

A leading online retailer of tires and wheels. It is a part of the largest tire distributor in the United States – American Tire Distributors.



“By embedding ShopSocially's referral program, we not only generated handsome referral traffic to our site but also converted this traffic into customers. It has been a pleasure to work with ShopSocially and design a referral marketing program that is delivering tangible results.”

*Devon Butler, Senior Manager |TireBuyer.com*



**Objective:**

## BOOST SALES BY LEVERAGING ITS GROWING CUSTOMER BASE

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- Established online virality for the brand TireBuyer.com
- Achieved 13.09% conversion rate for traffic generated through referral strategy
- Converted site visitors into social brand ambassadors

# GET HIGH QUALITY TRAFFIC THROUGH WORD-OF-MOUTH RECOMMENDATIONS

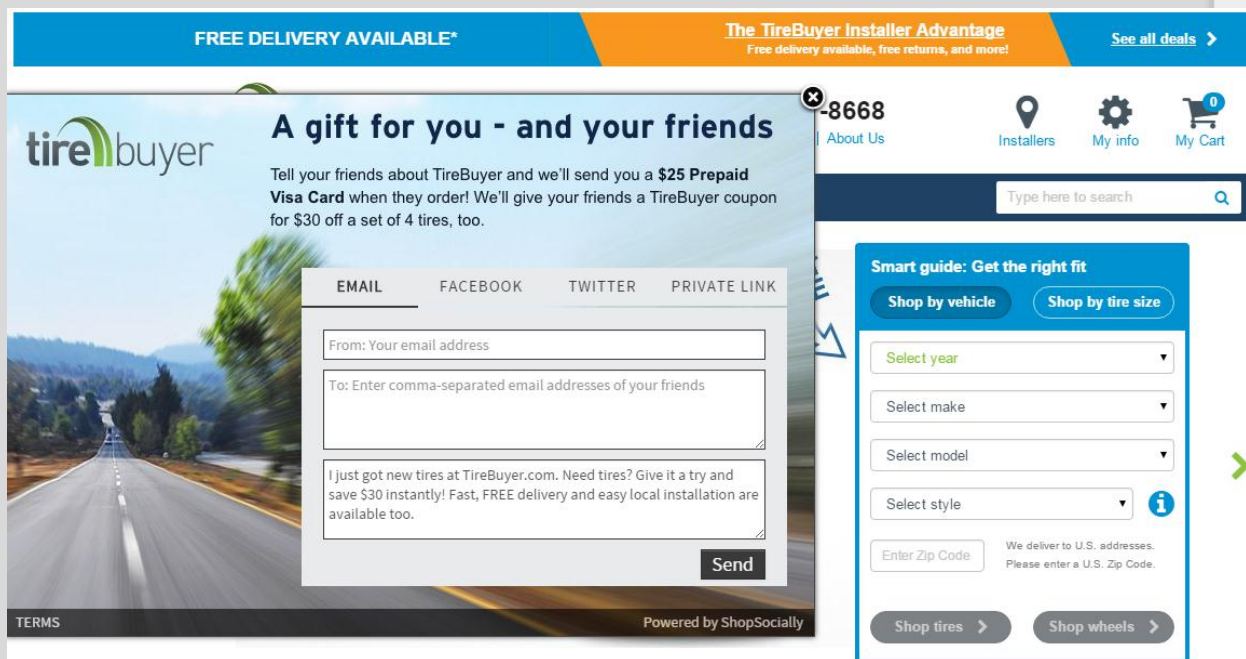
## METHODOLOGY

TireBuyer.com, operating as online retailer of tires and wheels, wanted to boost its sales by leveraging its growing customer base. To achieve this, TireBuyer.com integrated ShopSocially's [Refer-a-friend](#) app on its website and incentivized visitors with a \$25 prepaid Visa card for sharing on social networks and email. It also offered \$30 discount to referred audience on a set of four tires. This interesting offer grabbed the customers' attention and encouraged them to share the website via various channels like email, Facebook, Twitter, etc.

TireBuyer.com received thousands of referrals within a short span of time and drove high quality referral traffic to the site. This referral strategy converted TireBuyer.com brand into a word-of-mouth powerhouse and led to a sales conversion rate of 13.09%.

