



“ShopSocially’s social commerce solution delivered beyond our expectations. Our shoppers turned into brand ambassadors recommending our products to their friends. We are getting significant brand impressions, clicks and sales from previously untapped social media channels.”



Sumant Sridharan
Vice President
CafePress

Company Name

CafePress.com, Founded 1999
San Mateo, California
11 million unique visitors per month

Industry

Online Retailer, Unique T-shirts, Gifts

Key Challenges

- Implement a social commerce strategy with Facebook and Twitter
- Create greater user engagement on Facebook FAN Page
- Generate clicks and sales through social media

Implementation Highlights

- Integrated the ShopSocially solution within 1 hour. Live in 2 days.

Key Benefits

- Over 1000 purchases being shared per day via ShopSocially
- More than 250,000 brand impressions on Facebook and Twitter per day
- More than 5000 clicks per day from previously untapped social media channels.

CafePress

Launched Nov, 2010

ShopSocially integration is generating 250,000+ brand impressions, thousands of clicks and significant incremental sales every day through social media.

Defining a Social Commerce Strategy

Booz & Company is predicting that social commerce will be a \$30 billion opportunity by 2015. It is advising retailers to quit waiting on the sidelines and jump in to grab the opportunity.

With a community of 6.5m users and over 11m unique visitors per month, CafePress has the world’s largest collection of user designed products. CafePress has been very successful in utilizing various channels for customer acquisition such as SEO, SEM, display ads, comparison shopping engines etc. They understood that social represents a big opportunity and wanted to implement a strategy that maximized brand value, traffic and sales from social media channels. In November, 2010 they narrowed down on the following key requirements:

1. **Leverage the Power of Social Recommendation.** Research shows that friend recommendations are trusted approximately 3X more compared to online ads. CafePress realized that social commerce is really about using social recommendation to enable commerce. They wanted to find a way to get their shoppers to recommend products to their friends.
2. **ROI Driven.** Companies are routinely spending tens of thousands of dollars for Facebook fan acquisition with no clear ROI. CafePress wanted to focus on ROI from the very beginning.
3. **Easy Implementation.** With the shopping season fast approaching, and all the other IT projects in the queue, CafePress wanted to avoid a lengthy/costly implementation.
4. **Experimentation Framework.** Ability to A/B test is especially critical for optimizing a new and ever changing marketing channel.
5. **Social Analytics.** In addition to basic click counting, CafePress also wanted to understand the social behavior of their users and identify their influencers with respect to their products.
6. **Generate Social Engagement.** Last but not least, CafePress wanted to enable user conversations around their products rather than blatantly

marketing them via Facebook ads or promotions. Latter has proved to be ineffective or short lived whereas the former leads to high engagement, clicks and conversion on a sustained basis.

After a thorough comparison of existing social commerce solutions, full service agencies and build vs. buy analysis, CafePress selected ShopSocially. Here is how ShopSocially has performed against CafePress' requirements.



Leverage the Power of Social Recommendation

CafePress integrated ShopSocially code on their order confirmation page which enabled shoppers to share and recommend their purchases to friends via Facebook, Twitter and Email. CafePress made use of single-use loyalty coupons supported by ShopSocially to incentivize sharing. After a few experiments, they finally settled on offering a one-time use coupon code for 25% off a future purchase.

Impact from ShopSocially implementation was immediate. The very next day after launch ShopSocially started driving thousands of high converting clicks to CafePress. Here are some key stats:

- Over 1,000 purchases being shared every day
- Over 250,000 brand impressions being generated every day on social media channels via friend recommendations
- 5000+ high converting clicks generating significant incremental revenue and new customer acquisition every day.



ROI Driven

CafePress has realized 500% ROI from ShopSocially integration. There were no hidden costs. The ShopSocially solution has been completely self-sustaining and does not require the usual monitoring and managing efforts like other marketing campaigns. CafePress shoppers are automatically creating a reach of 100s of thousands of friends every day and it has been growing organically.



Easy Implementation

CafePress made a decision to sign-up with ShopSocially in mid-Nov 2010, and wanted to go live quickly to maximize the impact during holiday shopping period. They were able to go live within 2 days which included implementation and testing.



