

CASE STUDY

User Acquisition for Walmart's Shopycat Application



Campaign Objective: **Customer Acquisition**

Rewards Used: **Facebook Credits**

MARKETING OBJECTIVES

@WalmartLabs, a visionary group of technologists using big data to help Walmart shape the future of commerce in a socially connected and mobile-empowered world, had developed a breakthrough new Facebook application. The tool, called Shopycat, uses social data to determine the perfect gifts for your friends and family members. Developing a powerful app was only the beginning, however; getting users to adopt a new application was proving to be a slow climb. They needed a better way to drive adoption and trial of the app.

CAMPAIGN SOLUTION

Ifeelgoods worked with @WalmartLabs to build the user base for Shopycat. In the initial month-long campaign, Ifeelgoods hosted a seamless user experience that gave 10 Facebook credits to users that allowed the Shopycat application. Viral sharing widgets were enabled to maximize earned media.

The Ifeelgoods technology provided the means to seamlessly deliver the earned Facebook Credits, preventing fraud while direct depositing credits into eligible users' Facebook accounts.

As an added service, Ifeelgoods assisted with driving targeted traffic to the promotion by displaying ads via the Ifeelgoods publisher network, ultimately managing campaign performance for @WalmartLabs.

POWERFUL RESULTS

With an incredible 42% conversion rate for users allowing Shopycat and a 27% redemption rate on the credits offer, the campaign was a resounding success. Half of users shared the Shopycat promotion with their friends, and that viral earned media traffic flow generated an incremental lift in conversions of 25%. The cost per new user was far less than campaign targets, and best of all, the users directed to Shopycat from the Ifeelgoods campaign stayed with the app, today making up approximately 90% of the Shopycat user base.



Best of all, acquired users from the campaign stayed with the app, today making up 90% of the installed base.



Entice your audience with a digital rewards promotion from Ifeelgoods. Check out www.ifeelgoods.com to learn more.

