

DataSheet

Social Metrics: Calculate Customer Commerce Influence Score

Measure Your Most Influential Customers, Products, and Promotions

Translating Influence to Impact

According to industry statistics, nearly 90 percent of social network users trust reviews and product recommendations shared by friends more than any form of advertising or marketing. But how does that data translate into sales and revenue-influence for brands and retailers that merchandise, market and sell products on the social Web? Without insight into their customers' social shopping lifecycles, businesses could only guess. Now they can *know*.

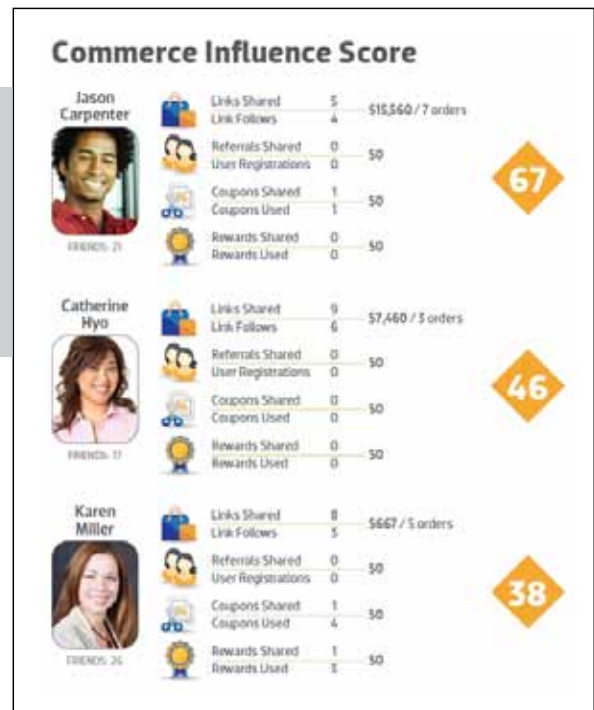
ShopIgniter's Commerce Influence Score is the industry's first social metrics solution that measures the commerce influence of customers, products, and promotions across the social web.

Delivering Powerful Social Metrics

The Commerce Influence Score measures customer influence and purchasing power. It is the secret weapon that shows the social activity of every customer tied to your promotions and social storefronts and more importantly, the impact that each customer's social activity has on revenue.

How do we measure it? ShopIgniter's proprietary algorithm computes a Commerce Influence Score based on each user's (or product or promotion's) shared links and click through on those links, referrals generated, coupons distributed, new user registrations generated, and new orders. Customers can score from 1 to 100, giving you insight into your most valuable customers and enabling you to nurture them.

ShopIgniter social metrics allow you to get a deeper picture of every customer ; combining social graph information like sharing products, reviews and coupons and combing that the impact of the sharing like new registrations generated and revenue.





Social Metrics (cont.)

The Cornerstone of Social Marketing

When you measure customer's social activity through ShopIgniter social metrics, like the Commerce Influence Score, the benefits are invaluable. With visibility into the entire customer social commerce lifecycle, you now have the information you need to achieve a far higher return on your social marketing investment, like measuring and rewarding your most influential customer segments, targeting your marketing and promotional efforts far more effectively, and curating specific product lines for your most avid fans and loyal customers.

Identify Your Most Influential Customers and Fans

- For each customer, correlate sharing and revenue generated from shares, new referrals, coupons distributed and social promotions
- Activate a network of fans and customers to share and evangelize their friends to drive awareness, purchase consideration, and even more revenue

Segment and Reward Customers

- Reward influential customers with promotions, purchase points or VIP status designed to drive viral sharing and passalong activity
- Track your most valuable customers/fans/followers and reward them with VIP programs, special pricing, and reward points
- Target limited-edition products to customers with higher commerce influence
- Launch exclusive or first-look products to your VIP's

Increase Marketing and Promotion Effectiveness

- Track orders and revenue generated for each reward and promotion
- Create Group Buy retail models for specific promotions and customer segments
- Curate stores and collections around highly viral products or highly influential customers to more effectively drive sales

- Become more agile with information in order to react to the impact of viral promotions when they take off or fizzle out
- Easily identify your most viral products and promotions

A Single, Integrated Solution

- Only ShopIgniter delivers an integrated combination of social promotions, social storefronts and social analytics.
- View social shopping lifecycles across products, coupons, promotions, stores, channels, by person, by groups of people, brands, selections, categories and more—in one solution
- Easily measure each customer's reach, activity, sharing, and revenue generation across all channels
- Manage and measure all of your merchandising programs—deal of the day, online pop-up shops, VIP and flash sales, and group buying programs—from one platform

Take Our Measure

Build out a highly-integrated social commerce program that starts with smart, measureable social promotions and round it off with ShopIgniter's Commerce Influence Score measurement and insight. **For the first time, know exactly who your best customers are and see their true social activity reach and influence on revenue.** For more information, contact ShopIgniter at www.shopigniter.com.