



# SHARE-A-CART

Neora continuously searches for innovative pathways to help our Brand Partners be as successful as they can be with new and creative ways to support their customers, as well as ways to grow their business with new customers. With one "Share-A-Cart" link sent by a Brand Partner to his or her prospect's—or customer's—mobile phone or computer, a quick, confident and tailored purchase can be made.

## Concept:



We wanted to provide our Brand Partners with additional ways to drive and grow their business, especially during the holidays. The idea of Share-A-Cart grew out of the belief that an easy way to suggest items using a link that Brand Partners believe their current or prospective customers might like. This link can be used on mobile or desktop and in kind, would act as an easy way for their customers to convert—all from the convenience of their mobile phone. The link includes items that Brand Partners will suggest to the customer or prospective customer that demonstrate that the Brand Partner really listened to their concerns or really cares about the customer's particular needs.

## Work:



Marketing and Creative worked together to represent the business needs in an engaging aesthetic, as well as an "ease of use" UX that would translate for both our field as well their customers. We also wanted our content to take the customer through the journey quickly easily and with a greater degree of confidence in their purchasing decision.

## Challenges:



Like anything new and innovative, we were met with a few challenges such as making certain we would get this functionality to market in time for the field to use comfortably ahead of the holidays, as well as functionality that would be able to stand up long term. Using Marketing's business requirements, as well as feedback from the field, Neora's IT department worked diligently in a relatively short period of time to build, test and tweak this new functionality.

## Success:



From any customer service perspective, anything that is viewed by our field as positive and helpful is a win for us.



**1019**  
Total Links Created

**76%**  
Link Clicked Rate

**16%**  
Conversion Rate



From November 2021 to present (February 2022), our company and our Brand Partners **gained 6,249 new Preferred Customers** from this link alone.