



A RETAILER'S GUIDE:

**HOW TO WIN GOLDEN QUARTER 2019
WITH SOCIAL PROOF**



Black Friday and Cyber Monday are two huge opportunities within Golden Quarter of shopping events. So huge, that an estimated £7 billion was spent online in the UK over the same weekend in 2018.

However, many long-standing brands have reduced (or closed) their brick and mortar estates, overstretched by global growth, under pressure from rising costs and threatened by competitors. Retailers must adapt to satisfy empowered customers who research, are influenced by and purchase across more offline, online and social media channels than ever before.

The screenshot shows a retail website interface with several callout boxes overlaid on product listings. The website header includes navigation links: FILTER BY SALE, WOMEN, MEN, GIRLS, BOYS, BABY, HOME & OUTDOOR, GIFTS, BLOG, and a shopping bag icon. The main content area displays product cards for 'COAST MID WATERPROOF JACKET' in yellow and blue. A pink callout box at the top left says 'LOW IN STOCK! only 3 left!' with a magnifying glass icon. A white callout box with a red border and an eye icon says 'All Eyes On This! 80 are looking at this right now'. A blue callout box with a clock icon says 'SINCE YOUR LAST VISIT 2 DAYS AGO 50 people have purchased this'. A white callout box with a blue border and a shopping bag icon says 'TRENDING! 46 added to bag in the last 12hrs'. A promotional banner on the right says '900 STYLES NOW UNDER £30 UP TO 60% OFF'. Product cards show prices (£109.00, £109.00, £89.95) and star ratings with counts (e.g., ★★★★★ (205)).

Today's success stories are the brands who convert customers and increase revenue through a consistent, customer-focused, replicable multi-channel experience. Black Friday is the year's biggest product showcase and it's also showtime for your best ever customer experience.

Read our guide for **5 ways to maximise your retail results using social proof during Golden Quarter 2019.**

How social proof sells

We're influenced by others and are more likely to purchase an item if people like us have also bought it.

It's a proven psychological fact that customers follow the crowd when they see others take an interest in a product or service. It's the principle that Taggstar is built upon.

"Since 95% of the people are imitators and only 5% initiators, people are persuaded more by the actions of others than by any proof we can offer."

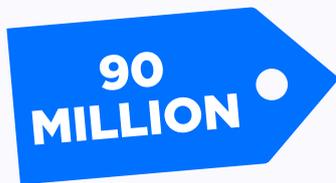
Cavett Robert

Today's customers want honesty and there's nothing more transparent than real-time data and feedback from real people. Social proof has never been a more compelling tool to engage and convert customers.

Why Taggstar

Major brands using our social proof messaging have seen their online conversion rates grow by up to 12%, cart abandonment reduce by as much as 2%, and add-to-cart rate increase by 1.5%. 2019 is our sixth Golden Quarter, and we're proud that international retailers like Aldi, Joules, Oasis, Next, Matalan, Argos, Missguided, In The Style and Pretty Little Thing trust us to generate millions in revenue each peak season.

Trust Taggstar with Black Friday 2019

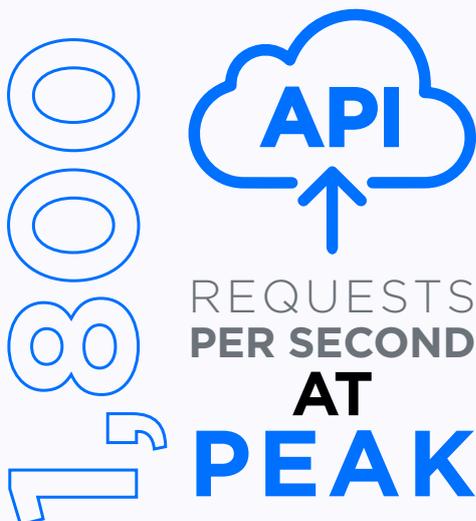


API requests
SERVED ON
**BLACK
FRIDAY**
2018



API requests in
NOVEMBER 2018

100% uptime



Only **5** left in stock!