## RESULTS

- Referral traffic led to impressive sales conversion rate of 13.09%
- 1000s of social posts endorsing TireBuyer.com brand
- TireBuyer.com got high quality traffic to site through referrals



# CONVERT CUSTOMERS INTO BRAND AMBASSADORS

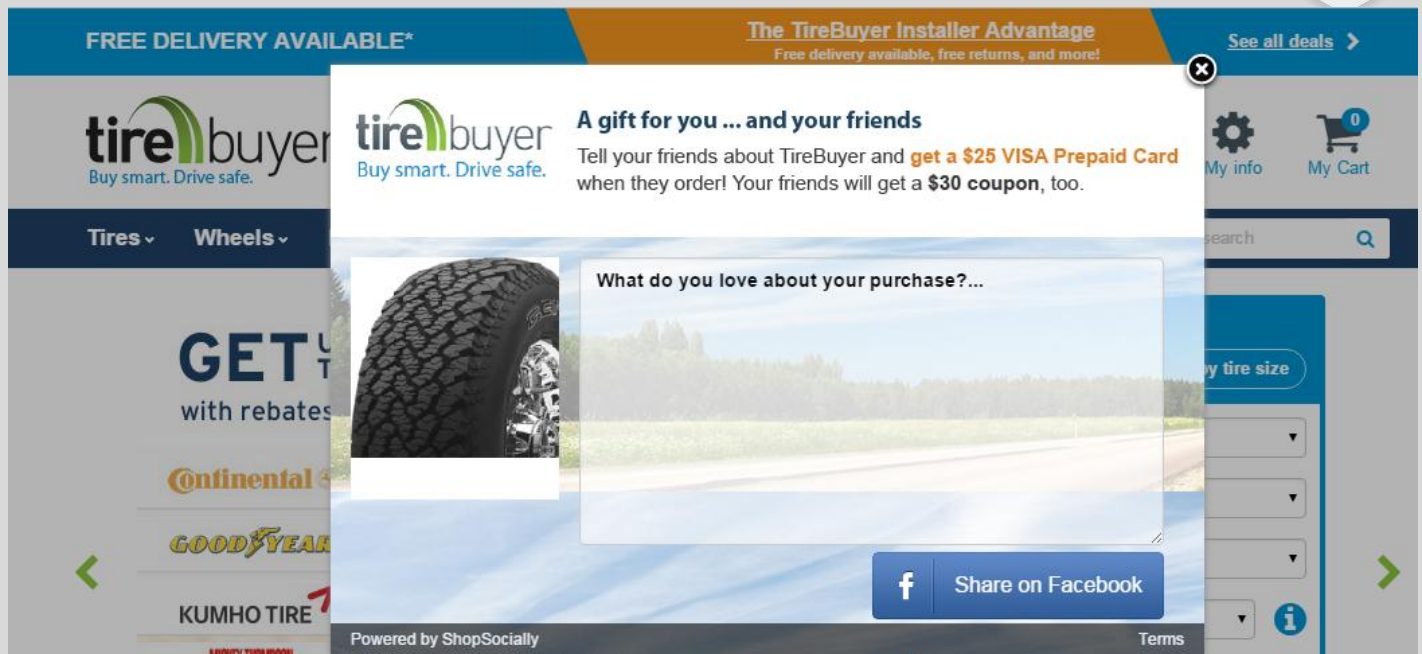
## METHODOLOGY

In addition to Refer-a-Friend, TireBuyer.com also embedded ShopSocially's popular app, '[Share-a-Purchase](#)' on its website. The most delightful moment for the customers is just after the billing and this app helped to tap that excitement on the post-purchase page. TireBuyer.com encouraged its buyers to share their purchases with friends via Facebook, on its site. In return, TireBuyer.com offered attractive discounts for both, the referrer and the friend.

Buyers talked about their shopping experiences in the comment box of Share-a-Purchase app. These social referrals helped TireBuyer.com reach thousands of new and high intent audience by converting its customers into brand ambassadors.

## RESULTS

- TireBuyer.com experienced a multifold increase in its reach and brand awareness
- Achieved brand virality via word-of-mouth promotions





## 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](#)