

GoJane Sees 20% Increase In Organic Search Traffic

CHALLENGE

GoJane is a leading online retailer of teen fashion. Founded in 1998, GoJane has established a loyal following of style-conscious young women seeking great looks at great prices.

Tony Pang, GoJane's founder, recognized that it would be powerful to tap into the enthusiasm of his customers. He wanted a way to put his customers' voices right on his product detail pages. But he had two big challenges.

Tony explains, "First, our average sell-through is only 5 weeks. We needed an approach that worked fast, otherwise the items would be gone before the user-generated content had time to build up. Second, I wanted an approach that captured the way my customers really talk about our products when they are talking to each other – I needed to be sure the customer voice would sound authentic."

Tony wasn't satisfied with the social tools he saw, so for years, he kept looking.

"TurnTo has been an amazing technology partner for us."

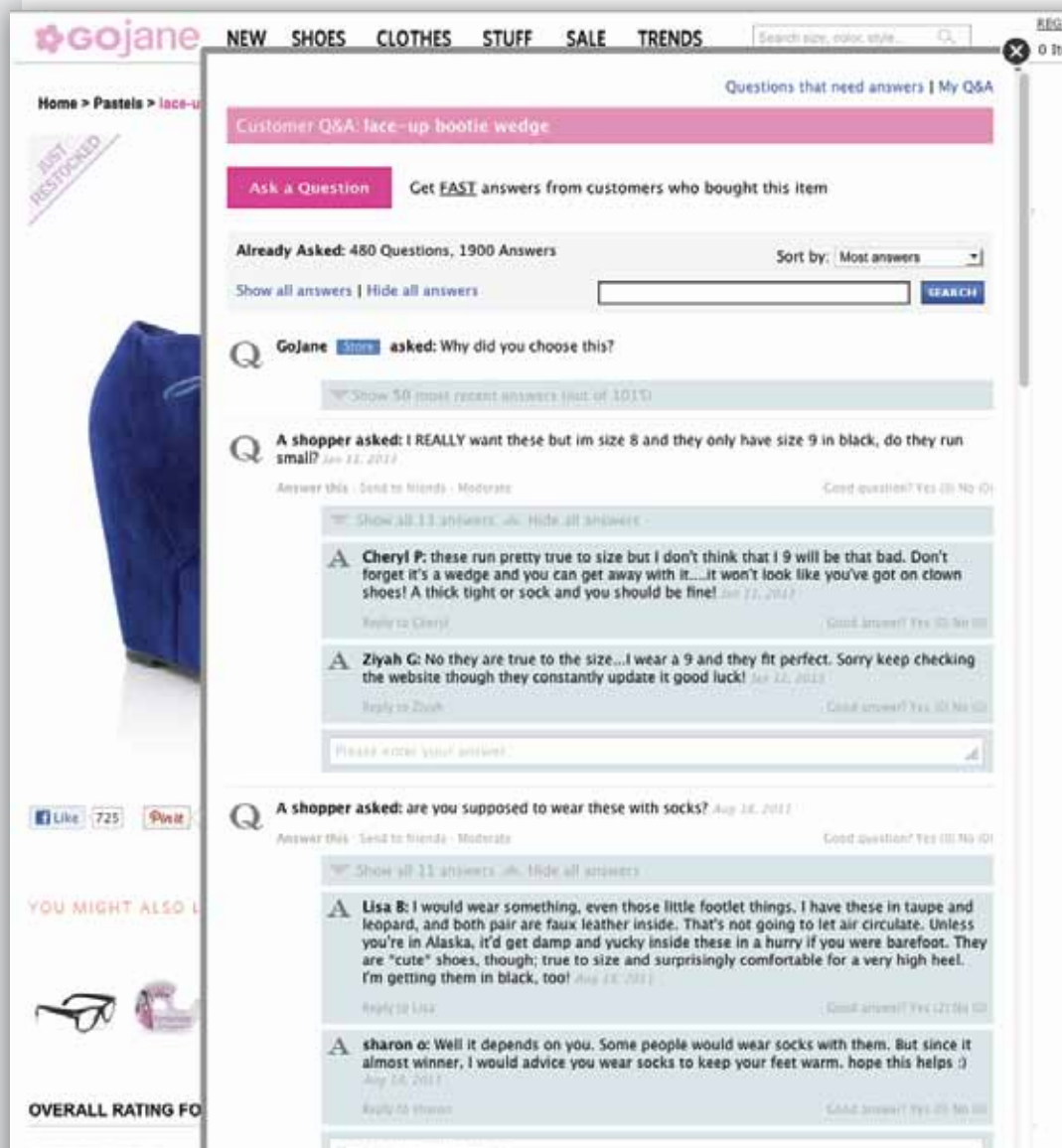
- Tony Pang
Founder, GoJane

SOLUTION

Finally, in 2010, Tony found TurnTo. TurnTo's social approach to Q&A met all of Tony's requirements.