#1 BEST SELLING
Black Friday product



TRENDING! 89 others
bought this in last 12hrs

Your Social Proof Plan for Black Friday Success

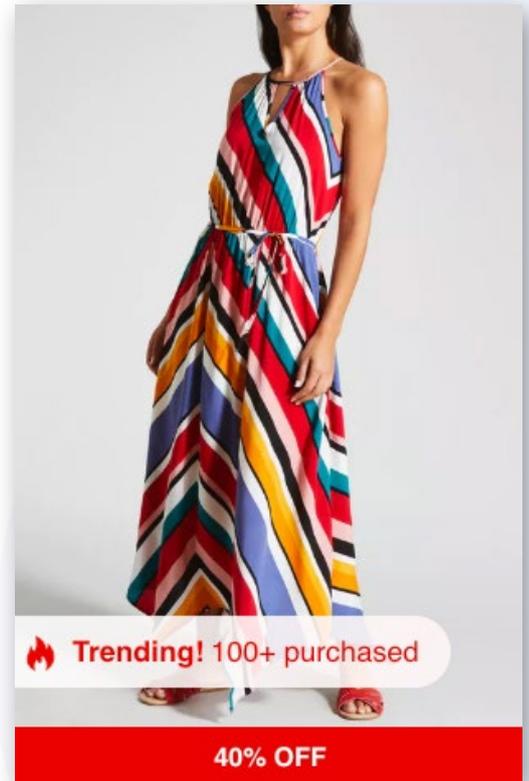
5 Ways to Maximise Retail Results

1. Use social proof to optimise your online customer journey

Forrester forecasts that online sales will comprise 36% of all fashion retail by 2022 and 53% by 2028. No wonder retailers are looking for new ways to optimise their websites and other digital channels.

But online choice can be overwhelming and when time is limited customers can churn. Humanizing Digital 2020, a 2018 consumer report, found that 42% of customers had churned because they were overpowered by choice and 54% didn't purchase because finding the right product was too difficult.

Dynamic, real-time tools like social proof messaging help brands to address choice overload and improve the customer experience. Present real-time shopping trends and reviews about what others have bought or viewed to help other customers make a confident purchase decision.



“Improving our online customer journey continues to be a key strategic area of focus. We are always on the lookout for technology partners who can help our customers make informed purchase decisions, and Taggstar has certainly done that.”

Paul Hornby, Director of eCommerce at [MATALAN](#)

2. Use social proof to reduce online churn and basket abandonment

Baymard Institute estimates that a massive 69.5% of online carts are abandoned. The most successful brands have straightforward customer journeys with clear product information.

Social proof messaging builds customer trust and prevents 'basket shock' at checkout by reinforcing why the customer should choose an item. Commercial pay-back can be huge, one major fashion brand using Taggstar measured a 2% reduction in cart abandonment and a 1.5% increase in its add-to-cart rate.

The screenshot displays a shopping basket with two items. The first item is a 'ROSE WRAP MIDI DRESS' priced at £45.00, with options for 'Multi Blue' and size 'S'. A callout box above it says 'Good choice' and '11 customers have recently snapped this up in the last 12 hours.' The second item is a 'FIFI LEATHER BOOT' priced at £75.00, with options for 'MID G...' and size '37'. A callout box above it says 'Quick!' and '21 people added this to their bag in the last couple of hours.' Below the items is a section for 'UNLIMITED DELIVERY +' and a summary table.

UNLIMITED DELIVERY +	
SUB-TOTAL	£120.00
DELIVERY / COLLECTION	FROM FREE
ORDER TOTAL (EX. DELIVERY)	£120.00

Taggstar messaging displayed on basket page module.

Matalan tracked a 6.98% online conversion rate uplift by combining social proof messages on its product list and product details pages. Its conversions grew by using urgency messages like 'Going Fast' on its list page, plus audience, add to basket and purchase volumes on its product details pages.

Other retailers will see millions in extra revenue during peak season 2019 using similar methods.

The screenshot shows the Matalan website interface. At the top, there is a menu icon, the Matalan logo, and a shopping cart icon with a '0' notification. Below the navigation is a search bar with the placeholder text 'Enter Keyword or Product Code' and a 'SEARCH' button. The main content area displays three product cards under the heading 'Women's Coats, Jackets & Blazers'. Each card features a product image, a social proof message, the product name, and the price.

