

fluid social: collaborative shopping

Fluid Social merges the best aspects of the online shopping experience with the social validation of offline shopping, allowing shoppers to chat with friends and family, share products and validate purchases in real time, regardless of location.

PRODUCT OVERVIEW

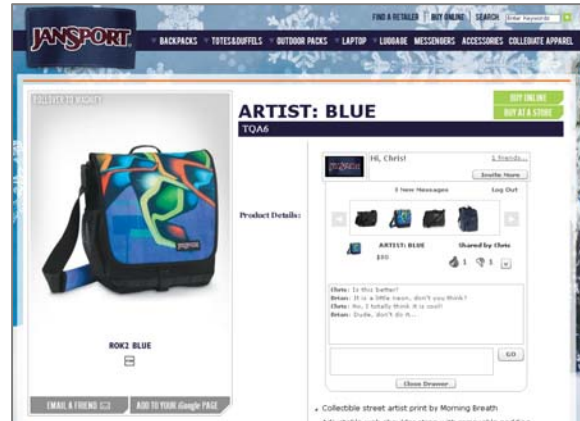
Fluid Social enables shoppers to chat about, vote on and share products with peers in real time, regardless of location. This validation not only creates a more engaging site experience, it allows a customer evaluating a purchase to get the validation they need to buy and draws new shoppers to the site.

Shoppers invite friends and family via email, AIM or through a unique URL. Collaborators join them to help validate purchases and identify other products of interest. Customers track messages based upon the product being discussed and collaboration can range from simple thumbs up/thumbs down votes to extensive comments.

PRODUCT BENEFITS

Purchase Validation

On the simplest level, Fluid Social enables trusted feedback at the point of decision. This is especially important in high anxiety decisions: high price point products, those where configuration is involved or one where there is more than one person involved in a decision.



Rapid ROI

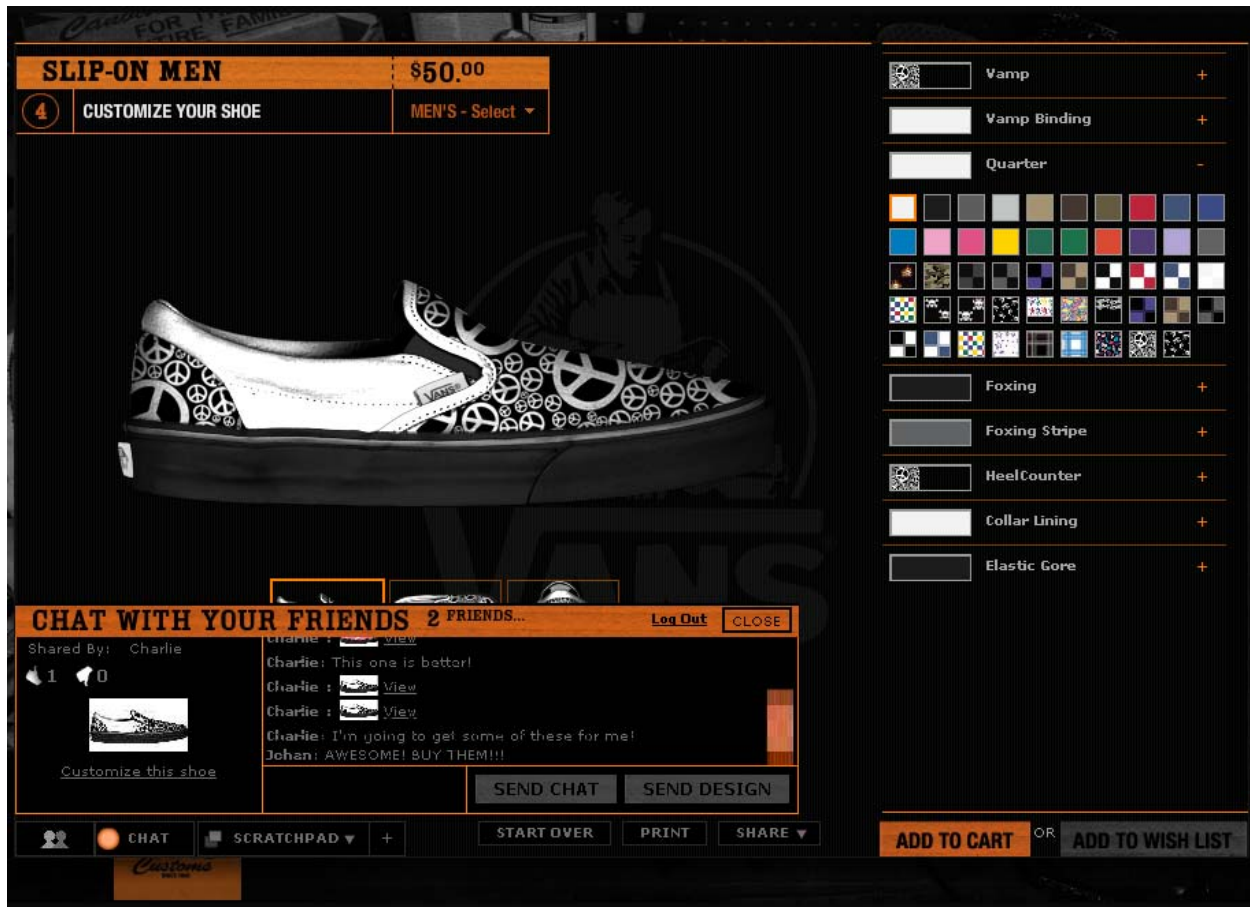
By leveraging the traffic you already have on your site to help shoppers get the purchase validation they need while drawing new visitors into the process, retailers are able to take a relatively small upfront investment and leverage it into higher traffic and sales with no CPC or media costs. Low implementation costs also drive rapid ROI.

Make Shopping Fun

The current online shopping paradigm is utilitarian, focused on driving transactions rather than engaging shoppers. But when two or more shoppers are able to interact with a brand and its products, the process becomes interpersonal and fun. By using Fluid Social, retailers and manufacturers can create a site that not only sells more but also one where shoppers return more often.

Draw Others to the Site

In some cases shoppers will invite others at the point of decision. In other cases collaborative shopping begins by jointly choosing products of interest. Regardless of the timing, Fluid Social brings new individuals into the shopping process at no expense to the retailer. The result – an increase in the number of visitors, page views and transactions.



Fluid Social can be used to drive sales of both traditional and custom products.

Sharing Products

A frequent point of shopper fatigue is choosing between several products that fit their needs. By allowing friends and family to suggest (and reject) products, shoppers view a broader selection of options and are more likely to find a product for their needs.

Build for Exceptional Experiences

As specialists in online retail, Fluid has proven that building intuitive shopping sites is good business. Fluid Social supports the combined goal of building great experiences that are measurable and drive business results. With a built-in support for the leading analytics packages the product delivers not only increased engagement but a path to continuous improvement.

TECHNOLOGY OVERVIEW

Simple Integration

Fluid Social can be implemented as part of a site redesign or retrofitted into an existing site. Either way, the technology is designed to be fast and easy to implement. By customizing CSS and embedding HTML and JavaScript into shopping pages, customers can complete a simple implementation in a day. More extensive integrations can be more deeply integrated into the conversion flow.

Scalable Architecture

Designed by Fluid to be used on the most successful shopping sites in a highly seasonal business, Fluid Social was built with reliability in mind. Hosted from a grid architecture designed for fault-tolerance, adding servers to support spikes in customer demand can be accomplished without any shopper disruption.