



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.



CLAIM YOUR REWARDS NOW

BY THE NUMBERS



47%

Coupon
Redemption Rate



128%

Increase
Facebook Fans



371%

Increase
Email Sign Ups

Sales Impact

15%

HIGHER TICKET VALUE

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.