Product Name	Price	Social Proof Message
Faux Fur Teddy Boyfriend Coat	£35.00	Going Fast! 100+ sold
Papaya Petite Faux Fur Teddy Boyfriend Coat	£35.00	Hot RN! 59 added to bag
Check Double Breasted Coat	£40.00	Popular! 13 looking RN

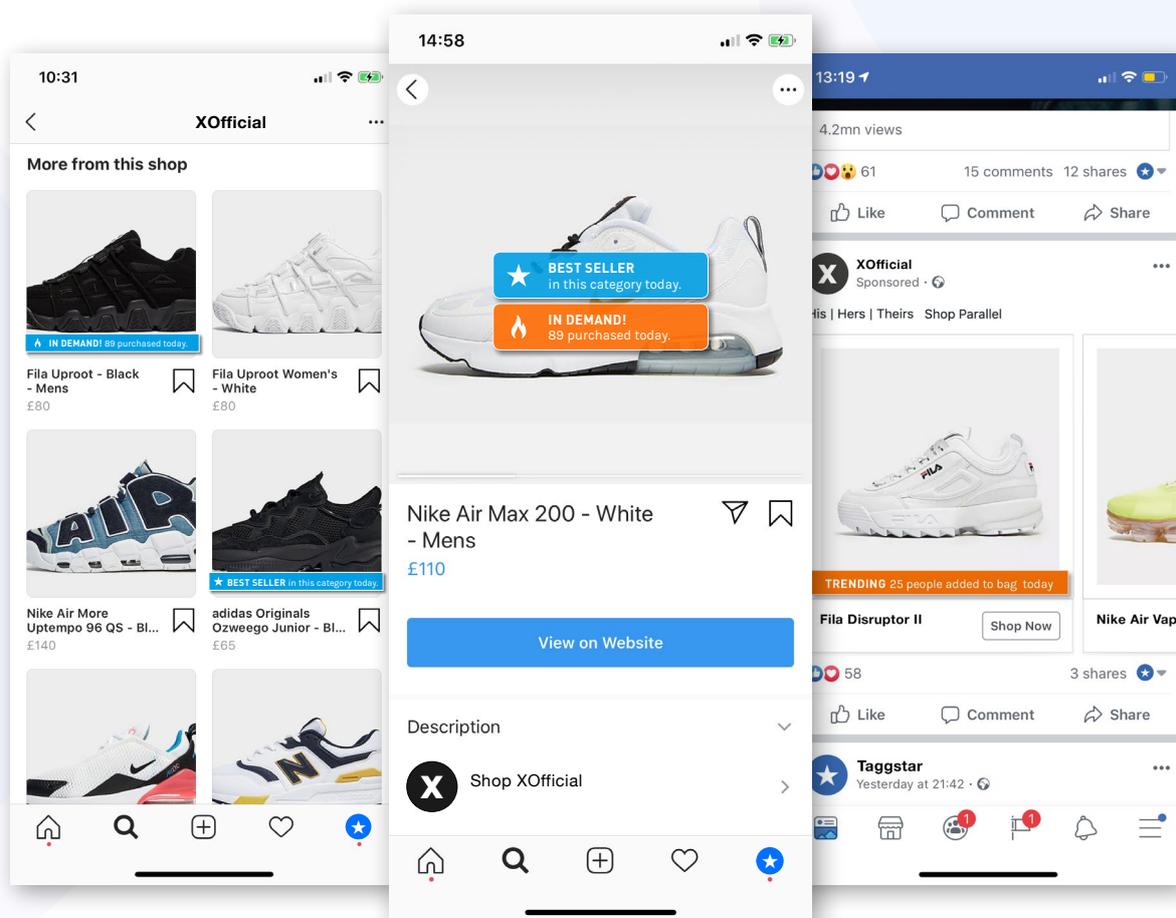
“Taggstar acts like an **online virtual assistant, helping to make purchasing decisions easier for our millions of customers, and **supports the growth of our online sales.**”**

James Kinnear, eCommerce Retail Director at 

3. Use social proof to profit from shoppable social media content

Brands can now display Taggstar's trusted social proof messaging on social media. Additionally on direct and retargeted emails, display and retargeting ads, shopping vouchers, dynamic out-of-home advertising, and in-store. This is important given the significant - and growing - influence of digital channels on an eventual sale.

Although online shopping via a website is still important, in many cases, the consumer never touches the retailer's website to research or buy. Today's shopper may click through from a dynamic email, an advert, or from a social media story, photo or brand video as part of an off-site digital customer journey. These new retail channels are especially important because consumers can view third-party reviews and product shopping trends during the discovery and research phase.

