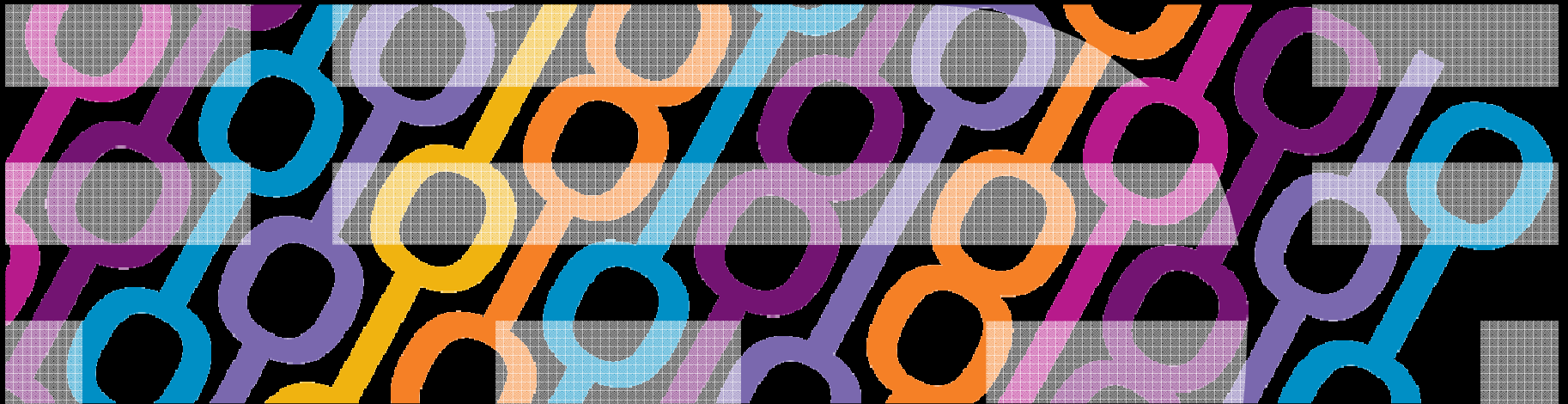


2010 European WebSphere Commerce Summit

**Stephanie Bourdage-Braun, Product Manager, WebSphere Commerce and  
WebSphere Remote Server**    October 5, 2010

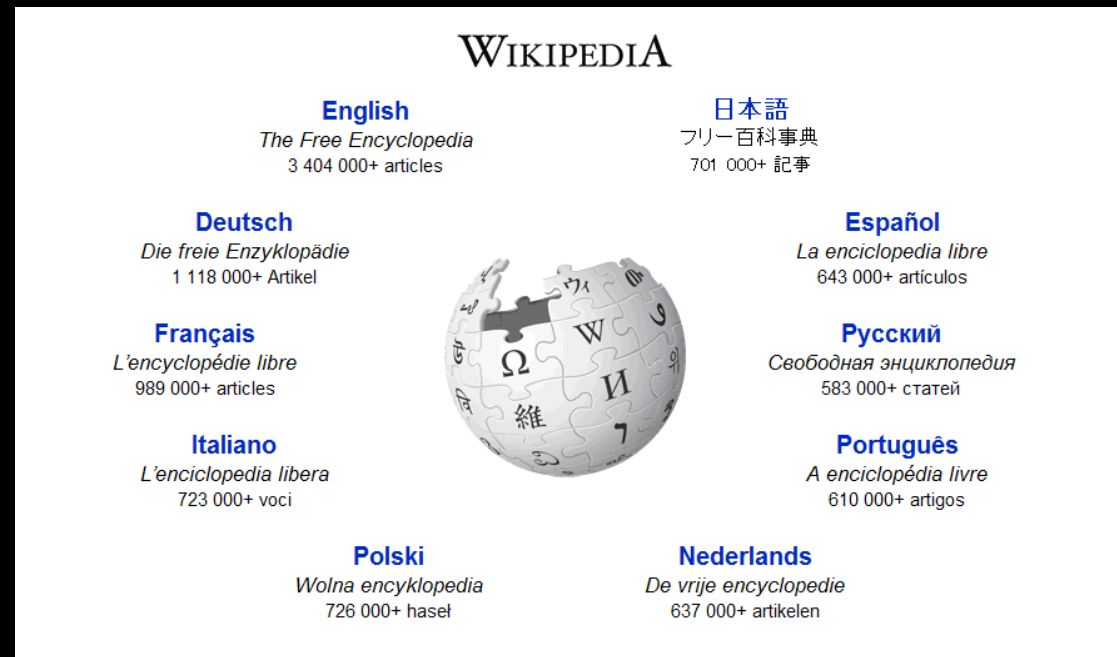


## Social Commerce: What's the next shiny object?





***Disclaimer:*** Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.



**Social commerce**<sup>[1]</sup> is a subset of **electronic commerce** that involves using **social media**, online media that supports social interaction and user contributions, to assist in the online buying and selling of products and services. More succinctly, social commerce is the use of social media in the context of e-commerce.





## Agenda

- Social Networks today
- The many faces of Social Commerce and WebSphere Commerce
- The new trends in Social Commerce



## Social Networks Today



## Social Networks continue to grow..



Today, **400 million** people log onto their facebook profile at least once every month. **50%** are on the site every day.



Facebook is an international sensation. **70%** of Facebook users live outside the **U.S.** and the site is available in more than **70** different languages.

Half of Denmark has an active Facebook profile (2,421,380 people out of 5,484,723 total).



The fastest growing population on Facebook?

