

SOKO GLAM

CLIENT OVERVIEW

Soko Glam curates and sells high-quality Korean skincare products and cosmetics. Operating in a competitive industry with numerous

vendors and products, the company relies on word-of-mouth as a key marketing channel. Soko Glam’s Marketing Team launched their first referral program with a third party vendor and initially saw significant engagement. After a year and a half of static results, however, Soko Glam sought a more comprehensive referral solution.

CLIENT OBJECTIVE

- Boost customer acquisition and sales
- Improve internal A/B testing and optimization capabilities
- Increase visibility into referral program performance

CHALLENGE

- Inability to execute many of the tests the team was hoping to run because the existing tool was limited in scope
- No access to industry averages to use as benchmarks for comparison
- Former solution lacked functionality for Soko Glam to independently run and analyze meaningful A/B tests



SOLUTION: Talkable A/B Testing

Talkable's Reporting Suite exposes customer conversion rates throughout the funnel to identify and A/B test underperforming share channels, copy, creative, placements, and user flow.

OBSERVATION

Boost Email Performance

Email open and click-through rates were below industry benchmarks for Talkable's beauty clients

SOLUTION

- Replaced email sender field with the name of the Advocate and re-formatted HTML-heavy emails
- Improved open and click-through rates increased customer acquisition from email sharing by 10%

Optimize Screen Layout

Advocates could share via several different channels. Twitter shares converted at <1%

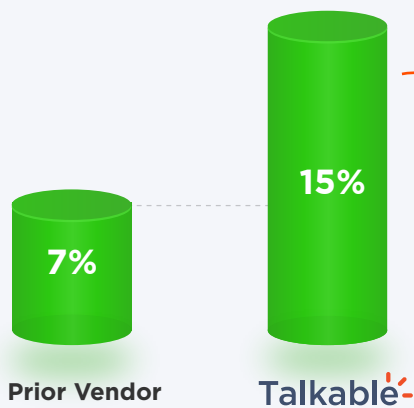
- Instrumented A/B test on specific referral pages to feature only best performing share channels-Email, Facebook, and Direct link to increase Friend click-through rate
- The variant without Twitter had better overall conversion and generated 15% more purchases

Improve Overall Conversion

Only 14% of referred friends made a purchase within the first 24 hours of visiting the site

- Tested gleam: persistent banner on site reminding any returning referred friend of her offer
- Referred friend purchase rate increased by 34%

REFERRAL CHANNEL CONTRIBUTION



RESULTS:
Referral sales
increased by

118%

“The flexibility that Talkable offers is unparalleled by other vendors. You can tinker with almost every aspect of the program and test and analyze every aspect of your campaigns. I haven't seen any other referral vendor that can offer the level of flexibility that Talkable has.”



Chanelle Leslie

Senior Manager of Acquisition Marketing at Soko Glam