





Nik Kuritz Manager, eCommerce Okabashi

"Justuno outpaced our traditional email capture methods by 400% daily!"

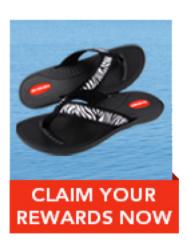
Location Atlanta, Georgia

Founded 1984

okabashi.com

BACKGROUND Okabashi is a family owned business that has focused on designing and manufacturing extremely comfortable shoes for more than 29 years. Besides being made in the USA, Okabashi shoes are 100% recyclable—shoes that are good for the planet.

THE EXPERIMENT Okabashi has been heavy into social media, but their Facebook Fan base and email-subscriber list were not growing quite fast enough for their liking. The marketing team was also not sure how they would hit their high-goals for social marketing set for Summer 2013. To increase their fan and email acquisition rate, Okabashi installed Justuno's onsite social-promotion tool to grow their Facebook Likes and email leads.



BY THE NUMBERS









Who We Are

Justuno is the premier marketing tool to grow your social and email audiences, converting visitors into customers via an instant pop-up offer easily embedded on your website. In exchange for a promo code, customers must either Facebook Like, Tweet, Google+1 or join your mailing list—all without having to leave your site.