That would be  
women 45-55





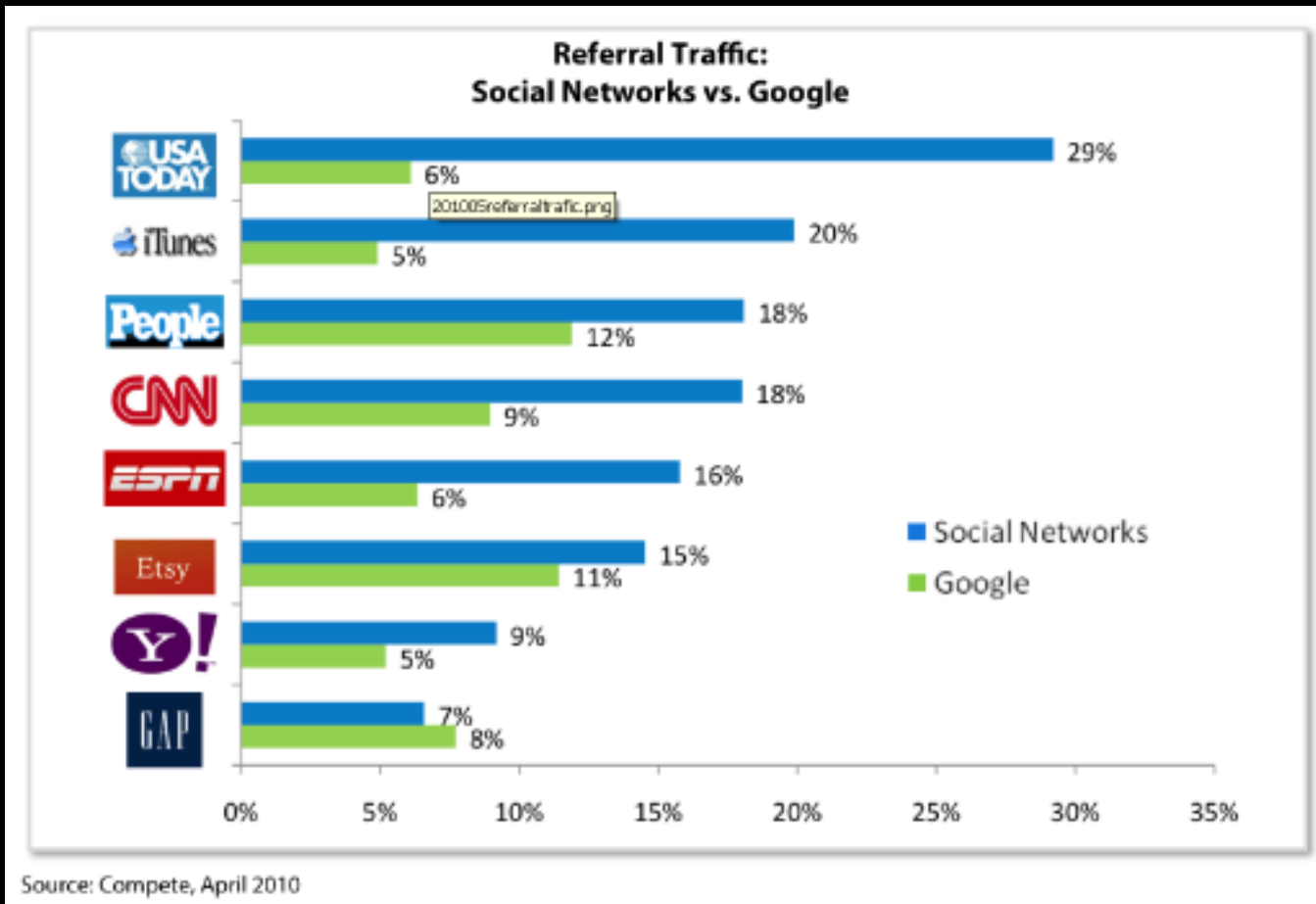


Facebook traffic outpaced Google  
for the first time in March 2010

**Facebook passed the 500 million user mark on July 21, 2010**



# It's changing the way people get to your site...



A close-up photograph of a hand moving a chess piece on a board. The hand is positioned at the top, with fingers gripping a light-colored chess piece. The board is dark, and other pieces are visible in the background, slightly out of focus. The lighting is soft, highlighting the texture of the wood and the skin.

**“Successful social media marketing is 80% strategy and  
20% technology.”**

*Jeremyah Owyang, The Altimeter Group*



## It's about...



**Listening**



**Engaging**



**Participating**



The key is not telling them a story – but enabling them to tell it



## The many faces of Social Commerce and WebSphere Commerce



## Ratings and Reviews

- Use them
- Listen and respond
  - Address issues identified in reviews
  - Answer customers
  - Reward active participants
- Remind and entice customers to come back
- Leverage them in all channels





# The case of the Gap pants

## Decision tool/Fit guide

**Skinny stretch pants**  
available in petite/tall

Versatile, sleek black pants that are sure to add a chic touch to any outfit. Stretchy, yet structured this is a playful pair that you'll turn to again and again.

Color: true black #750296  
\$49.50 (prices may vary)

| Size   | 6  | 8  | 10 | 12 | 14 |
|--------|----|----|----|----|----|
| Waist  | 28 | 30 | 32 | 34 | 36 |
| Length | 32 | 34 | 36 | 38 | 40 |

select qty: true black \$49.50

**about the product**

**fabric & care**

- 41% Cotton, 27% Modal, 27% Nylon, 3% Spandex.
- Machine wash.
- Imported.

**overview**

- High-quality stretch cotton blend pant.
- Sit just below waist, fitted through hip and thigh, skinny leg opening.
- Hook & bar closure, zip front.
- Wise-welt coin pocket.
- Relax Fit Guide.
- Tall Fit Guide.

**Overall size:** 32 of 113 say true to size  
**Length:** 101 of 108 say as expected  
**Hips/waist:** 70 of 109 say true to size  
**Rise:** 100 of 112 say as expected  
**Waist:** 80 of 108 say true to size  
**Highlights:** Slim silhouette (81), Lengths: (age) (56)  
**Occasion:** Casual (78), Going out (77)

**Cropped skinny jeans (white wash)**  
new wash

A cool alternative to classic blue jeans or crisp khakis? The white jean. Cropped with a skinny silhouette for a fresh look and feel, this pair is perfect for the winter-to-spring transition. Squishy chic with cozy sweaters and ankle boots, or bright Te and sandals.

