

Zazzle

“Zazzle is the desired destination for every custom, on-demand product. We succeed when our customers’ creativity succeeds and adds delight to their lives.

ShopSocially is helping us convert customer delight into powerful brand recommendations adding measurable, high-quality referral traffic to our website. It was really easy to set up and we are delighted with the results.”

Diana Adair

Director of Communications, Zazzle



CONVERT CUSTOMERS INTO BRAND AMBASSADORS BY CAPTURING THEM AT THE POINT OF DELIGHT

- Hundreds of customers are becoming brand ambassadors, recommending products they have bought to their friends on social channels
- Each post is generating 10.32 referral clicks
- Conversion rate for the referral traffic is 23.93%
- Viral spread of Zazzle brand via word-of-mouth recommendations on social media

WORD OF MOUTH BRANDING THROUGH SOCIAL SHARING

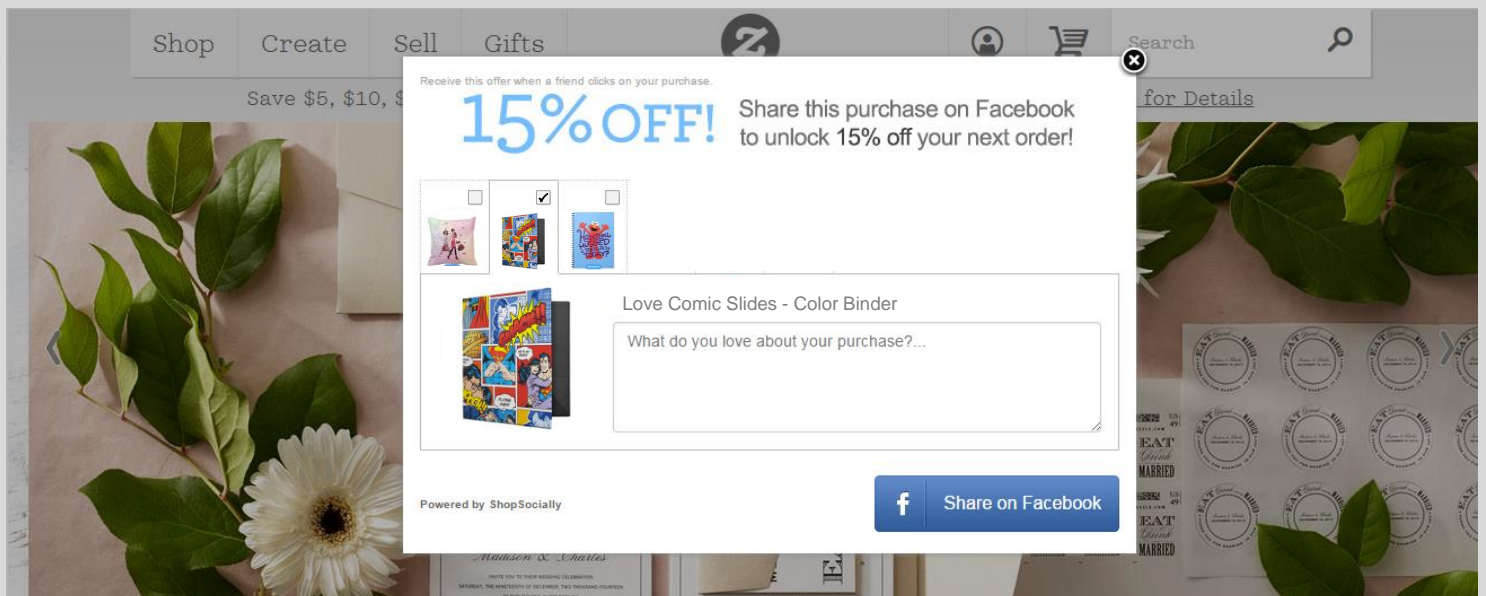
METHODOLOGY

Zazzle, world's leading platform for quality custom products, used ShopSocially's [Share-a-Purchase](#) app to encourage social sharing of purchases on their site. Customer delight is highest when they complete their order. Zazzle leveraged this customer delight to generate word-of-mouth promotions for their brand. Shoppers were incentivized to share their purchases – and also their love for the brand – on social media.

This generated numerous brand recommendations leading to viral spread of the Zazzle brand on social media. Each shared purchase was also a social post, which resulted in an average 10.32 friend-referral visits to Zazzle website.

RESULTS

- Generated high quality referral traffic to the site
- Viral spread of the brand
- Avg.10.32 friend-visits per shared purchase



CONVERT CUSTOMERS INTO BRAND AMBASSADORS

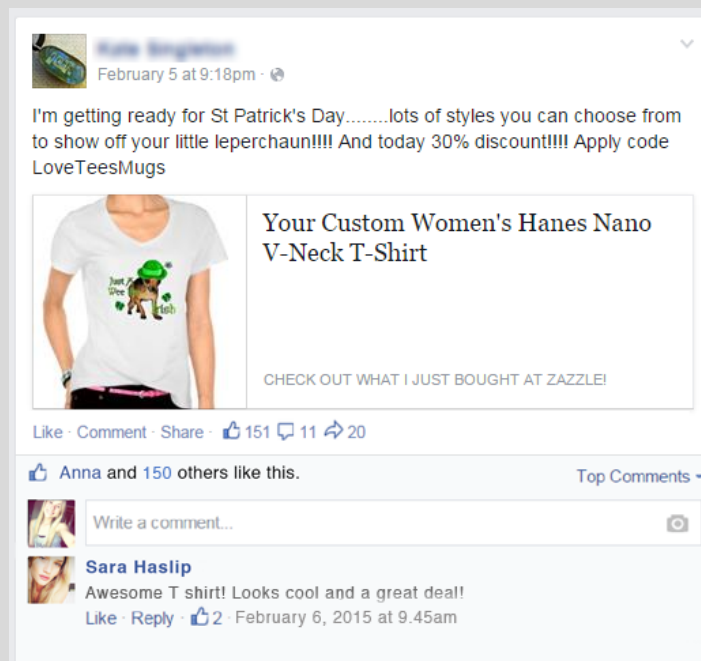
METHODOLOGY

For Zazzle, each socially shared purchase acted as word-of-mouth promotion on social media and generated an average of 10.32 referral visits to Zazzle's website. Thus, Zazzle converted customers into brand ambassadors.

A recent Forrester [study](#) suggests that word-of-mouth is 7X more effective than other forms of advertising. This was confirmed by the high sales conversion rate of referral traffic on Zazzle's website. Armed with positive recommendations, customers' friends made up a very high-quality referral traffic for Zazzle. This referral traffic demonstrated a high propensity of conversion, leading to sales conversion rate of 23.93% for Zazzle.

RESULTS

- Customers turned into brand ambassadors through social sharing of purchases
- 23.93% sales conversion rate for referral traffic generated from social sharing of purchases





ONE-STOP SOCIAL REFERRAL AND RETENTION PLATFORM

OFFERINGS

REFERRAL PROGRAM

VISUAL COMMERCE

SOCIAL LOGIN

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, Crabtree & Evelyn, Dressbarn, 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