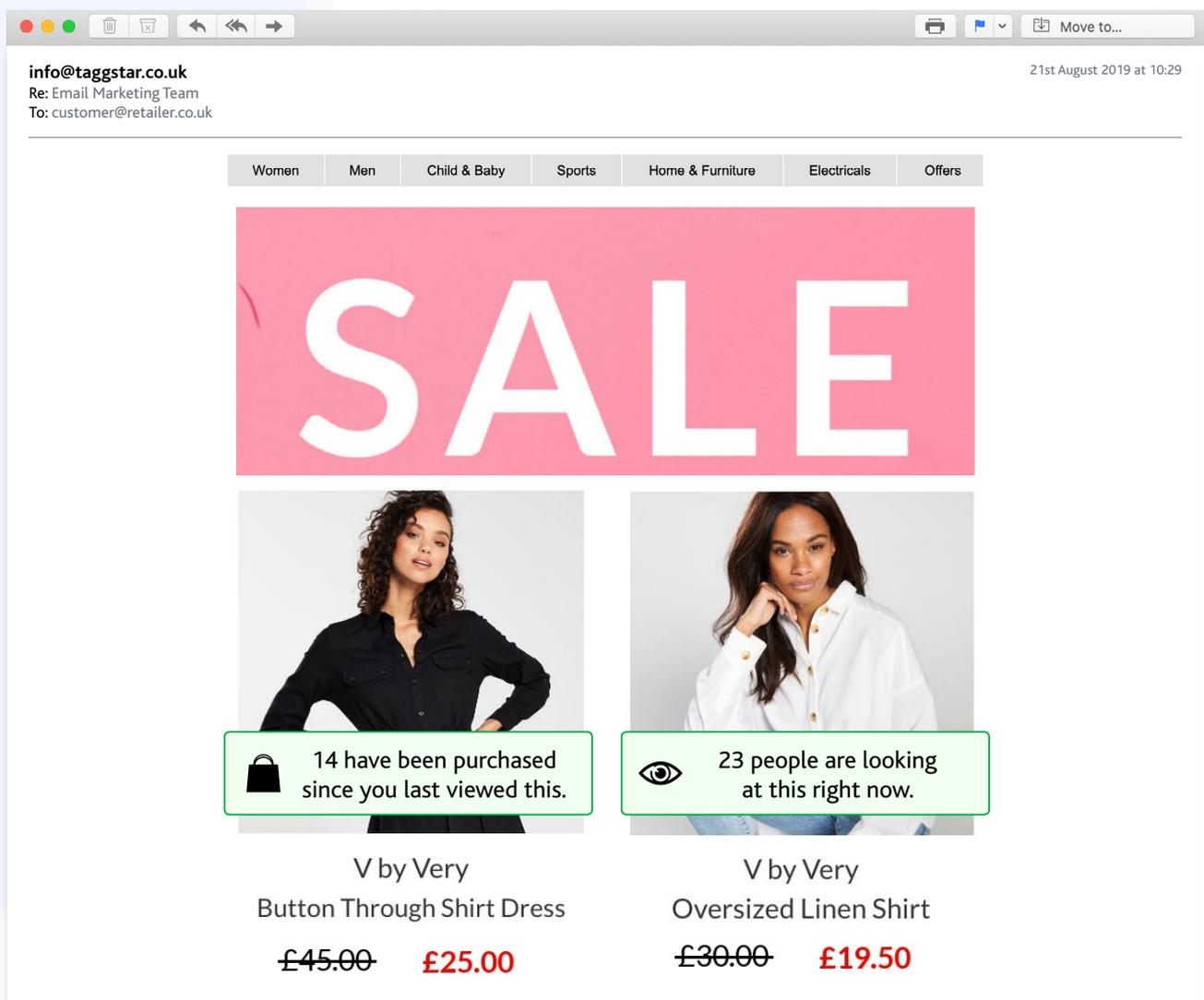


Taggstar messaging displayed on Facebook re-targeting ads and Instagram shoppable content.

Shoppable content is becoming so significant, that analysts at Deutsche Bank believe that Instagram could make \$10bn in shopping revenues as early as 2021.