Color: white #705596  
new wash \$69.50

| Size   | 00 | 0  | 2  | 4  | 6  | 8  | 10 | 12 | 14 | 16 | 18 |
|--------|----|----|----|----|----|----|----|----|----|----|----|
| Waist  | 24 | 26 | 28 | 30 | 32 | 34 | 36 | 38 | 40 | 42 | 44 |
| Length | 32 | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 | 50 | 52 |

select qty: white \$69.50

**about the product**

**fabric & care**

- 99% Cotton, 1% Elastane.
- Machine wash.
- Imported.

**overview**

- White wash.
- Premium stretch denim jeans with topstitching throughout.
- Sit below the waist.
- Skinny in the hip and thigh, skinny leg opening.
- Cropped length.
- Free-protect styling.
- The water used in the process of washing and drying these jeans has been specially treated to ensure it is safe and clean when it leaves the factory.

**Overall size:** 13 of 16 say as expected  
**Length:** 10 of 12 say as expected  
**Hips/waist:** 11 of 14 say as expected  
**Rise:** 3 of 11 say as expected  
**Waist:** 9 of 12 say too tight  
**Highlights:** Slim silhouette (6)  
**Occasion:** Casual (4), Highly versatile (7)

Customer service  
merchandising



## Blogs

- A voice for your brand
- Assess how your company could use them to enhance the shopping experience
- Assign employees to blog as part of their regular tasks



Visit our other sites for great shopping: [Sears](#) [Sears](#) [Kmart](#) the great indoors [LANDSEND](#)

### MySears Community™

Get advice before you buy

[ideas](#) | [community](#) | [discussions](#) | [read reviews](#) | [write a review](#) | [blog](#) | [join now](#)

[Back home](#) | [Featured bloggers](#) | [Blog archives](#) | [subscribe to this blog](#)

Win a \$500 Gift Card in the Sears Review Sweepstakes!

What do you think?

Tell us what you think for a chance to win \$500!

**Categories**

- [Appliances](#)
- [Auto](#)
- [Baby](#)
- [Clothing](#)
- [Community Finds](#)
- [Coupons](#)
- [Craftsman](#)
- [Current Affairs](#)
- [Deals, Discounts & Events](#)
- [Electronics](#)
- [Food and Drink](#)
- [Free Shipping Promotion](#)
- [Games](#)
- [Open Links](#)

This is a virtual board, what you think of the products here will not be entered to win a





1-800-Flowers.com  
presents



**Julie Mulligan**  
floral lifestyle expert  
A weblog by lifestyle expert Julie Mulligan

recent posts

Hosting a Wine-Tasting Event  
Life is a Celebration!  
Spotted: Wendy from Paw Luxury - Pet Loving Mom  
Spotted: Jennifer from Balancing Beauty and Bedlam - Sentimental Mom

Hosting a Wine-Tasting Event

Not too long ago, I was asked to put together an elegant wine tasting event. It was such a treat to design a party with the sole purpose of saying "Thank You" to some of our local 1-800- FLOWERS customers!

I quickly got to work, planning and designing. The results, I must say, were spectacular. The theme actually took the feeling of

about julie

Floral Lifestyle - Julie Mulligan  
some of my favorite finds

1-800-FLOWERS.COM

1800Baskets.com Design Room Blog



All Gift Baskets Fruit Gift Baskets Spa Gift Baskets Sympathy Gift Baskets Wine Gift Baskets Friend on the Road Gift Baskets

Gift Baskets Order ID Party!

Posted on July 30, 2010 by 1800Baskets.com Design Room



Yeah we know, not our sexiest sounding party. But we thought, you are our best customers and what better way to reward you and get your thoughts.

So as the party name suggests, along with about a paragraph describing what you thought about the gift basket that you ordered, also post your

- Recent Posts
- Gift Baskets
  - 1800Flowers.com
  - Floral Lifestyle
  - 1-800-Flowers.com
  - Floral Lifestyle Expert - Julie Mulligan
  - Life of the Party
  - The Popcorn Factory

THE POPCORN FACTORY  
Celebrate...Deliciously!

OCCASIONS CELEBRATIONS SHOP BY PRODUCT WHAT'S POPPING? BUSINESS GIFTS

Welcome to The Popcorn Factory blog

Whether you enjoy your popcorn with family, at a party, or give it as gifts, we hope you'll enjoy our new Blog full of fun party and entertaining ideas and great expert tips from our friends at Celebrations.com. You'll find a little popcorn in every post, so dig in!

Worth Checking Out...

- 1-800Flowers.com
- Celebrations.com
- Floral Lifestyle Expert - Julie Mulligan
- Life of the Party
- The Popcorn Factory

Our Favorite Popcorn Gifts



New Years Eve for Kids

New Year's Eve is all about the parties - parties that last all night. If these parties also include kids, you need lots of creative ideas to keep them happily busy until midnight. Set up a spot for the kids to hang out, play games and work on craft projects. You may want to consider hiring high school students (or older siblings) for the night to help watch the kids. Otherwise, arrange for adults to take turns checking on the kids so everyone can enjoy the party. [Read More...](#)



POSTED UNDER: NEW YEARS EVE

THIS POST WAS WRITTEN BY: WENDY PERINE ON DECEMBER 22, 2009 COMMENTS (0)

Cookies for Santa and Treats for His Crew

What would Christmas Eve be without cookies and milk for Santa? Stop it up this December 24th with a few treats for Santa's crew like "No Bake" Elf Ball Bites, Reindeer Food, Christmas Caramel Corn, and Gingerbread Santa Cookies to make for a happy, happy Christmas Eve! [Read More...](#)



POSTED UNDER: CHRISTMAS HOLIDAYS

THIS POST WAS WRITTEN BY: JEANNE BENDER ON DECEMBER 23, 2009 COMMENTS (0)

Cookie Decorating Party for Kids

If your child's got a sweet tooth, why not invite his/her best



celebrations.com  
blogtalkradio.com/partyideas

Christmas Party Ideas

Tune in and Participate  
Tuesday, Dec. 8th  
3pm ET



celebrations.com  
blogtalkradio.com/partyideas

Super Bowl Party Ideas

Tune in and Participate  
Tuesday, Jan. 12th  
3pm ET

This blog is brought to you by Celebrations.com, your destination for party ideas and party planning!