First, TurnTo's Active Outreach™ model delivered UGC fast, even on items that were new to the catalog. Shopper questions typically received answers from past customers in under an hour, and several answers within a day.

Second, TurnTo's conversational approach to customer feedback produced dialog that sounded like customers really talking to each other about his products – because they were! The authentic tone and the focus on the questions that really stood between a customer and a purchase were a great fit for GoJane.



The screenshot shows the GoJane website interface. At the top, there's a navigation bar with 'NEW', 'SHOES', 'CLOTHES', 'STUFF', 'SALE', and 'TRENDS'. Below that, a search bar and a 'Questions that need answers | My Q&A' section are visible. The main content area is titled 'Customer Q&A: face-up bootie wedge' and features an 'Ask a Question' button with the text 'Get FAST answers from customers who bought this item'. Below this, it shows 'Already Asked: 480 Questions, 1900 Answers' and a 'Sort by: Most answers' dropdown. There are two questions displayed: one from 'GoJane store' asking 'Why did you choose this?' and another from a shopper asking 'I REALLY want these but im size 8 and they only have size 9 in black, do they run small?'. Each question has a 'Show all answers' link and a 'Good question?' rating. The first question has one answer from 'Cheryl P.' and the second has two answers from 'Ziyah G.' and 'sharon o.'. The page also includes social media sharing buttons (Like, Pin) and a 'YOU MIGHT ALSO LIKE' section at the bottom.

RESULTS

Tony's enthusiasm for TurnTo is based on the numbers. The total amount of user-generated content produced on GoJane exceeded his most optimistic projections:

- 3.5 social answers per question on popular items
- The first social answer arrives in under 1 hour, on average. Most answers arrive in under 24 hours
- Over 90% of these questions receive at least one social answer
- GoJane staff answers increase the total answer volume by another 25%

But even better than the operational metrics were the conversion lift numbers:

- The conversion rate of shoppers who asked questions or read Q&A submitted by others was 250% higher than the store baseline
- This conversion lift was widespread; over 20% of all of GoJane's orders come from shoppers who interact with TurnTo
- Past customers who came back to provide answers often made a purchase, converting at a rate 4x higher than normal shoppers

GoJane.com Conversion Rates

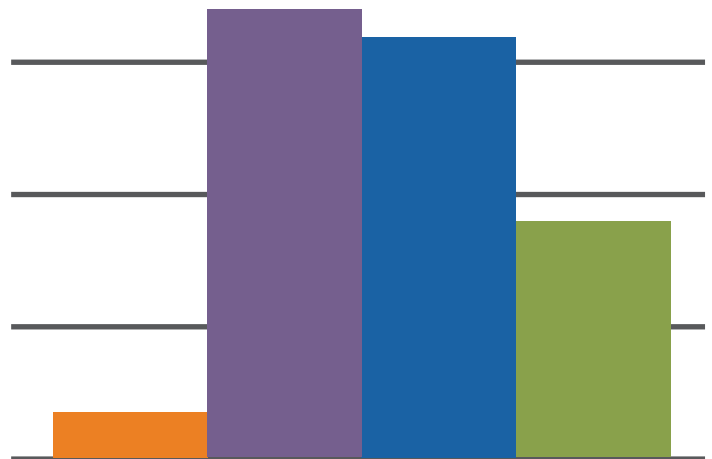


The massive amount of user-generated content produced, all indexable by search engines on the product detail page, has proved to be valuable for SEO as well as conversion. Comparing the organic traffic from Google for 10 top-priority keywords between the month before the TurnTo SEO feed was turned on and the month after, Tony found a 20% increase. "For us, an improvement like that in organic traffic is the equivalent of increasing our paid search budget by 10%. The ROI has been compelling."

PARTNERSHIP

Great results are crucial. But Tony also found the experience of working with TurnTo to be a cut above.

"TurnTo has been an amazing technology partner for us. They respond quickly to suggestions we make. But just as important, they make improvements before we even realize we need them. And their SaaS delivery model means most upgrades automatically appear without any integration work on our side. For example, our customers have made a major shift from the desktop to mobile devices over the last few years. TurnTo rolled out a powerful mobile solution, and from one day to the next, our social answer rate doubled. With TurnTo, we're in the lead today and we know we'll still be there tomorrow."



To learn more about how you can achieve results like this call us at [800.491.7876](tel:800.491.7876) or email us at contact@turnto.com.

About TurnTo:

TurnTo provides the leading social Q&A system for online merchants, enabling shoppers to get advice directly from stores' real customers. By enabling authentic dialog between shoppers and customers right on the merchant site, TurnTo increases conversion rates, generates fresh content for SEO, builds customer loyalty, and reduces call center load. The TurnTo Social Q&A Platform is a white-labeled SaaS product that can be integrated in a few hours. Top online stores and brands including Brown Shoe (Shoes.com), L'Oreal USA, Vitamin Shoppe, and Adorama, have chosen TurnTo to convert visitors into buyers. More information about TurnTo is available at www.turntonetworks.com.