

# Actionable Analytics for Retailers

## Case Study: inSparq Offers Clients Key Data to Drive Sales

**Background:** Social commerce has already become an effective marketing stream for online retailers, however it's still in it's infancy. Revenues for this segment of the industry are predicted to grow exponentially - from \$5 billion today to \$30 billion by 2015. What is needed to take it to the next level is insight into who is sharing and what type of incentive would *encourage him or her to share more*.

**Challenge:** With increased competition for e-commerce stores, retailers are leveraging social tools to incentivize existing customers to refer their friends - but simply pushing products blindly is a losing battle.

**Enter InSparq:** InSparq provides clients with crucial insight about their most socially active customers, so they can showcase *relevant* incentives to encourage referrals and additional sales.

**The Result:** Huge referral marketing opportunity when relevant, targeted incentives are established.

Segmented, relevant data allows online retailers to incentivize their most influential customers effectively and increase ROI.

*"Customers want to feel valued - using relevant promotions fosters greater social engagement."*

#### THE PROCESS

inSparq, the social discovery solution for online retailers, sought to provide clients with key demographic data on their customers so that they could optimize inSparq's referral marketing suite. Retailers utilized TowerData data to offer relevant discounts and coupons as a thank you for their loyalty to the brand. Using age and gender segmentation, inSparq helped clients target relevant promotions including free shipping, discounts and exclusive access to VIP clubs.

#### THE RESULTS



**Increased activity:** engaging customer based on key demographic data boosted referrals, drove conversions, and increased sales across the board. Look at the numbers!

#### THE NUMBERS

# 3x

Increase in social sharing with relevant incentives & copy.

# 63%

More visits per relevant incentivized referral.

# 9.8%

Visits result into sales when referral is incentivized.

# 4x

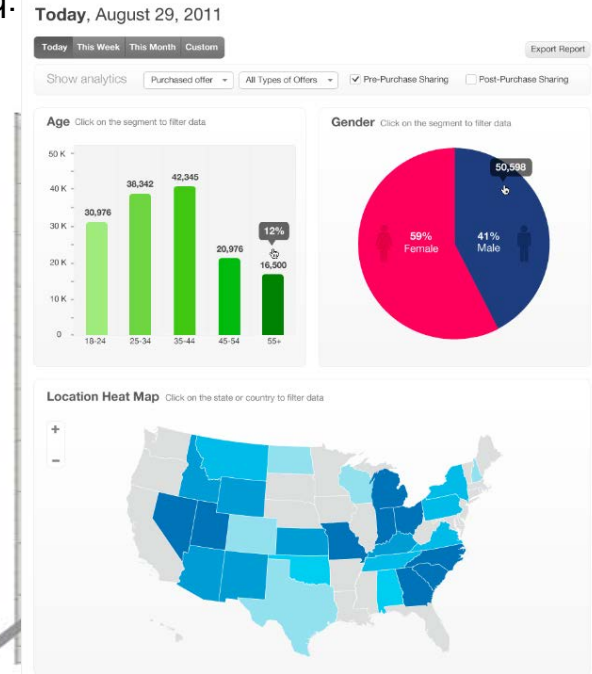
More likely to purchase when clicking on a share link vs other traffic sources.

## How it Works:

1. inSparq captures email address of a customer when she shares through email, and sends the email address to TowerData via their encrypted API.

2. TowerData matches the email -- or hashed email -- to its database, with over 80% match rate, and sends demographics back to inSparq.

	A	B	C
1	<b>Email Address</b>		
2	<a href="#">email@sampledomain.com</a>		
3	<a href="#">john@sampledomain.com</a>		
4	<a href="#">jane@sampledomain.com</a>		
5	<a href="#">email2@sampledomain.com</a>		
6	<a href="#">email3@sampledomain.com</a>		
7	<a href="#">email4@sampledomain.com</a>		
8	<a href="#">email5@sampledomain.com</a>		
9	<a href="#">email6@sampledomain.com</a>		
10	<a href="#">email7@sampledomain.com</a>		
11			



3. inSparq consolidates demographics in its analytics dashboard to make it easy for retailers to find and target their most loyal customers.