



RISE OF
SOCIAL
COMMERCE

ALTIMETER

What is Social Commerce?

- *“Social Commerce provides social context to the shopping experience. It is not B2C.”*
- *“Social commerce is in development. It is less about cool widgets and more about the power of the digital relationship.”*
- *“Engaging on topics that are important and earning the right to offer them the opportunity to buy. Earning attention and capturing intention to deliver a personalized response. “*
- *“It is a new way to manage the long tail of the value chain. Product selection by the people for the people.”*

Our belief....

“The use of Social Technologies to connect, listen, understand and engage to improve the shopping experience.”

There were many trails west....



Are you pushing forward?



The Rise of Social Commerce

Stage 1	Goal	Questions
Let's be Social	Awareness	<ul style="list-style-type: none">•What are the best tactics to use?•How do I influence the most influential?


Fans like You! Amazon partners with Facebook to show customers what their friends have bought

amazon.com **Prime** Hello, Jeremiah. We have [recommendations](#) for you. (Not Jeremiah?)
 Jeremiah's Amazon.com | [Today's Deals](#) | [Gifts & Wish Lists](#) | [Gift Cards](#) Save on college essentials Sponsored by Post-it & Scotch

Shop All Departments Search All Departments GO Cart Your Lists

Your Amazon.com > **Your Amazon Facebook Page** Change Facebook settings

Facebook Profile Info



[Edit your Facebook profile](#)

Name: **Jeremiah Owyang**







Favorite Books: My Stupid Boss

Favorite Music: Tony Montalbano

Favorite Movies: Get Smart, Cloverfield



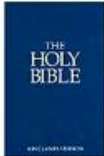
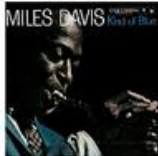


Favorite TV Shows: DOG The Bounty Hunter on A&E

Birthday and Gift Suggestions for Your Friends on Facebook

 Hiten Shah July 31 (in 1 day) See gift suggestions	 Rebecca Marshall August 1 (in 2 days) See gift suggestions	 Stephanie Leavitt August 1 (in 2 days) See gift suggestions	 Ponzi Black August 1 (in 2 days) See gift suggestions	 Raju Vegesna August 1 (in 2 days) See gift suggestions	 Irina Slutsky August 2 (in 3 days) See gift suggestions
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> [See all friends on Facebook and their birthdays](#)

Popular Among Your Friends on Facebook

 No Line On The Horizon ~ U2	 Star Wars Trilogy DVD ~ Harrison Ford	 The Holy Bible King Ja... by Hendrickson Publishers	 Kind of Blue ~ Miles Davis	 The Godfather DVD Collection... DVD ~ Marlon Brando	 J.R.R. Tolkien Boxed Set (The...) by J.R.R. Tolkien
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The Rise of Social Commerce

Stage 2	Goal	Questions
Enlightened Engagement	Dialogue	<ul style="list-style-type: none">• How do I make this easier for the shopper to engage?• How do I effectively the shopper to enterprise processes?• How do I use social technologies to improve dialogue with the value chain?

Review Aggregation: Pros, cons and best uses

Pros: Attractive (7), Easy to install (7), Retracts easily (7), Well built / quality (7), Ensures privacy (6)
Best Uses: Regulating temperature (6), Blocking light (5), Privacy (5), Accenting windows (3), Room overhaul (3)
Describe Yourself: Budget shopper (3), Midrange shopper (3)

Shopping Cart Help Your Account

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Free Swatches
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1-Change

Shop Blinds & Shades | Color Search | On Sale Now | Expert Reviews | How to Measure | How to I

You are here: [Home](#) > [Cellular Shades](#) > Bali DiamondCell 3/8" Double Cell (Solitaire II) Cellular Shades

SALE Add'l 10% Off **Bali Blinds & Shades**. No minimum. Coupon Code: BALI10. Ends 8/5.
25% Off All Blinds & Shades! No minimum. No coupon required. Ends 8/5.