Experimentation Framework

The ShopSocially platform supports sophisticated A/B and multivariate testing. By working closely with CafePress, ShopSocially was able to optimize messaging, incentive offers and other workflow for CafePress users and achieve a 5x improvement in performance within one month of launch.

Clicks	Views	Facebook Shares	Facebook Likes	Facebook Comments	Facebook Retweets	Facebook Retweets	Facebook Retweets
47928	22	14976	0	14489	3974130	272	113134

Shop Items	Item	Brand	Product Name	Product Price	Product Image	Product Color
1	Blue Polo	Blue Polo	Blue Polo	19	0	117
2	Blue Polo	Blue Polo	Blue Polo	19	0	117
3	Blue Polo	Blue Polo	Blue Polo	19	0	117
4	Blue Polo	Blue Polo	Blue Polo	19	0	117

Social Analytics

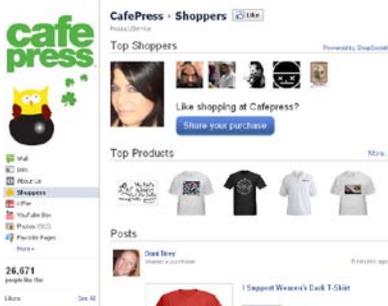
In addition to providing detailed tracking of impressions, clicks and conversions, ShopSocially also provides deep insights into top social influencers and products. Here is a sampling of analytics available via ShopSocially:

- % of shoppers sharing their purchases
- Number of brand impressions generated – both aggregate and for individual posts
- Number of clicks
- Number of conversions
- Shoppers sharing most number of purchases. These are your social ambassadors and brand enthusiasts. It is important to identify them because they are your biggest fans.
- Shoppers generating maximum number of friend referred traffic- these are the social influencers. Social influencers drive as much as 100 times more traffic compared to average. It is critical for retailers to identify them because according to Gartner research, they influence 74% of the buying decisions!
- Top social products – i.e. products being shared the most. Some products have the potential to go viral on social channels. Timely identification of such products can help you generate significant extra revenue. CafePress has seen two such examples in the last three months.
 - A Peanuts anniversary t-shirt was shared by nearly 900 shoppers to their ~250,000 friends
 - Japan relief fund t-shirt has already been shared by more than 200 shoppers with 50,000+ friends and continues to grow.

Generate Social Engagement

CafePress embedded ShopSocially's application in a special tab called "Shoppers" on their Facebook FAN page. The implementation took less than 1 minute. In addition to posting shared purchases on shopper's wall where their friends can see and comment on them, they are also posted on Shoppers tab where all of CafePress' fans can see them as well.

This has created a Facebook shopping community for CafePress where their fans can see what others are buying and engage in a conversation with other shoppers. They can see top shoppers, top products, recommendations from other shoppers and their friends.



Integration Highlights

- ✓ 1000+ purchases shared per day
- ✓ 250,000+ brand impressions per day
- ✓ 5000+ clicks per day
- ✓ 2X better conversion

ShopSocially integration - a resounding success

ShopSocially has been a resounding success for CafePress. The numbers speak for themselves:

- Over 1000 purchases are being shared per day via ShopSocially.
- Nearly 250,000+ brand impressions are being generated for CafePress on Facebook and Twitter per day through sharing via ShopSocially
- CafePress is receiving nearly 5000+ clicks per day through friend recommendations on Facebook, Twitter and Email.
- Conversions from social media clicks are 2X better than normal conversion for CafePress.
- CafePress is generating significant incremental revenue and new customer acquisition due to ShopSocially's social commerce integration.

Anticipating Future Business Success

The ShopSocially integration has already proven to be very successful and it is further continuing to grow both organically and through experimentations. CafePress and ShopSocially are working on several additional integration and optimization opportunities. It is expected that these will generate 5-10x additional traffic for CafePress over the coming months.

"The ShopSocially solution simply works! It delivered beyond our expectations," explains Sridharan. "The CafePress and ShopSocially teams will continue to work together optimizing the integration and developing new implementations to extract the most out of social commerce initiatives. ShopSocially started off as an experiment but is going to a key focus area for us now."

ShopSocially – Enabling Social Commerce

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

Tel: +1.408.242.4494

Website: <http://www.shopsocially.com/partners>

Email: partners@shopsocially.com