Search

Recent Posts

1. New Years Eve for Kids
2. Cookies for Santa and Treats for His Crew
3. Cookie Decorating Party for Kids





## WebSphere Commerce V7: Social Commerce Integration

- Storefronts and Store Models
  - Out of the box, pre-enabled social integration
  - Effective display – Proper location of social content on product page
- Social Media Adapters
  - Integration of social media and communities
  - Scalable architecture
    - SEO Enablement
    - Reusable connections
    - Content mediation including transformation and caching

**Lotus** Connections

Bazaarvoice™

Pluck.



# Integrated Product/Category Blogs

**MADISONS** Home | Shopping Cart | My Account | Order Status | Advanced Search | Log Out

Furniture Outdoor Gear Tableware Kitchenware Apparel Cart: 0 Item(s) \$0.00

Home | Furniture | Fabric Sofas | **Red Fabric Roll Arm Sofa** US Dollar

**Furniture**  
Lounge Chairs  
Office Chairs  
Fabric Sofas

**Red Fabric Roll Arm Sofa**  
Price: \$699.99

QTY: 1  
**Add to Cart** Price: \$699.99  
Add to Compare  
Add to Wish List  
Share this:

User Rating: ★★☆☆

Description Attachments **Blogs** Photos

Post New Entry Back to Blogs Search Blogs

Really comfortable couch  
by: Chris Aug 29, 2008, 8:48PM

1

I'm pretty particular about the couches I buy (or sofas, if you prefer the term). First of all, I'm tall, and a typical 72 inch sofa just doesn't fit me when I'm reclined. This sofa is 84 inches long, which is just my size. Second, I hate sofas that are too soft. They're hard to get out of, and they don't support your back well during a long movie. This sofa strikes the perfect balance between soft and firm. The material is soft but durable, so I'm happy with that as well. My only complaint about the couch is the weight. I live in a third floor apartment, and it was a struggle for even 3 people to get it up the stairs. That's a minor complaint, though. I hopefully won't have to move it to often. In summary, highly recommended!

E-mail to a friend  
Inappropriate Content?

Comments

Post a comment

1  
Give this blog a "thumbs up" if you found it useful?

**Customer blog entry**

**Community Moderation**

**Share to social networks**

**Bazaarvoice Ratings and Reviews**

**Email to a friend**

**User generated Comments**

**You may also like:**  
Red Fabric Roll Arm Sofa \$699.99 Add to Cart  
Classic Fabric Sofa \$1,099.95 Add to Cart  
\$1,499.99 Add to Cart



# Social Profiles

Customer profile with picture and optional fields



**Juliette's Profile**  
From: Austin, Texas  
Occupation: Personal Trainer  
Birthday: January 02  
Interests: cycling, camping, interior design

Search Blog Entries

Search Blogs

Blogs Photo Gallery Tabs

Blogs Photos

blog entries

Sort by: Newest Post Highest Rating Most Commented Most Viewed

|   | rating | comments |
|---|--------|----------|
| The perfect tent for the lazy camper<br>by: Juliette Aug 29, 2008, 8:43PM | 2      | 2        |

Search

MADISONS

Home | Shopping Cart | My Account | Order Status | Advanced Search | Log Out

Outdoor Gear Tableware Kitchenware Apparel

Cart: 1 item(s) \$224.99

US Dollar

Compare

Drag products here to compare

Clear Compare

E-mail Newsletter

Suscribe now!

Recommendations

You may also like:

- Red Fabric Roll Arm Sofa \$699.99 Add to Cart
- Classic Fabric Sofa \$1,099.95 Add to Cart
- Wing Tip Leather Sofa \$1,499.99 Add to Cart

E-Spot

Customer Service Customer Support  
Order Status Privacy Policy  
Wish List Help/Contact Us  
My Account Site Map



# Photo Gallery

Browse by newest, highest rated, most commented, most viewed

Share with Social Networks

MADISONS

Home | Shopping Cart | My Account | Order Status | Advanced Search

Outdoor Gear | Tableware | Kitchenware | Apparel

Furniture | Furniture Neighborhood

Photos

Search Photos

Sort by: Newest Post | Highest Rating | Most Commented | Most Viewed

Reclining Lounge Chair by: Juliette 0 Comment

Lounge Chair by: Derek 0 Comment

Office Chair by: Derek 2 Comment

Dining Room Chair by: Chris 0 Comment

Kitchen Chair by: Chris 1 Comment

Share this: [Social icons]

Cart: 0 items \$0.00

US D

Compare products here to compare

Clear Compare

E-mail Newsletter  
Subscribe now!

