



*"ShopSocially's platform embeds **social** meaningfully to enhance our shoppers' buying experience. Our shoppers are spreading the word about our deals & products, and becoming Facebook fans. Conversion is up 3.3X. Social traffic is driving 12% incremental sales. I am delighted."*



Greg Sarkin
President
FastSunglass.com

FastSunglass.com

Launched July, 2011

Overall sales conversion has improved 3.3X from 1.5% to 5%. Social traffic is driving 12% incremental sales. A simple Javascript tag enabled ShopSocially's social platform on the FastSunglass.com site in 5 minutes.

Selecting the best Social Commerce Platform

FastSunglass.com is a Sunglass Store located in Jupiter, Florida. They are experts in the Eyewear Industry, and make it their #1 priority to satisfy every customer. FastSunglass believes that word of mouth is the best way to build the business, and they wanted to implement a social commerce platform that would be comprehensive, meaningful and easy to integrate.

ShopSocially's platform fit the bill perfectly. It provided social widgets such as Share-a-deal, Share-a-purchase, Facebook Fan Acquisition, Viral Offer Sharing, Facebook shopping community and SEO Boost as well as a flexible platform that could enable or disable these modules on-demand. The platform allowed FastSunglass.com to embed **meaningful social interactions** to enhance their shoppers' buying experience while increasing conversion and sales.



Embedding Share-a-deal in the pre-purchase experience

FastSunglass.com enabled ShopSocially's **Share-a-deal widget** on their home page. Visitors were given an opportunity to unlock a "free shipping and free gift" deal by simply "Liking" it. This accomplished the following:

1. **Social Referrals:** Each deal unlock generated a Facebook Like sharing FastSunglass brand and promotion with 200+ friends. This resulted in powerful, word-of-mouth marketing.
2. **Higher Conversion:** Making the shopper complete an action made the deal look exclusive and valuable than simply posting it on the site. Conversion rate for visitors who **liked** the deal was 21%, a whopping 14X increase over the base rate.



Facebook fan acquisition in the post-purchase experience

FastSunglass.com wanted to increase their Facebook fans but did not believe in paying random users to become fans. Instead, they enabled ShopSocially's **Facebook Fan Acquisition widget** in the post-purchase flow. At the end of their purchase, buyers were prompted to become a Facebook fan. This proved to be a cost effective way to acquire **true** Facebook fans on an ongoing basis.

This initiative has increased FastSunglass Facebook Fan base by 200% since launch. Each fan has a lifetime value of \$136 for FastSunglass.com.

"Simple Facebook and Twitter buttons on our website were not yielding results. ShopSocially platform enabled me to embed the right social experience at the right place. I could experiment with what worked best for my shoppers."



Greg Sarkin, President, FastSunglass.com

*“The ShopSocially platform is a retailer’s **social** dream come true. I dropped a simple Javascript tag on my website and I enabled pre-purchase and post-purchase social experiences for my shoppers within 5 minutes. My numbers improved immediately.”*

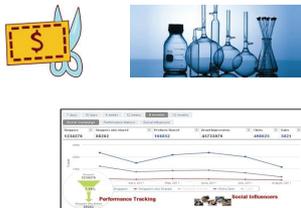
 **Greg Sarkin**, President, FastSunglass.com



Enabling Share-a-purchase upon order confirmation

FastSunglass also enabled ShopSocially’s **Share-a-purchase widget** on their order confirmation page to encourage their shoppers to share their purchase with friends. Every shared purchase was propagated via Facebook, Twitter, email and 1-1 recommendations. This resulted in word-of-mouth endorsement from real buyers generating new customers. Share-a-purchase widget also increased repeat buying by offering buyers a thank you incentive for spreading the word.

Together, Share-a-deal and Share-a-purchase widgets created social traffic that resulted in 12% incremental sales.



Social Analytics, Coupons, Experimentation made simple

Social Analytics gave total insights into social traffic, conversion rates, social influencers and other key metrics.

ShopSocially’s coupon delivery feature allowed FastSunglass.com to set up multiple offers, turn them on/off selectively and to deliver general or one-time coupons with varying trigger points.

Experimentation was really easy. FastSunglass.com set up multiple offers and multiple widgets. They enabled or disabled them using a rule engine. This helped them arrive at the right social experience for their shoppers very quickly.



Integration took only 5 minutes

FastSunglass.com enabled the ShopSocially platform by dropping a simple Javascript tag on their website. Once the tag was dropped, various social widgets could be enabled or disabled on pages using a set of rules in the configuration dashboard.

ShopSocially – a comprehensive social platform

ShopSocially platform improves sales conversion, increases sales through social traffic, encourages repeat buying and enables social engagement with shoppers.

The results are noteworthy:

- 3.3X improvement in overall sales conversion
- Social traffic driving 12% incremental sales
- 200% increase in Facebook Fans

- ✓ *3.3X improvement in sales conversion*
- ✓ *Social traffic driving 12% incremental sales*
- ✓ *200% increase in Facebook fans*

ShopSocially – Social Platform for Retailers

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