

# Lithium communities boost traffic, loyalty & sales

Lithium communities have driven:

65%

of all social commerce sales



more traffic than all other social channels combined

7.8X

more shoppers than the brand's other social media channels combined



52%

of all social traffic, more total reach than their other social media channels combined



When asked why users had visited a community or social page, their response was...

38% researching brand's products or services before purchasing

33% to hear more about promotions, sales and new products

36% seeking customer support or help

26% came across it while exploring the brand online

24% to find out about other products and services I can buy from the brand

Lithium communities attributed to

\$45.8 Million

in Same-session online sales for the retail brands surveyed

within months 12

Conversion rates increased by 100%

in the 30 day period after a first Lithium Community visit for the brands surveyed

Powered by Lithium

“ Our community provides peer support, product reviews and questions answered by experts to help enrich the customer's shopping experience. It is the heart of Leroy Merlin and the online destination for opinion leaders, DIY lovers, and customers. ”



Paco Campos  
Social Media Manager, Leroy Merlin

“ Our community serves a vital role as the destination for customers to post and engage with partners, brands and each other. It's a tool for customers to get a second opinion about a product and is key to driving boundary less retail across all screens. ”



Matt See  
Director of Social & Games, HSN

Lithium

For more information about how Lithium helps companies reinvent how they connect with their customers, visit [lithium.com](http://lithium.com)

#### Survey Methodology

The study focused on a cross-section of U.S. Lithium customers over a 13-month period. It included surveys and tracked user behavior on desktop computers across all social properties operated by Lithium customers. Traffic, conversion rates, sales revenue, purchase influence, and brand affinity were studied after consumers visited a Lithium community, and after consumers visited other social media properties operated by the same brand. These other social channels were Facebook, Twitter, YouTube and Pinterest.