Recommendations  
You may also like:

- Red Fabric Roll Arm Sofa \$699.99 Add to Cart
- Classic Fabric Sofa \$1,099.95 Add to Cart
- Wing Tip Leather Sofa \$1,499.99 Add to Cart

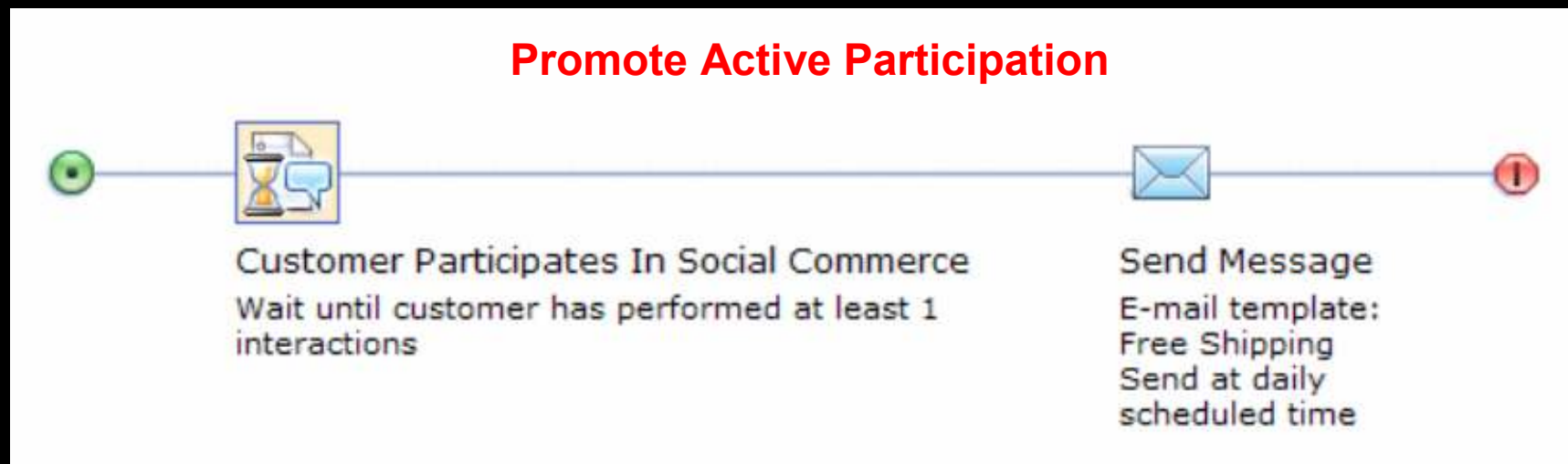
Customer Service: Order Status, Wish List, My Account  
Customer Support: Privacy Policy, Help/Contact Us, Site Map

Photos Titles, user and comments



## Precision Marketing Integration

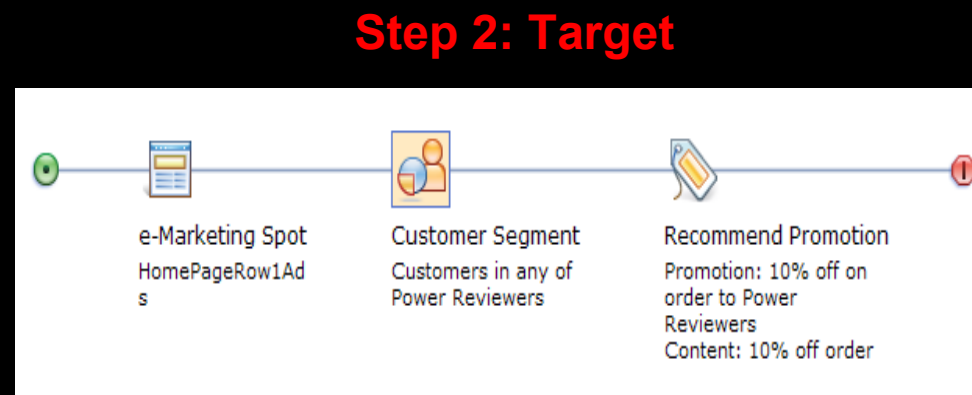
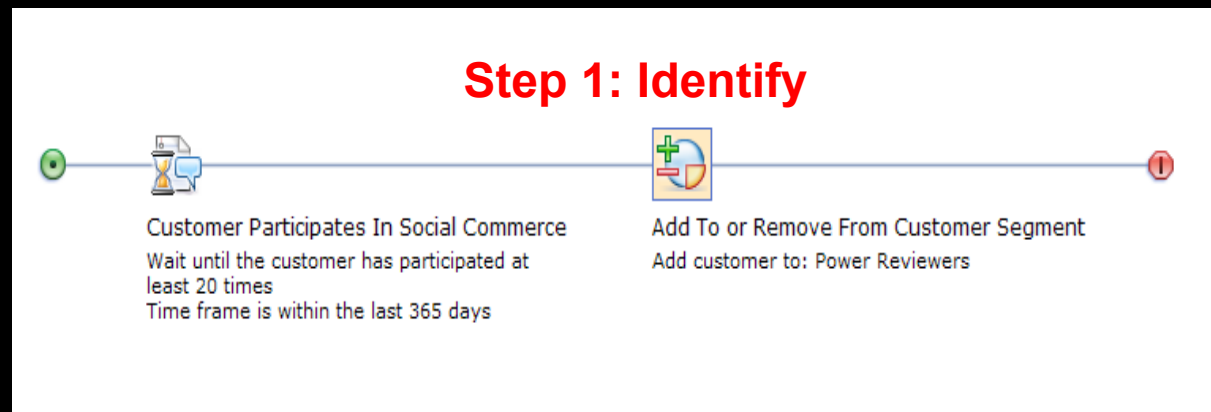
- Business Users have the power to target social participants
  - Triggers are input into the precision marketing engine
  - Actions can be created in response to specific user behaviour





# Precision Marketing Segmentation

- User segmentation enables targeting of customers based on their social participation:
  - Participant
  - Power Reviewer





## Forums and Communities

- Use Social Profiles
- Be transparent
- Let customers help each other
- Leverage social networks







## my STARBUCKS IDEA

FAQ

GOT AN IDEA?

VIEW IDEAS

IDEAS IN ACTION

Hi there,  to make a comment.

