



### #beloved

"Justuno is rad!  
We've earned 1000s  
of new fans."

—Marcus Hadlock

Location  
**Utah**

Founded  
**2009**

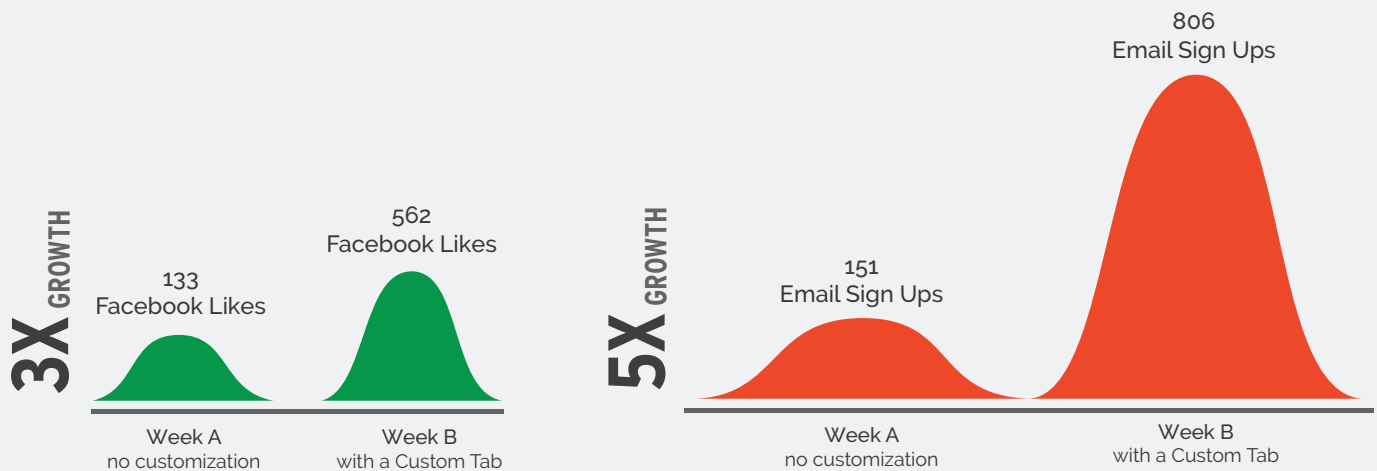
belovedshirts.com

**BACKGROUND** Beloved Shirts—the makers of hip, high-quality images on sweaters and t-shirts—had been using the Justuno basic widget for weeks with great success, resulting in an average of 40 new social followers a day. Using the Basic Package, Beloved Shirts controlled their own promotions in real-time without any transaction fees.

**THE EXPERIMENT** To make the Justuno widget work more efficiently and result in an increase of fans with the same effort, Beloved Shirts created a Custom Tab design with an image of one of their primate-themed sweaters and overlaid the phrase "\$10 Off – Click the Chimp!".



## 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.