

# Case Study: “Hollywood Hip” Fashion Apparel Retailer



ShopFans

A celebrity fashion apparel retailer looking for a way to transform the “social” conversations from its fans into sales conversions, utilized ShopFans™ to bring ‘members only’ deals to engage its fans on Facebook.

## Client Objectives

- Turn Conversations into Conversions
- Quantify Value per Fan

## Solutions Used

### ShopFans

- Embedded Social Features
- Dynamic Catalog
- Secure Cart and Checkout

### Analytics

- Integrated Facebook Analytics (Active Users, Interactions, Canvas Page Views)
- Add to Cart Rate
- Dwell Rate
- Conversion Rate

*ShopFans had a meaningful ROI impact on our Facebook page, and allowed us to support flash sales to our fan base. By doing so, we accomplished what we set out to do: turn our brand’s conversations into quantifiable conversions. – President*

## Key Challenges

Along with its success in selling its unique line of celebrity inspired fashion on its retail site, the brand was rapidly building a loyal fan base on Facebook as well. Despite successful campaigns inspiring conversation of its brand on Facebook, the brand was struggling with its next step in social commerce. The client was looking for an innovative way to tie conversations on the social graph with an instant ability to purchase its products directly in Facebook, thereby providing it with quantifiable value of its fan base. Using ShopFans, the brand both stimulated product buzz and increased sales through instant conversions, on its Facebook page and throughout its fans’ wall posts.

## Media Plan

**Offer:** Members only, flash deals

**Target Audience:** Ages 18-34 fashion forward women

**Media:** Fixed tab placement on brand’s official Facebook page

## Results

- ✓ Increased Store Views by **7x**
- ✓ Increased Fan Base by **5x**
- ✓ Increased Social Interactions by **321%**
- ✓ Increased Conversions by **51%**

## Key Insights

ShopFans’ social interactions allowed the brand’s customers to mimic real life shopping experiences with friends. The client gained valuable insights into which products were “liked,” “shared,” “posted,” and “recommended” to friends, and tie those conversations directly to the ensuing purchases. By gaining insight into the preferences of its fan base, the brand can continually offer deals which will maximize the ROI of its marketing efforts.

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