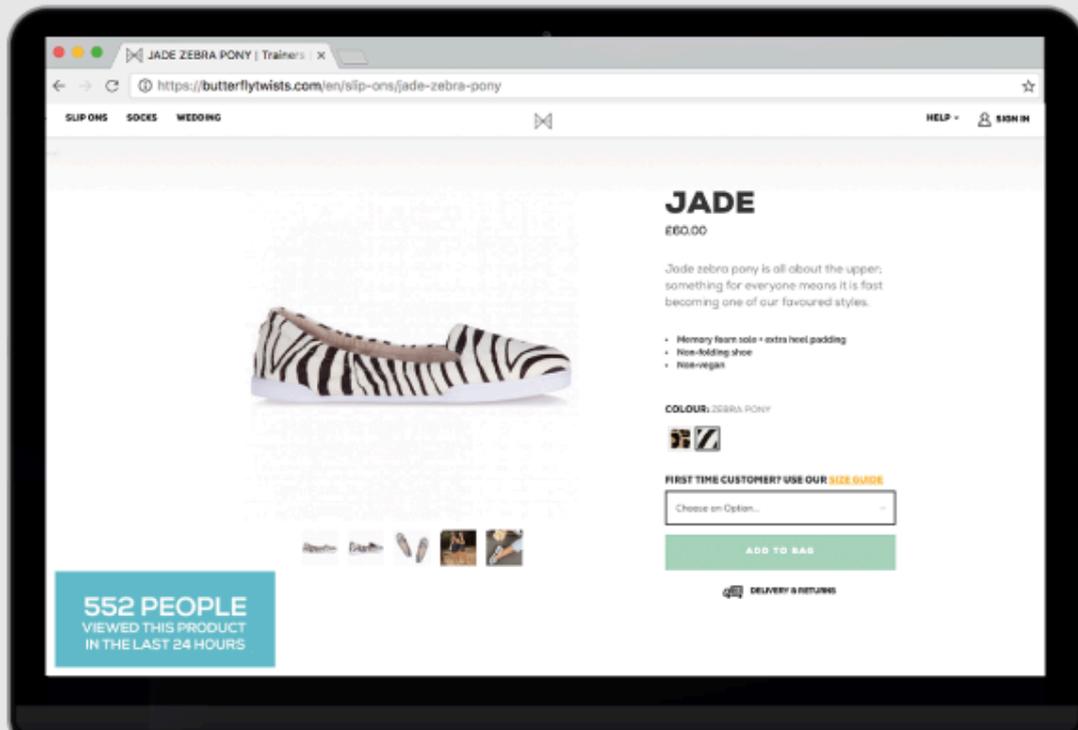




How Butterfly Twists used urgency and FOMO

Case study



ABOUT BUTTERFLY TWISTS

[Butterfly Twists](#) makes women's shoes designed with consideration for style and luxury as well as comfort and versatility. Known for its patented featherweight, flexible sole, Butterfly Twists debuted its first collection in London in 2009, dedicated to the aching toes and glamour-cravings of its most stylish inhabitants. Since then, the brand has trod a path to success, recently winning 'Most Improved Brand of the Year' and a commendation in the 'Best Campaign of the Year' category at the [Drapers Footwear Awards 2017](#).

THE CHALLENGE

Flat shoes are [the most popular women's shoe in the market](#) so the opportunity is obvious for brands with a great product and customer experience. But it's no secret that women's fashion retailers are constantly under pressure to mark down and discount to meet consumer expectations – and that's just as true online. Savvy ecommerce marketers need to be smart with how they target the incentives they are prepared to offer and find other tactics to encourage purchases that don't impact their margins.

THE SOLUTION

With Yieldify's expert team and technology, Butterfly Twists launched a successful customer journey optimisation strategy to capture leads and boost conversions by targeting discounts and promoting key selling points. The brand recently launched [Yieldify's Dynamic Social Proof](#) feature to influence purchase decisions, successfully driving an 11.1% conversion rate uplift.

"You can already see that Dynamic Social Proof has driven new revenue for us – an 11% uplift in conversions. It's great to have simple technology in place that can encourage sales and we're excited to see what the [Yieldify Conversion Platform](#) will bring us next."



Rob Young

Head of Ecommerce, Butterfly Twists

Dynamic social proof

Conversion campaign

[Social proof](#) is the behavioural economics idea that we will look to what others are doing to help us make decisions. In ecommerce, a contextual social proof message delivered at the right moment can encourage browsers to make a purchase.

Butterfly Twists launched Dynamic Social Proof by Yieldify on its product pages. When visitors looked at specific shoes, a discreet notification appeared, letting them know the number of other people that had also viewed that product in the past 24 hours. By making a product look popular, Dynamic Social Proof had a powerful impact, driving up to 11.1% uplift in conversions.

SUCCESS

Up to 11.1%

Conversion rate uplift
on website product pages

JADE ZEBRA PONY | Trainers | x

https://butterflytwists.com/en/slip-ons/jade-zebra-pony

SLIP ONS SOCKS WEDDING

HELP SIGN IN

JADE

£60.00

Jade zebra pony is all about the upper; something for everyone means it is fast becoming one of our favoured styles.

- Memory foam sole • extra heel padding
- Non-folding shoe
- Non-vegan

COLOUR: ZEBRA PONY



FIRST TIME CUSTOMER? USE OUR [SIZE GUIDE](#)

Choose an Option...

ADD TO BAG

DELIVERY & RETURNS



552 PEOPLE VIEWED THIS PRODUCT IN THE LAST 24 HOURS

552 PEOPLE VIEWED THIS PRODUCT IN THE LAST 24 HOURS

How it works

Click the video to see Dynamic Social Proof in action on desktop

The screenshot shows a desktop product page for 'JADE' shoes. The navigation bar includes categories like 'FLATS', 'SANDALS', 'SLIP ONS', 'SOCKS', and 'WEDDING'. The product name 'JADE' is prominently displayed with a price of '£60.00'. A video player is overlaid on the product image, showing a zebra-striped slip-on shoe. The product description states: 'Jade zebra pony is all about the upper: something for everyone means it is fast becoming one of our favoured styles.' Features listed include 'Memory foam sole • extra heel padding', 'Non-folding shoe', and 'Non-vegan'. The color is identified as 'ZEBRA PONY'. A dropdown menu for options is visible, and a video player control bar is at the bottom.

FLATS SANDALS SLIP ONS SOCKS WEDDING

HOME > SLIP ONS > JADE

JADE

£60.00

Jade zebra pony is all about the upper: something for everyone means it is fast becoming one of our favoured styles.

- Memory foam sole • extra heel padding
- Non-folding shoe
- Non-vegan

COLOUR: ZEBRA PONY

FIRST TIME CUSTOMER? USE OUR [SIZE GUIDE](#)

Choose an Option...

0:30

About Yieldify



Yieldify creates smart and simple marketing technology products that predict customer behaviour to optimise customer experience with brand revenue.

Trusted by over 500 brands on more than 1,000 websites globally, Yieldify helps some of the world's innovative companies drive incremental revenue, including Marks and Spencer, French Connection, Steiner Sports, Omni Hotels and Anthropologie.

[Request a Demo](#)

Some of our clients

GOLDSMITHS
SINCE 1778

M&S
EST. 1884

FRENCH CONNECTION

The Fragrance Shop

Kiehl's
SINCE 1851

WATCHSHOP