

BACKGROUND Through the 2013 holiday season and into 2014, Panties.com CEO Lila Williams decided to use social media marketing as a major strategy to grow revenue. In particular, she wanted to focus on growing her email list, as her subscribers tend to have high sale-conversion rates. Their natural fan acquisition rate hovered around 30 emails a month, or, about 1 new email subscriber a day. With Justuno, their Fan Acquisition Rate (FAR) jumped by an incredible 16X.

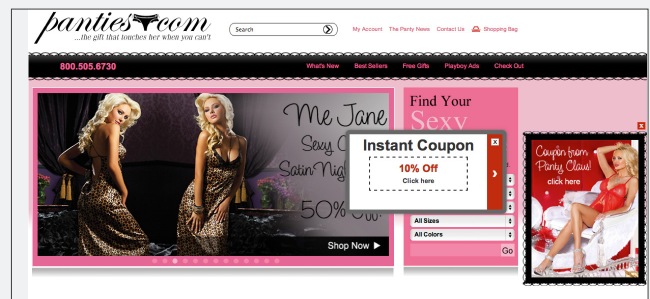
THE EXPERIMENT Lila decided to work with two providers: one social engagement platform (Justuno), and one email marketing automation provider (Active Campaign). Panties.com aimed to grow its social audience, while also reducing shopping cart abandonment. How did they achieve this? By using Justuno Social Incentives on-site.

Once an email address was acquired through Justuno, Active Campaign would send a series of two triggered emails: one focused on customer engagement, the other obtaining more of the individual's contact info. The experiment ran during the 30-day period of November 27 - December 27, 2013.

BY THE NUMBERS

The pre-Justuno Fan Acquisition Rate hovered around 1 natural email subscriber a day; post-Justuno, Panties.com earned 16 email subscribers a day.

- Offer Impressions: 2,069 views (total number of visitors that saw the offer)
- Action Completed (submitted email): 481
- Impression-to-Acceptance Rate: 23%



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.