Bali DiamondCell 3/8" Double Cell (Solitaire II) Cellular Shades

DiamondCell is available in a dazzling color collection, featuring solid colors, intriguing rich textures to satisfy a variety of decorating tastes.

DiamondCell shades are available with the Cordless option, the safest window treatment for homes with children and pets. The UltraLift lift system option raises larger shades easily. Top Down/Bottom Up option allows you to raise the shade from the bottom or lower it from the top.

Product Options- [Top Down/Bottom Up \(TD/BU\)](#), [Cordless](#), [Cordless & TD/BU](#), [Continuous Loop](#)

★★★★★ (7 Ratings) [Write a Review](#) [Read 7 Reviews](#)

Width: ↔ 36 | 00" Height: ↓ 48 | 00"

Reg Price: \$119.49 **ORDER NOW**

REVIEW SNAPSHOT@ by PowerReviews

Avg. Customer Rating: ★★★★★ (based on 7 reviews)

Customers most agreed on the following attributes:

Pros: Attractive (7), Easy to install (7), Retracts easily (7), Well built / quality (7), Ensures privacy (6)
Best Uses: Regulating temperature (6), Blocking light (5), Privacy (5), Accenting windows (3), Room overhaul (3)
Describe Yourself: Budget shopper (3), Midrange shopper (3)

Already own it? [Write a Review](#)

REVIEWED BY 7 CUSTOMERS Sort by: Newest first

Displaying Reviews 1-7 of 7

[1 of 1 customers found this review helpful]

★★★★★ Diamond 3.8" double cell

By Deedee from New Cumberland, PA on 5/21/2010

Pros: Attractive Design, Easy To Install, Quality Construction, Retracts Easily
Best Uses: Blocking Light, Regulating Temperature
Describe Yourself: Budget Shopper
Bottom Line: Yes, I would recommend this to a friend

We bought the blinds to block out the sun. The blinds do that, we could tell a difference in the temperature of the rooms that we put them in once installed. We should have purchased sooner! Excellent produce and they look great and are easy to move up and down.

Was this review helpful to you? [Yes](#) / [No](#) - You may also [flag this review](#).

[0 of 1 customers found this review helpful]

★★★★★ Perfect match for my re order

By Great blinds from Cleveland, OH on 4/29/2010

Pros: Attractive Design, Easy To Clean, Easy To Install, Ensures Privacy, Quality Construction, Retracts Easily
Best Uses: Blocking Light
Describe Yourself: Midrange Shopper
Bottom Line: Yes, I would recommend this to a friend

Great company to work with. [...]

The Voice of the Customer



Listening and Learning in New Product Launch: Produce Saver Response

Overall Rating
★☆☆☆☆ 1 out of 5

Appearance ■■■■■

Durability ■■■■■

Quality ■■■■■

Ease of Use ■■■■■

Written by: [Eliz](#)

Waste of Money

Date: July 11, 2008

I was so disappointed in the Produce Saver. I purchased the 14 c and the 5 c sizes. I filled both with clean, freshly torn romaine lettuce and also filled a regular Tupperware with the same lettuce. After 2 days, the lettuce in the Produce Saver is limp, wet, and starting to turn brown. The lettuce in the regular Tupperware container is crisp and delicious. The Produce Saver has done just the opposite that it claims to do. I would like a refund as I will not use again.

Was this review helpful to you? [Yes](#) [No](#) ([Report as inappropriate](#))

Response from Rubbermaid:

By Product Management Team, July 28, 2008

We are sorry to hear your experience with Produce Saver was not positive. You mentioned that you used Produce Saver to store torn lettuce. This product however is best for un-cut produce that is still in the same form as when you purchased it. Additional information on the best ways to use Produce Saver can be found in the Use & Care Instructions link on this page or at: <http://blog.rubbermaid.com/home/2008/07/produce-saver.html>

Share this review: [f](#) [g+](#) [t](#)



#Future15SB @bwdumars

Listening and Learning in New Product Launch: Produce Saver Respons

JUL
25

Produce Saver - "How To" Usage Guide

Posted by Megan Murphy | [Comments \(0\)](#) | [TrackBack \(0\)](#)

I have received a few questions lately on how to correctly use [Produce Saver](#) so I thought I would put together a handy "how to" guide based on my own experiences to help answer any questions that may be out there.