Share   
Follow us on [twitter](#)

### Ideas so far

#### PRODUCT IDEAS

- 22,763 Coffee & Espresso Drinks
- 1,093 Frappuccino® Beverages
- 7,025 Tea & Other Drinks
- 10,245 Food
- 4,870 Merchandise & Music
- 6,779 Starbucks Card
- 7,073 Other Product Ideas

#### EXPERIENCE IDEAS

- 5,597 Ordering, Payment, & Pick-Up
- 9,709 Atmosphere & Locations
- 8,057 Other Experience Ideas

#### INVOLVEMENT IDEAS

- 3,121 Building Community
- 6,446 Social Responsibility
- 4,374 Other Involvement Ideas
- 482 Outside USA

**SHARE.  
VOTE.  
DISCUSS.  
SEE.**

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple – we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

### Most Recent Ideas

- 32 Min(s) Ago Starbucks Greeting Card.
- 39 Min(s) Ago marshmallo latte with chocolate
- 1 Hour(s) Ago Recycle plastic and newspapers
- 1 Hour(s) Ago Coffee and a movie
- 2 Hour(s) Ago Please bring back the berry refresher!
- 2 Hour(s) Ago BRING BACK BLACKBERRY GREEN TEA FRAPS! OLD FRAP MIX!
- 2 Hour(s) Ago Touring Musician to entertain
- 2 Hour(s) Ago More coloured cups
- 2 Hour(s) Ago Gluten Free poundcake.
- 3 Hour(s) Ago Almond Milk

### Featured Starbucks Idea Partners

These are our Starbucks Idea Partners. They'll be online to listen to your ideas, ask questions, tell you what we're doing behind the scenes and make sure things run smoothly.



**sbx\_pcer** Pamela is a territory manager for Foodservice locations. She works with customers at colleges, corporate headquarters, military bases.

#### QUESTION OF THE DAY

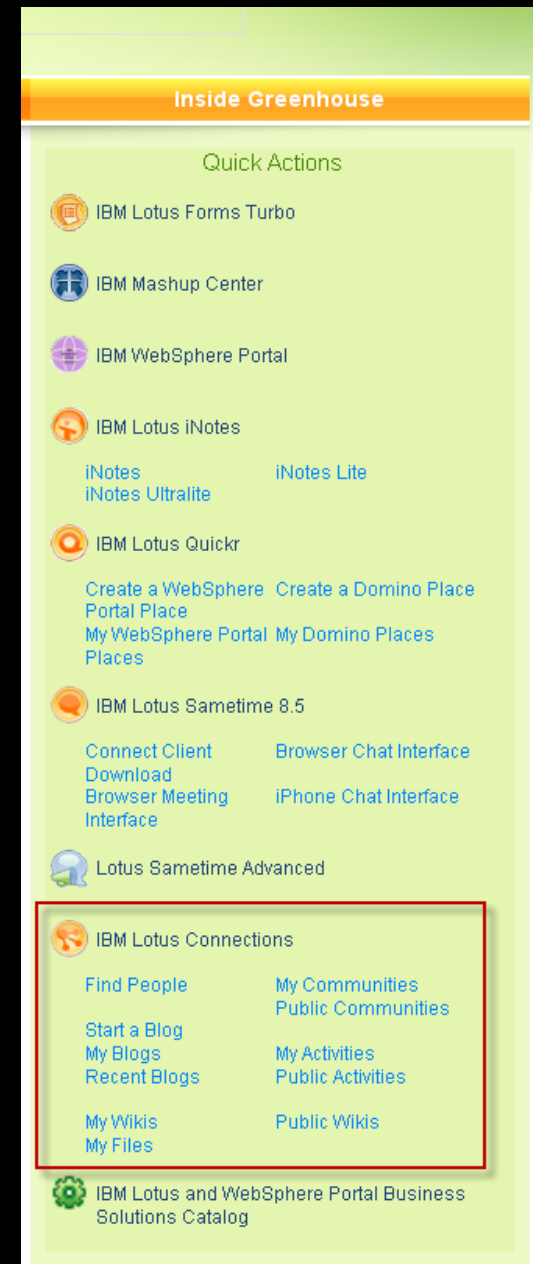
What's your favorite fall beverage?



## Join the WebSphere Commerce Community!

A few steps to access WebSphere Commerce information, network and reach experts

- Go to the Lotus Greenhouse:  
<https://greenhouse.lotus.com/> and sign up.  
(You'll receive a confirmation email, follow the instructions)
- Click this link:  
<http://greenhouse.lotus.com/communities/community/commerce>
- And click Join to be added to the WebSphere Commerce Community





## Social Networks

- Participate where it makes sense for your brand
- Nurture your fans
- Promote engagement



Born To Connect





# On YouTube....

**YouTube** Search Browse TV Shows Upload Create Account Sign In

**IKEA USA** Italy's Channel [Subscribe](#) All **Uploads** Favorites

**Made by the Petersens, Designed by IKEA**  
From Ikea | September 28, 2010 | 1955 views  
Watch as the Petersens find the kitchen style that's just right for them. The perfect kitchen made by the Petersens, designed by IKEA.  
[View comments, related videos, and more](#)

**Subscribers (1705)**

|                     |                  |
|---------------------|------------------|
| Channel Views:      | 458,033          |
| Total Upload Views: | 923,052          |
| Joined:             | January 30, 2006 |
| Subscribers:        | 1,705            |

