ShopSocially Retailer Success Story

NUTRASOURCE.com

Nutrition Products
100,000 unique visitors per month

- **396% increase in facebook fan base in 6 months**
- **Visitors convert to sales 4X better after becoming a fan**
- **4.89% of shoppers turning into brand ambassadors**
- **Social testimonials are increasing conversion rate by 66%**

"My visitors are turning into fans and then converting to sales at a 4X higher rate than any of our other social channels. Shopping Community app is creating completely new ways to shop. ShopSocially means true social enablement."

Ashoka Ganesan

Managing Director, NutraSource

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

Web: http://shopsocially.com
Email: info@shopsocially.com
Phone: 650 701 7759

Site-wide Facebook Fan Acquisition
Increased fan base by 396% in 6 months

Fan acquisition app was deployed site-wide converting 2% visitors into fans. Visitors got 20% OFF their purchase for becoming a fan. Visitors do not have to leave the site to become a fan.

This increased the Facebook fan base by 396% in 6 months.

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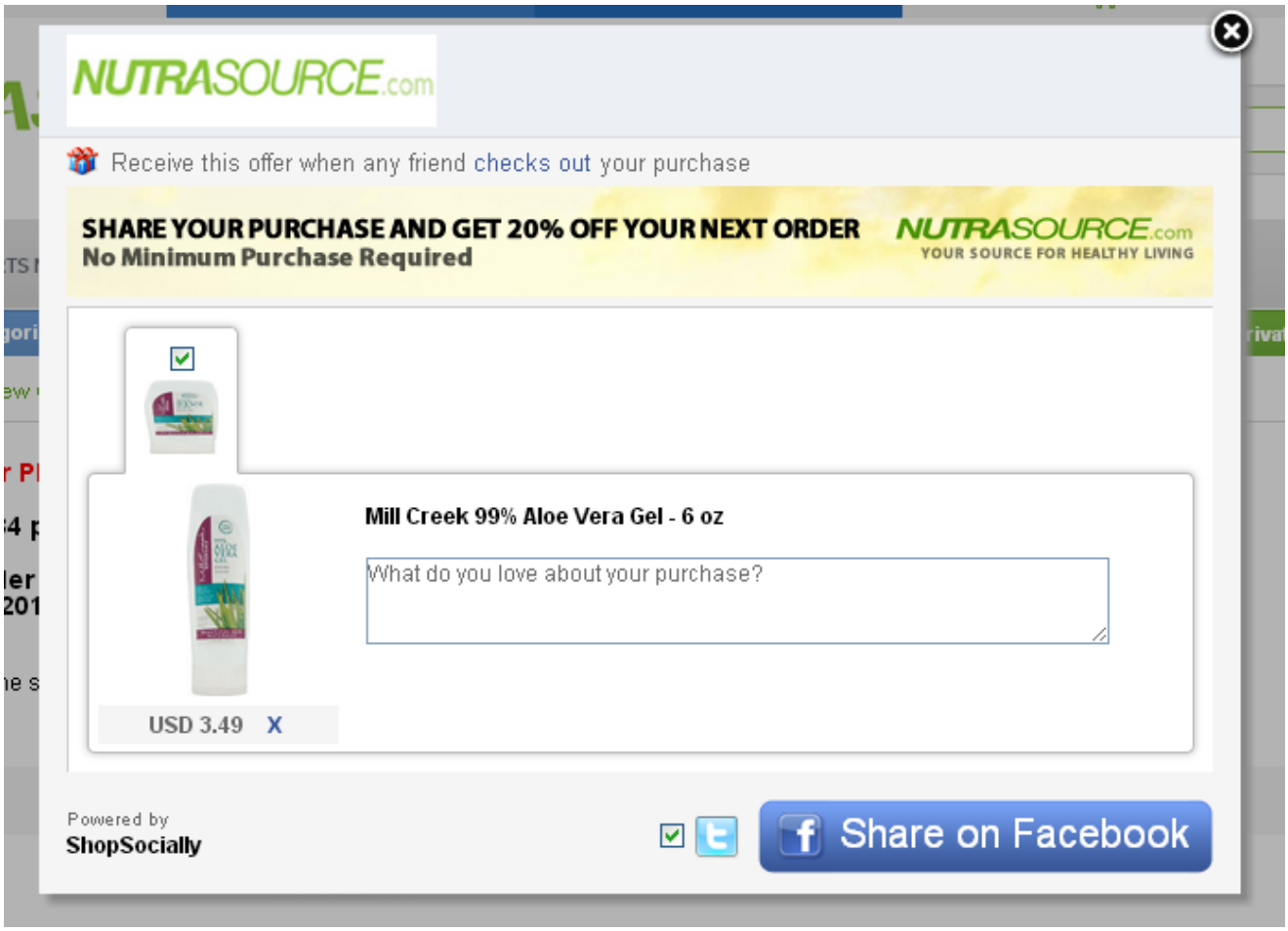

