

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



“Kigurumi is an intuitive product category to be shared vial social media. ShopSocially’s tools are enabling us to leverage this to generate numerous social referrals. ShopSocially’s referral marketing solution is helping us leverage the passion of our customers to increase our brand’s reach and bring in more customers.”

Atsushi Miyamoto, Owner | Kigurumi-Shop.com

Objective:

GENERATE SOCIAL ENDORSEMENTS AND DEEP INSIGHTS OF HIGH PURCHASE INTENT VISITORS

- Converted site visitors into social brand ambassadors
- 44.35% high sales conversion rate for referral traffic generated through social sharing of purchases
- Collected rich user profile data and got endorsements through Facebook
- Achieved 21.62% conversion rate for users through Social connect strategy

CONVERT CUSTOMERS INTO BRAND AMBASSADORS

METHODOLOGY

Kigurumi-Shop.com wanted to generate high quality social referrals for its Japanese Kigurumi party and leisure clothing. To achieve this, Kigurumi-Shop.com embedded ShopSocially's [Share-a-Purchase app](#) and encouraged its buyers to share their purchases with friends on its site via Facebook. This app helped Kigurumi-Shop.com tap the buyers' delight at the most opportune moment i.e. just after the purchase.. In return, Kigurumi-Shop.com offered attractive discounts to the referrer for sharing the buying experience.

Customers bragged about their purchases in the comment box of Share-a-Purchase app. These social posts generated high quality friends' referral traffic to the site and converted at an impressive rate of 44.35%, driving overall sales conversion rate for Kigurumi-Shop.com.

RESULTS

- Converted social shares of purchases into sales at an impressive rate of 44.35%
- Generated 1000s of social reviews
- Achieved brand virality via word-of-mouth promotions



GET BRAND ENDORSEMENTS VIA SOCIAL

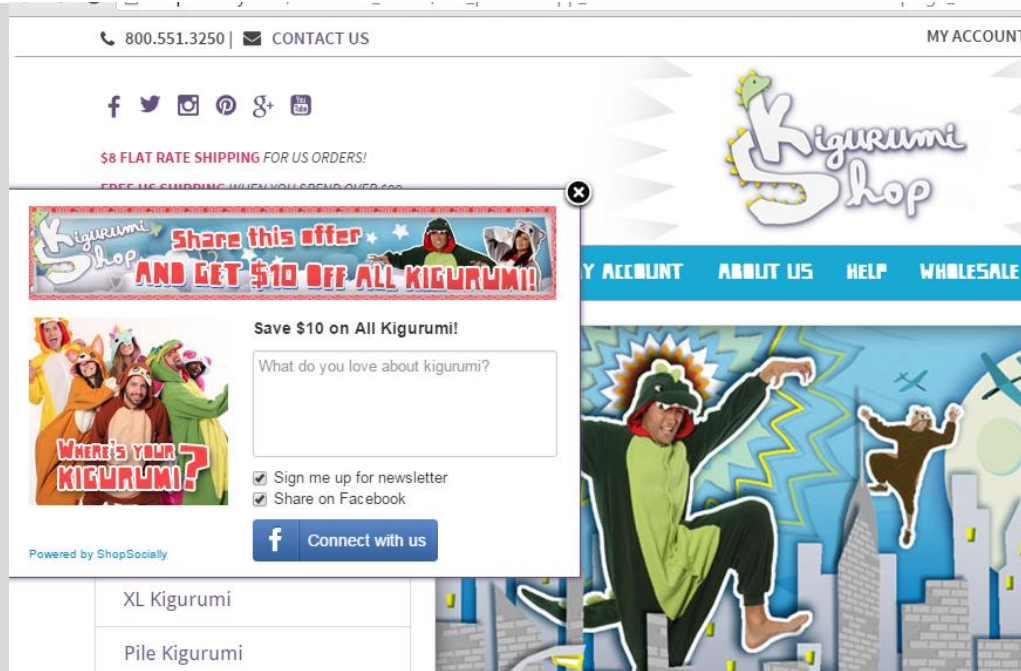
METHODOLOGY

In addition to Share-a-Purchase app, Kigurumi-Shop.com also embedded ShopSocially's [Social Connect app](#) on its website to generate social endorsements. Social connect app helped Kigurumi-Shop.com encourage its users to connect through Facebook and sign up for emails. Users who connected were offered a discount coupon as they created social posts endorsing Kigurumi-Shop.com on Facebook. Users added comments or share blurbs in these referrals which boosted the impact.

Kigurumi-Shop.com loved the fact that this whole interaction happened on site and users never left the website. Using this app, users shared their rich social profile data with Kigurumi-Shop.com like age, gender, location, likes and friends' information. Kigurumi-Shop.com witnessed amazing results from this referral strategy such as viral email acquisition, spread of word-of-mouth, uplift in SEO Rank, 1000s of referrals and whopping sales.

RESULTS

- Social connects led to impressive sales conversion rate of 21.62%
- 1000s of social posts endorsing Kigurumi-Shop.com brand
- Boost in email acquisition rate





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](#)