First, purchase Produce Saver in the size that will best fit what you are intending to store. For a traditional pack of strawberries, the 5 cup Produce Saver should work nicely. For a large bunch of grapes or a small head of lettuce the 14 cup would be better suited. Finally, for a small container of raspberries or blueberries, the 2 cup should be just about right.

Once you bring produce home from the grocery store or farmer's market **don't wash it before storing**. Moisture will only increase the risk of decay.

Make sure the Crisp Tray™ is in the bottom of the container. Place the produce in the container taking care to not pack the produce in too tightly so it doesn't get bruised or damaged.



Place the lid on the container and store in the refrigerator. Produce Saver containers easily stack on top of one another or with other Rubbermaid food storage containers.

You'll see that excess moisture will settle in the bottom of the container beneath the tray. The vents in the side of the lid will allow produce to breath even with the lid on to protect the produce.

#Future15SB
@bwdumars

The Rise of Social Commerce

Stage 3	Goal	Questions
Store of the Community	P2P	<ul style="list-style-type: none">•How do I use shopper insights?•Which shopper input best reflects market opportunity?•How do I engage trading partners to deliver against the store of the community?

The Voice of the Customer



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« Previous 1 2 3 4 5 6 7 8 9 10 11 Next »

Be the Buyer Sample 303
14 Days Left to Vote

Be the Buyer Sample 302
10 Days Left to Vote

Be the Buyer Sample 301
10 Days Left to Vote

Be the Buyer Sample 300
10 Days Left to Vote

Be the Buyer Sample 299
Results Coming Soon

The Rise of Social Commerce

Stage 4	Goal	Questions
Frictionless Commerce	Redefinition	<ul style="list-style-type: none">•How do I redesign the buying experience?•How do I enrich enlightened engagement processes without slowing buying cycles?

2-D Barcodes



The image shows a promotional banner for Stickybits. At the top left is the logo 'stickybits tag your world.™'. On the top right are 'Sign Up' and 'Log In' buttons. A central thought bubble contains three steps: 'Get the app.', 'Scan a barcode.', and 'Attach something.', each with a monkey icon. Below the bubble is a large monkey character. To the left, a blue character holds a barcode. A blue starburst says 'We are Hiring! click me'. A pink banner at the bottom contains the text 'Attach photos, videos, music, text, pdfs, zips, etc. to any barcode.' followed by a list of features. In the bottom right, several barcodes are shown with various attachments like a red '50¢' sticker, a blue 'HELLO' sticker, a rainbow, and a map.

stickybits tag your world.™

Sign Up Log In

Get the app. Scan a barcode. Attach something.

Introducing stickybits.
A fun and social way to attach digital content to real world objects.

We are Hiring!
click me

Attach photos, videos, music, text, pdfs, zips, etc. to any barcode.

- When someone scans it, they'll see what you and everyone else attached to it.
- Get notified when a barcode is scanned, has new attachments or even changes location!
- **Works with any barcode!**

Mattel shoppers can shop together, browsing and sharing in real time

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Join our email list

Barbie **HOT WHEELS** **TOY STORY 3**

Delivering play, everywhere

See all brands

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Invite now ▶ What's this?

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Your friend is on this site right now

The friend who sent you the link to this site is currently shopping here. You can connect with them and ShopTogether.

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- See what your friend is looking at...
- Chat with your friend as you shop!

Do you want to ShopTogether?

Enter your name and click "Yes" below to get started.

First Name:

Please do not share any confidential or personal information when shopping with others.

Yes No

Product
Psychographic
Behavioral
Socialgraphic
Intention
X-Selling: High

Preparing for the Journey

- We don't know what "west" looks like
- Find a Scout: Customer advocate to help navigate the trail
- Lighten your load as you go....

Welcome in the Age of Social Commerce





Lora Cecere
Partner, Altimeter Group

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