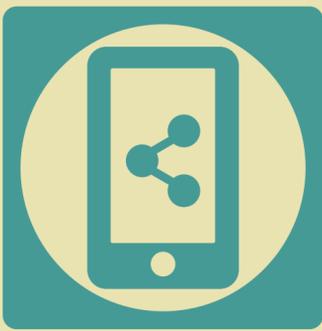


Craft Your Own

# SOCIAL COMMERCE SUCCESS STORY

## New Rockstar Social Commerce Tools Launched for the Holiday Season



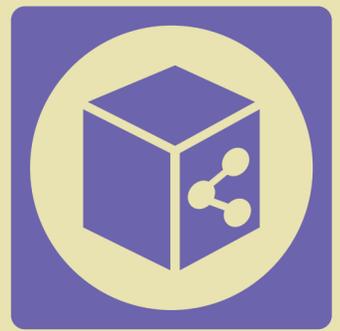
### Share-on-Mobile

Popularity contest via mobile using social voting



### Social SEO

Increase SEO Rank using social signals



### Social Connect

Acquire rich social profiles & generate deep social insights

## Other tools already creating social commerce success stories



### Get-a-Fan

Convert your website traffic into quality Facebook fans



### Share-a-Purchase

Generate valuable social testimonials by converting shoppers into brand ambassadors



### Viral Flash Sale

Off-site fan monetization through flash sale



### Social Login

Make login easy using existing social network accounts

## Social Commerce Success Stories from ShopSocially

*Carol's Daughter*

Popular online retailer for hair, skin and body products

**8% Revenue Uplift**

**nfoto**

Leading photo service and product retailer in Norway

**43% Sales Conversion Rate for Social Traffic**

*Linen Tablecloth*  
affordable elegance

Largest online retailer for linen and table cloth in US

**\$1.8M in Incremental Revenue via Social Media**

**MEZZMER**

Online retailer for stylish eyewear at attractive price

**76% Increase in User Engagement on Website**

**MRWATCH.com**

Online retailer for new brand name watches and accessories

**293% Increase in Facebook Fans in 3 Months**

## Key Highlights from Social Commerce Campaigns on ShopSocially Platform (till Aug. 2013)

- ★ More than **200 million word-of-mouth impressions** generated from social sharing of purchases
- ★ **4.3% of website visitors converted** into qualified Facebook fans; 50% of these fans also became email subscribers
- ★ **Incremental annual revenue of more than \$50M** generated through social commerce apps
- ★ **High sales conversion rate of 23.7%** seen for social traffic originating from ShopSocially apps