



“ShopSocially is amazing! It helped Jewelry.com benefit from the untapped consumer-to-consumer (C2C) channel. 10% of our shoppers are sharing their purchases with friends. Sales conversion rates are 2X.”



Jon Azrielant

Marketing Manager
Jewelry.com

Company Details

Jewelry.com, Founded 1999
New York

Industry

Premium jewelry at competitive prices

Jewelry.com

Launched June, 2011

10% of buyers are recommending their purchases to friends. ShopSocially conversion rate is 2X of the normal conversion rate. Implementation was seamless and took less than 1 hour.

The Ultimate Jewelry Destination

At Jewelry.com, thousands of diamond and gemstone Rings, Earrings, Necklaces and Bracelets are available at 60-80% below retail. Jewelry.com carries diamond rings, anniversary rings, gemstone and birthstone jewelry, watches or the latest jewelry style at the lowest price.

Jewelry.com has been using a variety of ad channels successfully over the years. While these channels continue to drive meaningful traffic and sales, they are beginning to get saturated and Jewelry.com was looking for new growth opportunity.

C2C marketing platform by ShopSocially fit the bill perfectly. It allowed Jewelry.com to tap into an entirely new channel for traffic, sales and new user acquisition. They were able to leverage existing shoppers to create a powerful word-of-mouth recommendation channel.

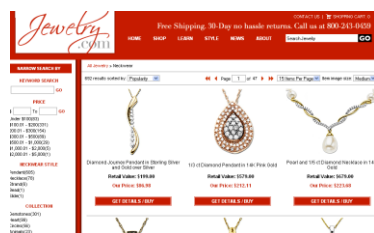
Turning 10% of shoppers into brand ambassadors

By enabling ShopSocially on the order confirmation page, Jewelry.com was able to convert 10% of their shoppers into brand ambassadors. Not only are these shoppers recommending Jewelry.com products to their friends, incentives are given to turn these shoppers into repeat buyers.

These recommendations were distributed via ShopSocially to the Facebook activity stream, Twitter, Facebook FAN page, and via email digests. This created a wide reach for each product recommendation.


Greater trust means better sales conversion

According to a Nielsen survey, friend recommendations have a trust level of 90% compared to online ads that have an average trust level of 35%. This increased trust translates into higher sales conversion. This was proven in the case of Jewelry.com. Traffic generated via ShopSocially to Jewelry.com converted at 2X better than normal traffic.



“Friend recommendations carry a high degree of trust. Friend traffic via ShopSocially converts 2X better than our normal traffic. I am delighted with ShopSocially results.”

“The ShopSocially platform is a retailer’s dream. It opens a completely untapped consumer-to-consumer channel and drives significant brand impressions, clicks and sales. Implementation takes less than 1 hour.”

 **Jon Azrielant**, Marketing Manager, Jewelry.com



Simple integration

ShopSocially integration was seamless. The interface was simple and easy to use. Integration with the order completion page took less than 1 hour. Facebook Fan page integration was effortless and took less than a minute.



ShopSocially platform more than paid for itself

ShopSocially platform did not require additional marketing headcount. Jewelry.com would have had to hire a full-time marketing person to achieve similar results via other channels. Now their customers are doing the marketing for them making it very cost effective.

The ShopSocially platform was self-sustaining and it delivered stellar results on an ongoing basis without the need for any supervision.

- ✓ *10% of shoppers turn into brand ambassadors*
- ✓ *2X better conversion from ShopSocially traffic*
- ✓ *50% savings in marketing headcount*

ShopSocially – a must for retailers

ShopSocially platform opens a completely new traffic and revenue channel for retailers, the consumer-to-consumer channel.

The results are noteworthy:

- 10% of shoppers turn into brand ambassadors
- Traffic from ShopSocially converts 2X better
- ShopSocially results in 50% savings in marketing headcount

ShopSocially – Consumer-to-Consumer (C2C) Marketing Platform for Retailers

ShopSocially, 339 N. Bernardo Avenue #200, Mountain View, CA 94043

Tel: +1.650.701.SSLY

Website: <http://shopsocially.com>

Email: info@shopsocially.com