Turning shoppers into brand ambassadors,
Word-of-mouth virality.
4.89% of shoppers shared purchases and wrote testimonials
Up to 3 new clicks for each shared purchase.

On the order confirmation page, shoppers were given a 20% OFF coupon to encourage them to share their purchase with friends. Friends also got 20% OFF. 4.89% of shoppers shared their purchases and wrote testimonials with each shared purchase. Each shared purchase could be posted via Facebook, Twitter and Email. Up to 3 new customers clicked on these posts generating new referral traffic for NutraSource.

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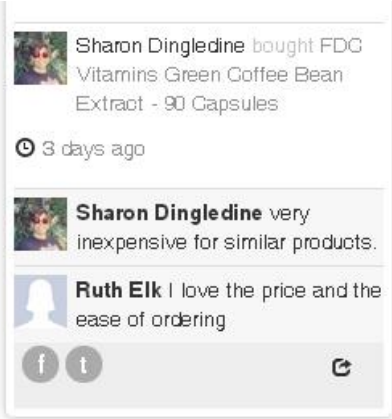

Shopping Community: Enabling a new way to shop
Better discovery, higher conversion and improved AOV

All the purchases that were explicitly shared by shoppers were also displayed on a shopping community app that was embedded seamlessly into the website. Each entry contained a picture of the product, picture of the shopper and the shopper's testimonial if any. This app is expected to increase the conversion rate as well as improve the Average Order Value.

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Search brand, product, SKU, UPC, Keyword | SEARCH

VITAMINS SUPPLEMENTS | SPORTS NUTRITION | DIET | CLEANSING DIGESTIVE HEALTH | HERBS HOMEOPATHIC | ENERGY | SEXUAL HEALTH | BATH SKIN CARE | ORGANIC NATURAL | SALE

HOP BY › Brands | Categories | Health Conditions | Goals | Hot Products | Top Sellers | New Arrivals | Exclusives | Nutra Premier | Nutra Health | Private Sales | Daily Deals

ome › Diet › Garcinia Cambogia 500 mg - 90 Capsules

Click to Zoom

Garcinia Cambogia 500 mg - 90 Capsules

SKU FDC9466

Other products by FDC Vitamins

RETAIL PRICE $25.99

SALE $19.99 You save $6.00 (23%)

Garcinia Cambogia is a small fruit that resembles a miniature pu... but rind actually holds many powerful natural weight loss properties. Learn M...

Be the first to rate it

PRODUCT QUANTITY | 90 Capsules

AUTOSHIP | Don't Autoship | What is this?

1 ADD TO CART ›

Nutrasource Availability: IN STOCK

YOU MAY ALSO LIKE

Raspberry Ketones Plus - 60 Capsules
PRICE $19.99
SALE $15.99

Social Buzz about this product

Cynthia Crawford
I'm looking for Natural & Reasonably Priced ways to Supplement my Health Regime....

Geoff O'Connell
the quality of the product.

More

Product Stories: Social Testimonials on Product Pages increased conversion by 66%

4.89% of shoppers shared their purchases with friends. These purchases were also displayed as “social testimonials” on the individual product pages, leading to an increase in customer confidence. This resulted in a 66% increase in conversion rate on product pages.

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