



A leading online provider of customizable gifts ranging from accessories to kitchenware and all the way to school and office supplies.



“ShopSocially’s apps have helped us achieve unbelievable results when it came to reaching out to new clients. Additionally, we managed to hit two birds with one stone as the apps also strengthened our bonds with our existing clients, allowing us to rely on their loyalty to our brand and ensure more business from them in the future.”

Yianni Chamilothis, Director of Marketing | MonogramOnline

Objective:

INCREASE SALES BY TAPPING CUSTOMER DELIGHT AND SOCIAL PROOFS

- Converted MonogramOnline customers into social brand ambassadors
- 34.69% sales conversion rate for referral traffic generated through social sharing of purchases
- Created social proof and improved overall conversions through customer purchase stories on product pages
- Achieved 16.80% sales conversion rate through the product stories app

CONVERT CUSTOMERS INTO BRAND AMBASSADORS

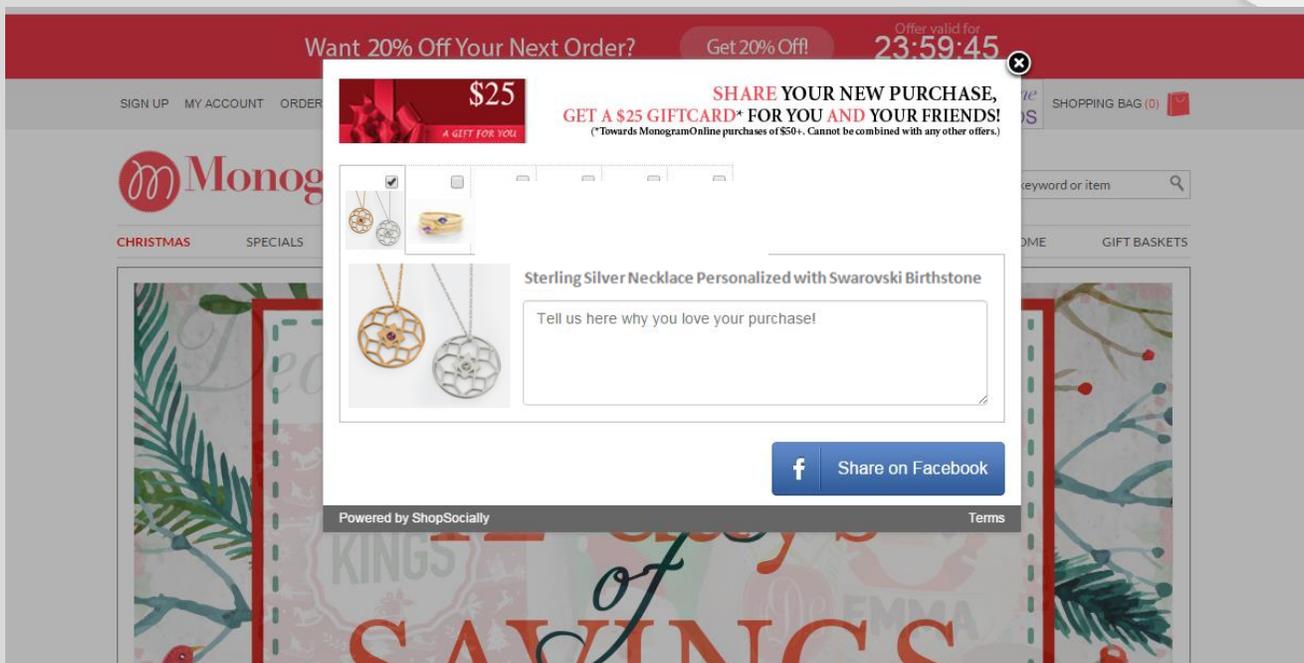
METHODOLOGY

MonogramOnline, a leading online provider of unique personalized gifts wanted to leverage the passion of its customers to generate more referral sales. To achieve this, MonogramOnline embedded ShopSocially's [Share-a-Purchase](#) app on its site. This app helped MonogramOnline capture one of the most opportune moments of customers' delight, i.e. just after the purchase. MonogramOnline encouraged its buyers to share their purchases with friends and family via Facebook on its site. In return, MonogramOnline offered a \$25 gift card to both the referring customer and their friends.