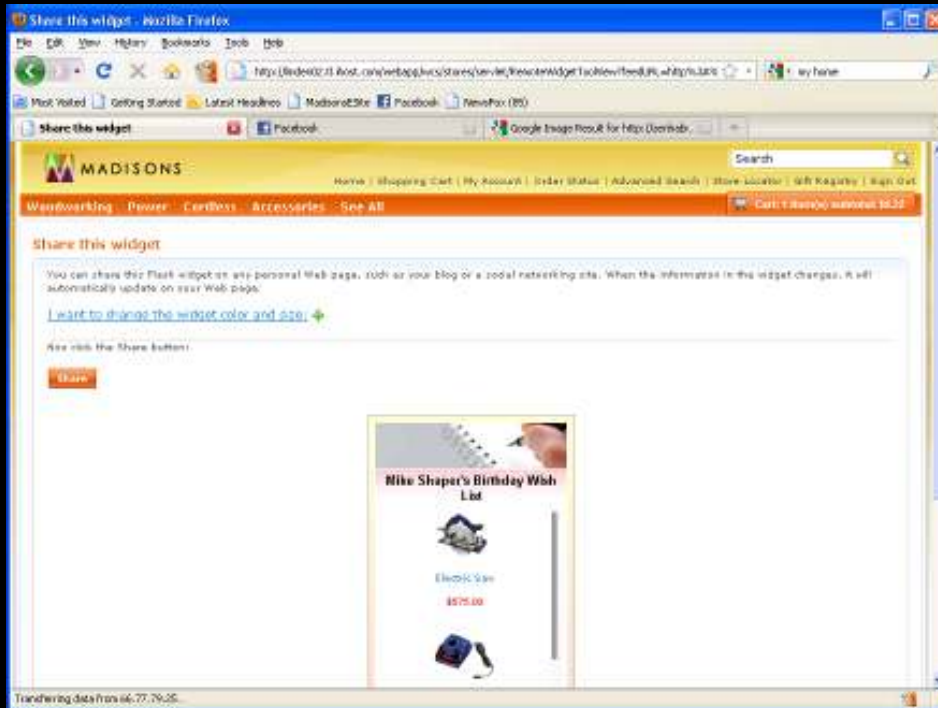


# An engaging Facebook Page





# WebSphere Commerce: Remote Widgets



Make it Viral!.... But don't violate your customers' privacy



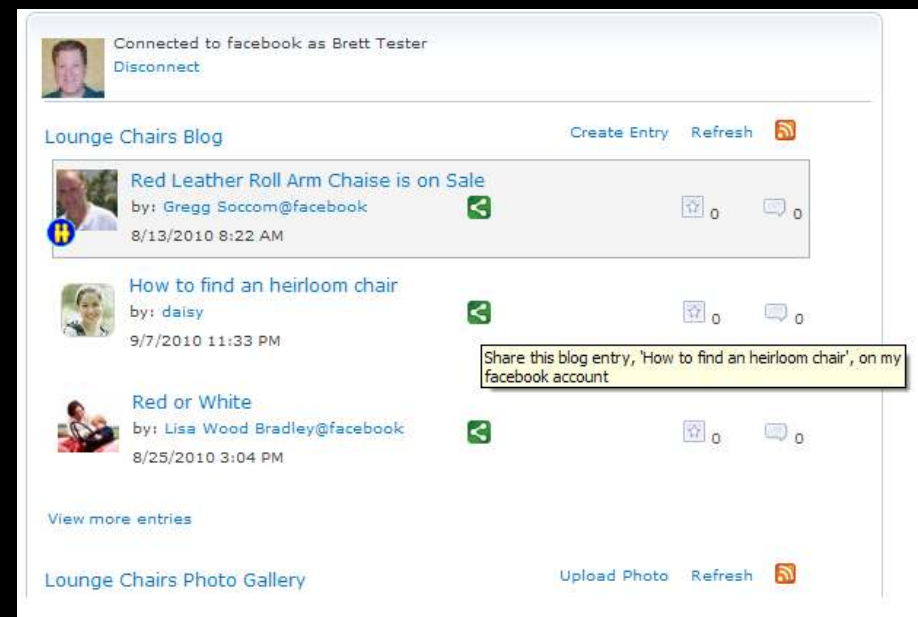
# The New Trends in Social Commerce



## FUTURES: Social Bridging



- Accounts, account and more accounts!!!
- Users want to participate without having to register
- Dual authentication enables:
  - Login to “social” content through trusted source:
    - OAuth
    - facebook
    - Twitter
  - Leverage a customer’s social graph
    - Access to social content and “relationships”
  - Separate secure authentication for user account and cart transactions
  - Share social content with social networks







# FUTURES: Social Bridging – A great example

**tripadvisor** Stephanie | Your TripAdvisor | Sign out |

**NEW!** Ask your Facebook friends for trip advice. [GO >](#) Boston Vacations, Tourism and Travel

[Home](#) | [Hotels](#) | [Flights](#) | [Restaurants](#) | [Vacation Rentals](#) **NEW** | [Trip Ideas](#) | [Write a Review](#)

City, hotel name, etc.  [Search](#) Over **35** million trusted traveler reviews & opinions

**Boston** Home → United States → Massachusetts (MA) → Boston

**Visiting Boston, MA** Like 97 people like this. Be the first of your friends.

**Boston**

- Boston Tourism
- Boston Hotels
- Vacation Rentals
- Flights to Boston
- Boston Deals

**More On Boston**

- Restaurants
- Things to Do
- Travel Forum
- Travel Guide
- Photos
- Videos
- Map

**Boston Deals**

- Hotel & Air
- All Travel Offers

**Free Newsletter**

Fenway Park Nov 2006 (DVDAPEX)

[All traveler photos](#) | [All traveler videos](#)

**Top-rated hotels** [All 73 hotels](#)

- 1 The Lenox Hotel 615 reviews
- 2 Fairmont Battery Wharf 118 reviews
- 3 The Inn At St Botolph 125 reviews
- 4 XV Beacon 203 reviews

**Get travel advice from your friends**

[Ask Friends](#) | [Replies](#)

**Baiersdorfer, Christopher** and **38 more** friends have been to Boston. [See more >](#)

Post to your Wall or send a message.