And retailers have caught on, with eMarketer reporting that as much as 96% of US fashion brands now use Instagram to reach consumers, because active users are more likely to use it to conduct brand research and to buy products.

By showing trend data early in the research phase, retailers can help their customers to navigate to suitable products while reinforcing why they should buy. This early exposure to trusted social proof on social and digital channels, can make the difference between a pass or a purchase.

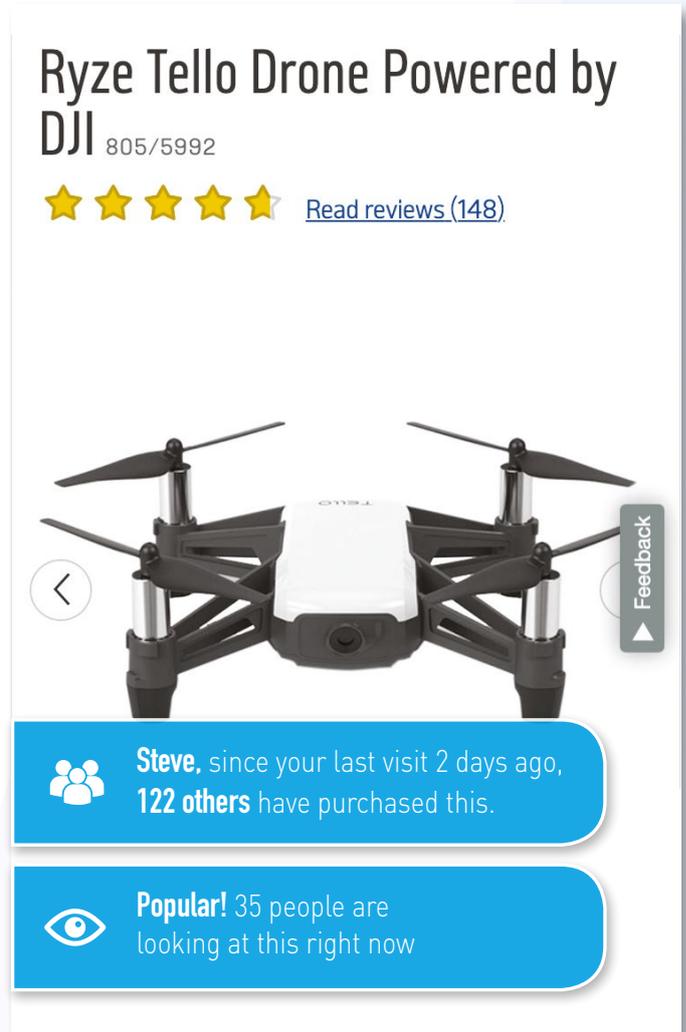


Taggstar partnered with Movable Ink on Very's email marketing campaign.

4. Engage and convert customers with a personal shopping experience

Calling a customer by their first name is a basic requirement for any shop assistant, and online retailers should be no different. Infosys found that 59% of those who have a personalised experience say it had a notable impact on their purchasing.

Successful retailers offer personalised deals and recommendations based on previous consumer behaviour, and the leading brands now offer what Capgemini calls hyper-personalisation, defined by 1-2-1 engagement or “adapting your customer relationship in real-time, in terms of the offers provided and the overall customer experience.”



Ryze Tello Drone Powered by DJI 805/5992

★★★★☆ [Read reviews \(148\)](#)



Steve, since your last visit 2 days ago, **122 others** have purchased this.

Popular! 35 people are looking at this right now

Feedback

Taggstar has added a personalised message category which tells individual shoppers what has happened to a product since they last looked. We display product views, add-to-bag volumes and sales as a real-time personalised message e.g: “Since your last visit 2 days ago, 22 others bought this.”

This gives shoppers a more detailed and contextual up-to-date story than a shop assistant could. We’re the only social proof provider to deliver this.

YOUR TROLLEY

[Sign in / Join](#)

CHECK AVAILABILITY

[COLLECT](#) OR [DELIVER](#)



Ryze Tello Drone Powered by DJI
805/5992

Since your last visit 2 days ago, 22 others have purchased this.

1 [Remove](#) **£99.00**

[Enter your location to check availability.](#)

“Letting our customers know what has happened since their last visit gives them more context about other shoppers’ behaviour. This information drives urgency and confidence to purchase making it a really effective product engagement tool.”

