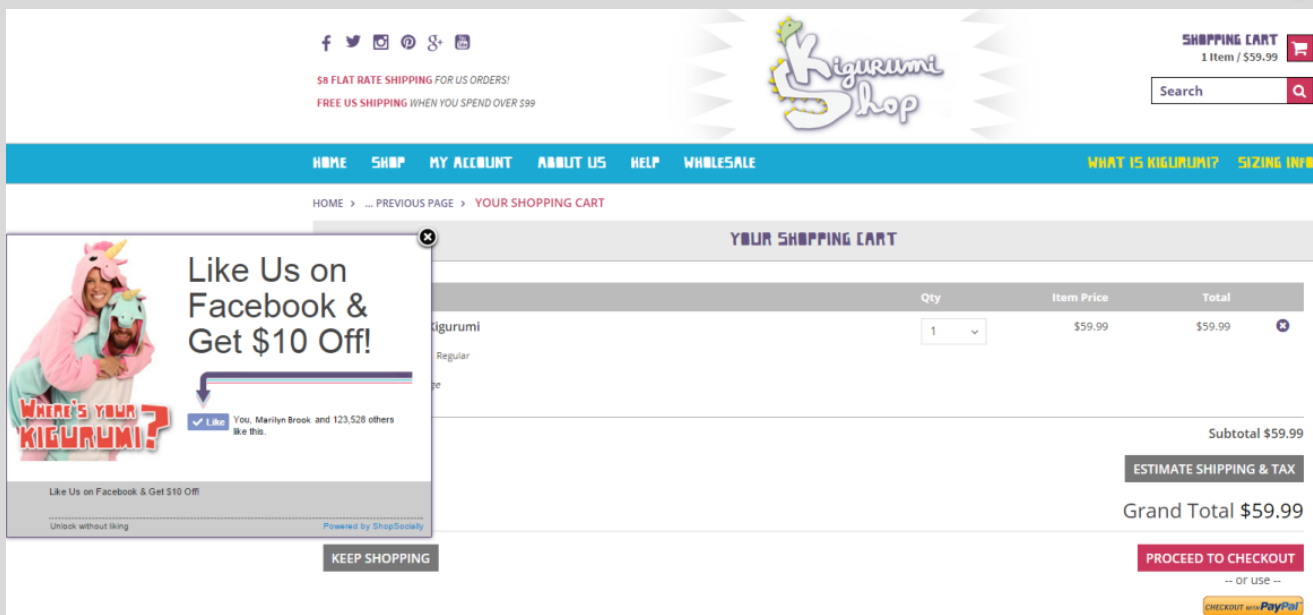
## METHODOLOGY

Kigurumi Shop's primary objective of reducing cart abandonment rate was fulfilled by ShopSocially's [Get-a-Fan](#) app, which resulted in an impressive sales conversion rate of 59.32%. In addition, the Get-a-Fan app provided an optional feature to motivate website visitors to become Facebook fans by liking the Facebook page of the brand. A \$10 discount coupon was displayed as soon as the visitor interacted with the apps interface. This resulted in an outstanding Facebook fan conversion rate of 21.07%.

To summarize, Kigurumi Shop loved the fact that this whole interaction happened on site and users never left the website. The outcome of this campaign was phenomenal and rewarding for Kigurumi Shop as it helped them increase Facebook fan base along with high sales conversion rate.

## RESULTS

- Get-a-Fan app led to an outstanding Facebook fan conversion rate of 21.07%
- Boost in engagement on its Facebook page
- Increase in average session length on the website





## 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](#)