[Ask a question](#)

[How does TripAdvisor know this?](#)

**Winner: Travelers' Choice® Destinations 2010**

Culture & Sightseeing | Top 25 in the United States

**Advice from real travelers**



[MEN](#) [WOMEN](#) [JUNIOR'S](#) [NEW](#) [KIDS & BABY](#) [EXPLORE](#)

[LEVI'S](#)

[KEY WORD OR NUMBER](#) [SEARCH](#)

[SHOPPING BAG](#)

FREE SHIPPING ON ORDERS OF \$100 OR MORE [SEE DETAILS](#)

# FRIENDS STORE

Like-minded shopping starts here

EVERYONE | FRIENDS

FILTER BY CATEGORY

## SEE WHAT YOUR FRIENDS LIKE [GO NOW](#)

### EVERYONE LIKES



[Like](#) 461

501® Original jeans - Dark Aged

[Like](#) 304

Low Rise® 521™ jeans - Black Shave

[Like](#) 318

T Pocket leggings - Rose

[Like](#) 275

501® Original jeans - Pensive Clipped Right

[Like](#) 214

Size Straight 514™ jeans - 20 Canted

[Like](#) 213

501® Original jeans - Right Rise

prev 1 2 3 4 next

### EVERYONE RECENTLY LIKED



**Ana Maria Rowley** likes 501® Original jeans - Dark Aged



The blue jeans that started it all. Our button-fly 501® Original jeans is still straight through the seat, thigh and leg, a testable for its one-of-a-kind fit. The blue waistband pitches toward the front. Finishes have been hand treated and washed down to give them a soft and comfortable feel. Wear it true to size or size it up for a looser look.

5 hours ago · [See It](#) · [Buy It](#)

[Like](#)

461 people like this. Be the first of your friends.

Levi's on Facebook [Like](#)

Levi's Earth Day Question: How often do you wash your jeans? Yesterday at 10:07pm

Levi's Levi's partners with Facebook to bring you a unique social shopping experience. Now you can Like, Share, and Shop for Levi's. Check it out and let us know what you think <http://www.youtube.com/watch?v=Ed5u3o2f12A>

288,462 people like Levi's



### UPCOMING BIRTHDAYS

April 28

is leaving 38



## FUTURES: Co-Shopping

- Bringing the social aspects of shopping to e-commerce
- Connecting two customers to enable a joint shopping session
  - Sharing same URL
  - Pointing out product features
  - Chatting via instant messaging
  - Shopping together in a completely secure fashion
- Connecting a customer service rep and a customer
  - Walk customers through a purchase
  - Help customer place complicated/custom orders





# FUTURES: Co-Shopping

- Enhance the shopping experience through “co-browsing” a site between friends
  - Connecting “two” shoppers via sharing same collaboration URL
  - Show pages to the other
  - Highlight items of interest
  - Chatting via live instant messaging

Close ✕

### Coshopping Invitation

Enter your name:

Send link to coshopper by email or instant messaging.

**Invitation Link:**

[http://storedev04/webapp/wcs/stores/servlet/TopCategories1\\_10001\\_10001\\_-1?cea\\_collab=local.1277919372239\\_2&nonce=114394169](http://storedev04/webapp/wcs/stores/servlet/TopCategories1_10001_10001_-1?cea_collab=local.1277919372239_2&nonce=114394169)

Use the coshopping toolbar. Do not use the web browser navigational buttons.

End Collaboration Session
Continue shopping





## TRENDS: Check-In/Social Location Sharing



- Foursquare: 3 million registered users  
→ Growth similar to Twitter
- Works on Smartphone applications (iPhone, Blackberry, Android)
- Users announce their presence in your establishment
- Retailers promote themselves by rewarding Foursquare users
  - Mayor Specials
  - Check in Specials
  - Frequency Based special
  - Etc.





## TRENDS: Group / Social Buying

- The Model:
  - Deal of the day offered by a single merchant
  - Website, email, smartphone accessible
  - Direct Sales
  - Commission to Social Seller
- The Advantage:
  - VIRAL!
  - Attract new buyers
  - Reduce overstock
  - Lower cost advertising



441,000 offers sold =  
\$11M in Sales





# TRENDS: Facebook Stores

The image shows a screenshot of a Facebook page for 1-800-Flowers.com. The page features a large central advertisement for a Facebook Shoplet. The ad includes the 1-800-Flowers.com logo, a vibrant bouquet of roses, and the text: "It's the 1800Flowers.com Facebook Shoplet! Welcome to our Facebook shoplet. Click right in and shop the cream of the 1800Flowers.com gift crop, without having to stray from your Facebook account. Take a look, select the gift you want, and submit your order. It's that simple. Then let us know about your experience on our wall. Giving someone that warm fuzzy feeling has never been easier." Below the text are buttons for "start shopping" and "Send a Virtual Bouquet".

To the right of the main ad is a sidebar with a "Create an Ad" section and a "Facebook Pages" section. Below that is a summary for "1-800-Flowers.com on Facebook" showing 46,090 likes and buttons for "Wall", "Info", "Shop", and "Photos".

The bottom right portion of the screenshot shows a product catalog interface with a search bar and filters for "Occasions", "Birthday", and "Same Day". A grid of products is displayed, each with a thumbnail, name, and price range:

| Product Name         | Price Range        |
|----------------------|--------------------|
| Serene Green         | \$39.99 - \$59.99  |
| Dah Garden with...   | \$39.99 - \$59.99  |
| Summer Dunes         | \$49.99 - \$59.99  |
| It's Your Day Bou... | \$29.99 - \$39.99  |
| True 6" Blooming...  | \$59.99            |
| Garden of Grand...   | \$74.99 - \$124.99 |
| Congratulations D... | \$29.99            |
| Bountiful Basket     | \$39.99 - \$59.99  |

The footer of the catalog includes the "alvenda" logo and a link to "Terms of Use & Privacy Policy".



THANK  
YOU