Also, people got an opportunity to share their stories and sentiments behind their purchases via social networks through the comment box of Share-a-Purchase app on MonogramOnline site. These social posts generated high quality friend referral traffic to the site and converted at an impressive rate of 34.69%, driving overall sales conversion rate for MonogramOnline.

RESULTS

- Converted social shares of purchases into sales at an impressive rate of 34.69%
- Generated 1000s of social reviews
- Achieved brand virality via word-of-mouth promotions



CREATE SOCIAL PROOF FOR HIGHER CONVERSIONS

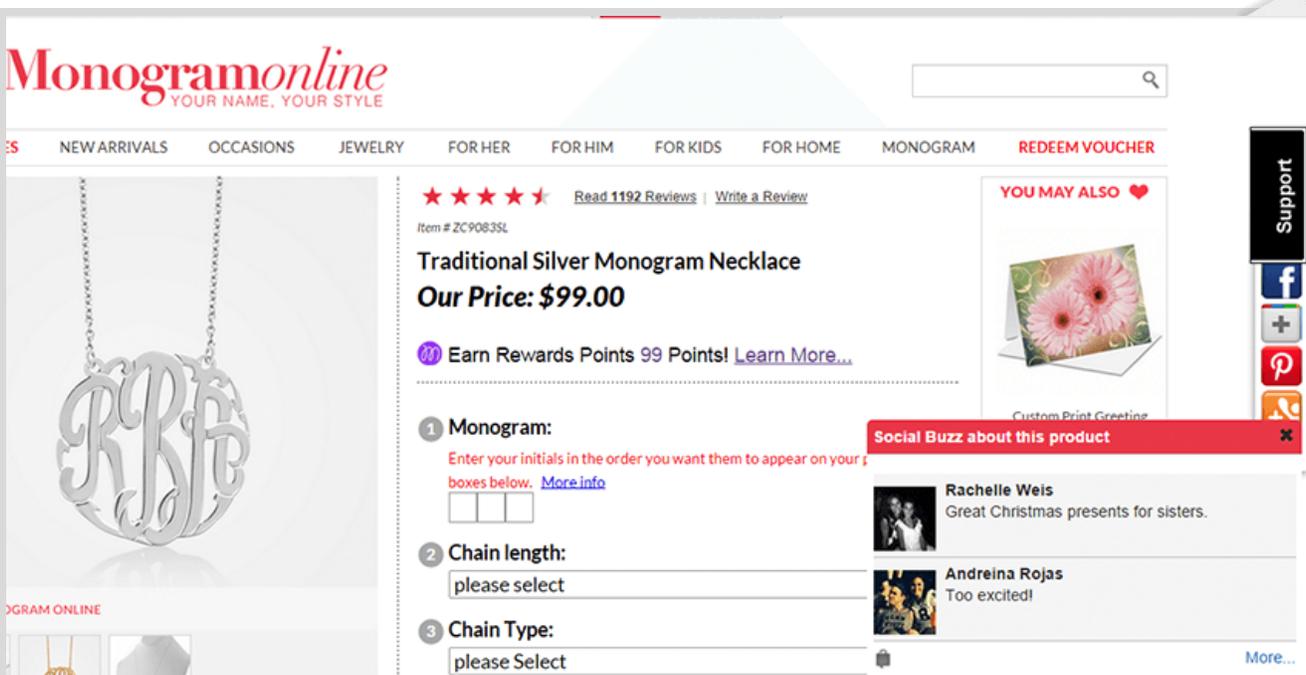
METHODOLOGY

In addition to Share-a-Purchase app, MonogramOnline also embedded ShopSocially's highly acclaimed app, 'Product Stories' on its website. This app helped MonogramOnline to flash social comments and customer reviews shared via Share-a-Purchase app as 'Social Buzz' about the products. To further maximize the effect of clients' shared posts, the app allowed vendors to automatically embed these on their trending products pages.

These product stories acted as a social proof on MonogramOnline product pages, resulting in a conversion rate of 16.80%, increasing buyer confidence in purchases, and boosting site's rankings on search engine results.

RESULTS

- Achieved 16.80% sales conversion rate through the product stories app
- Generated several customer reviews which acted as a social proof
- Got SEO uplift by natively integrating stories on product pages





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](#)