

Emitations.com, a leading seller of celebrity style and sterling silver jewelry

The screenshot displays the Emitations.com website interface. At the top, there is a navigation bar with the phone number 1.800.652.5002, a search bar, and links for 'Leave a Message', 'Help', and '0 item(s) \$0.00'. The main header features the 'emitations' logo and 'FREE SHIPPING' text. A search bar prompts users to 'search by keyword or item #' with a 'GO' button. Below the header, there are tabs for 'RACELETS', 'NEW ARRIVALS', and 'SALE'. A prominent banner encourages users to 'checkout and select 21 DAY INTERNATIONAL SHIPPING'. The central focus is a product page for an 'Inspired by Twilight Engagement Ring: Bella's Wedding Ring - Silver'. It includes a product image, a price tag (RS \$75, US \$100), and a 'Select Language' dropdown. A 'CUSTOMERS ALSO BOUGHT' section displays two related items: 'Inspired by Twilight: Bella's Moonstone Ring' (Was: \$55.00, On Sale: \$44.99) and 'Bella's Inspired by Eclipse Engagement Ring - 1.3 TCW Sterling Silver' (Was: \$55.00, On Sale: \$49.00). A 'RECENTLY VIEWED' section shows a similar ring image. A large 'ADD TO CART' button is visible. A 'Share this:' section offers an 'Add to My Wishlist' option. A 'Feedback' link is located at the bottom left of the product page.

Inspired by Twilight Engagement Ring: Bella's Wedding Ring - Silver

Ask customers who bought this. We'll email them your question, then email you their replies.

Enter your question here.

Your question is more likely to be answered if you say a few words about why you are asking and if it's nicely written and punctuated. **ASK**

Do not include: HTML, references to other stores, pricing, contact information (inc. your email - you can add that later), or inappropriate language. Posts which include these will be edited or removed.

What should I ask? ▾

Questions about this item

A shopper asked: does the ring dullen if you wear it constantly?

M A: No it does not and I even wear it in the shower and tub

Enter your answer or comment here

A shopper asked: Do the stones fall off?

Rodney H: Nope, looks sturdy .

T E: I purchased this ring for someone else, and so far she has not complained about the stones falling out. When I received it and looked at it closely, it was pretty apparent to me that the stones were set very securely.

Kevin D: We have not had any stones fall out since we purchsed. My girlfriend is very happy with this ring and it looks beautiful on her.

J L: The ring is beautiful but 2 stones fee out the first week I got it.

Feedback

The situation

Emitations.com is a leading seller of celebrity style and sterling silver jewelry. CEO Au-Co Mai explains, "When we started in 1999 we had little competition...but now its everywhere. We have to fight to get each new customer, and fight more to keep them once we get them. The way we've grown is by having the best products, the best possible shopping experience, the best customer service, and by building a community that brings together the people who have bought from us. One great thing about selling jewelry is the high level of enthusiasm our customers have for our products. Since 2008 we've had a social strategy in place, but in 2010 we wanted to take it to the next level. That's when we found TurnTo."

The Solution

Au-Co continues, “The TurnTo Social Commerce Suite gave us exactly what we were looking for, with a range of tools designed to directly connect our shoppers to our customers. The direct connection is the key. Our shoppers and customers don’t just want reviews of our products, they want to TALK about them, tell stories about them, and ask each other about them. For example, we sell jewelry inspired by the Twilight Saga. Our community wants to talk about the jewelry AND about the books and films. We want them to have those exchanges here at Emittations.”

Results

“The reason TurnTo and their “Ask Owners” product works so well for us is the messaging component that reaches out to our customer base to bring them in to the conversation. With an 8.2% response rate, TurnTo is one of the most effective retention marketing tools we’ve discovered.

“That also means TurnTo is highly effective at getting shopper questions answered, which generates lots of user content, which helps with both shopper conversion and with SEO. 90% of the questions asked about frequently purchased items get at least one answer from a fellow customer with 3 social answers per question on average, the first one arriving most of the time within 1 hour of the question. Also, with TurnTo’s “Purchase Sharing” product, our customers leave a comment through TurnTo at checkout in response to the question, “Why did you choose this?” Overall, we get more contributions through TurnTo than through our reviews system. And because they all come from real customers, the quality and credibility is very high.

“TurnTo also has given us valuable insights into the shopping experience on our site. For example, we noticed shoppers asking whether a particular earring was meant for pierced ears because the photo didn’t show the earring post. So we are redoing the photography on that item to make it clear. That’s pre-purchase insight about the shopper experience on our site that we would not have gotten from a customer review.

“Overall, TurnTo’s approach to social commerce is a great fit for Emittations.”