Lizzie Tovell, digital project manager at OASIS

5. Use social proof to create a dynamic, interactive in-store and out-of-home experience

Digital influences aren't just an alternative to in-store shopping, digital channels actually inform and enrich our shopping trip. According to [Salesforce](#), shopping in a store is still the first choice for consumers of all ages, including 62% of Baby Boomers and 58% of Generation Z. And, it's also where customers still spend more.

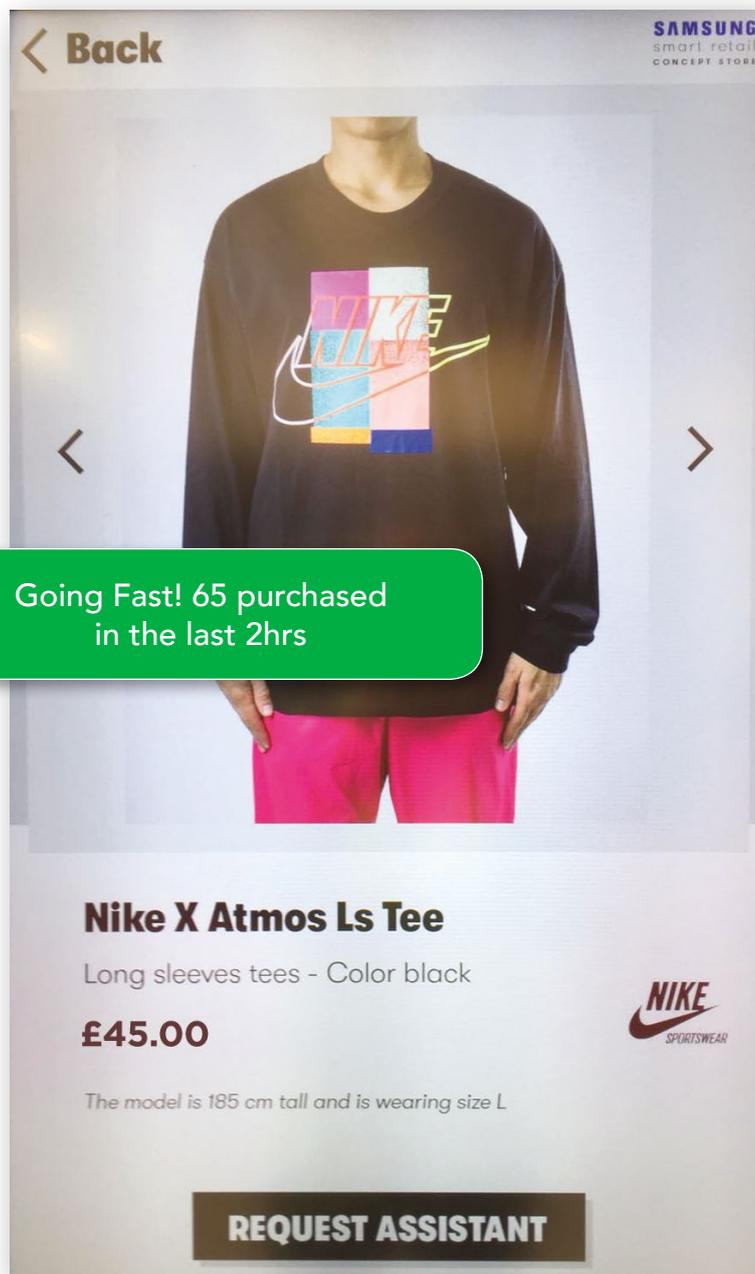
Appealing to all, but especially to today's digital natives, there's a huge opportunity to engage customers with intriguing and interactive in-store digital experiences, which add value and provide product information.

In 2018, Taggstar's messages were used in a two-week out-of-home campaign by [Posterscope](#) for [Very.co.uk](#) over Black Friday. This gave the online brand 1,400 virtual storefronts displaying live product data during one of the busiest retail peaks of the year - **a world first!**



Our innovative methods also include displaying social proof trends on digital screens in fitting rooms and on self-service kiosks, working with M-Cube Digital Engagement. Brands can promote 5-star reviews, best-sellers, or powerful product trends, from anywhere in the world.

For a truly personal experience, the content on the screen can display related product information for the RFID-tagged item a shopper is holding or trying on – e.g. “15 people have bought this dress in the last hour”.



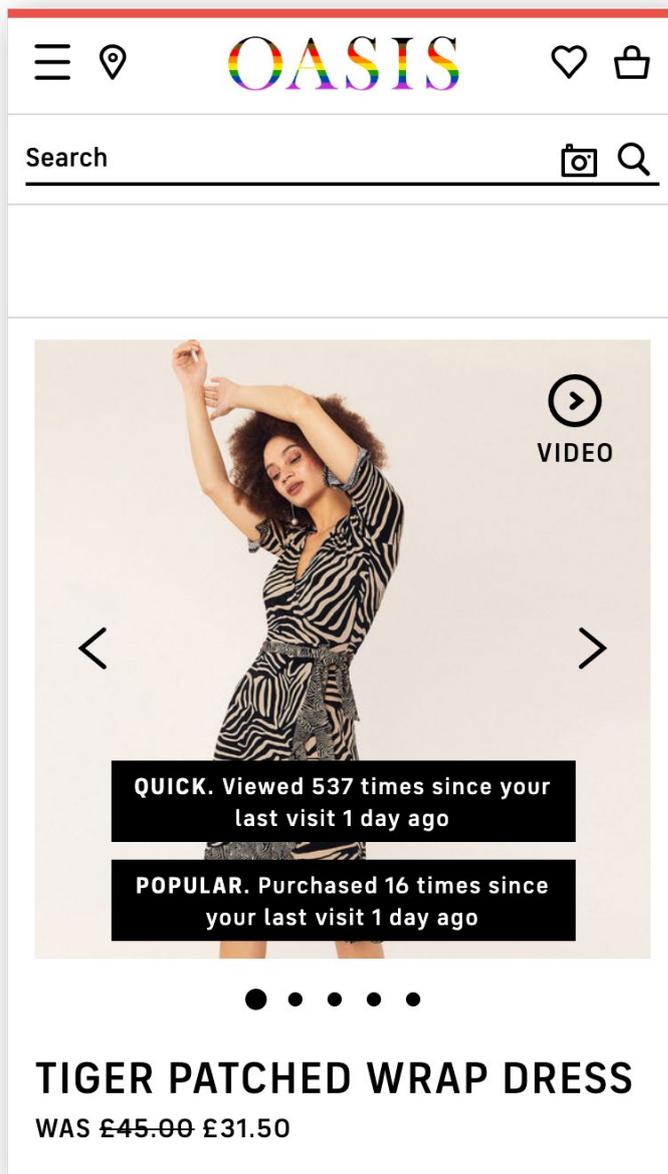
“We believe in the power of digital experiences in-store to differentiate brands and deliver memorable experiences. We’re using Taggstar to integrate social proof messaging into in-store solutions to deliver seamless experiences to customers wherever and however they shop.”

Alexios Blancos, Country Director UK, M-Cube Digital Engagement

Quickly add social proof to your eCommerce site in time for Black Friday!

Oasis wanted Taggstar messages live quickly, to make the most of its summer sale. Onboarding took just eight days from our first phone call.

Deployment was straightforward as everything was in place – including a Google Tag Manager data layer and Google Optimise for third-party A/B website testing. Design and content were also approved quickly and we then tested the UI/UX and completed data validation, before putting our messages live.



“Unlike most integrations getting Taggstar onto our site was refreshingly easy. I’m delighted with how smoothly onboarding went. Our first test was underway in days, helping us to make the most of our summer sale event.”

Lizzie Tovell, digital project manager at OASIS

Conclusion

Every year, we're fascinated by the strong retail results that social proof delivers over Golden Quarter events like Black Friday and Cyber Monday. Year-on-year, it delivers the goods.

When there are so many bargains on offer, the power of the crowd continues to be statistically-proven to help shoppers to make confident and faster buying decisions.

This Black Friday 2019 join some of the largest retailers, including Shop Direct, Joules, N Brown Group, Missguided, Matalan, Oasis and others who use Taggstar.

[Contact us](#) to see how we can help you win peak season 2019.

Joules

next

PRETTYLITTLETHING

OASIS



TED BAKER
LONDON

MATALAN

MISSGUIDED

simply be.

IN THE STYLE

Jacamo



Blacks



millets

N A - K D

JD
Williams

Littlewoods



hotter®



Convert your browsers into buyers



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