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# Understanding impact of social media on online retail

Alexander Soria, Zappos

## ABSTRACT

Given the convergence of social media and mobile channels, consumers are increasingly armed with product and price information – all at the click of a mouse or the swipe of a SmartPhone screen. In order to succeed in this consumer-empowered environment, retailers must understand how online behavior translates into web/store traffic and converted sales.. Zappos, a leading Nevada-based online retailer has differentiated itself by connecting with its customers, regardless of channel: phone, web, social media, or mobile. In this session, you will hear how Zappos uses SAS Social Media Analytics and other SAS software to identify relationships between social behavior and business metrics that result in increased sales and unmatched customer satisfaction and loyalty.

**No paper was submitted for publication.**

## CONTACT INFORMATION

Alexander Soria  
Zappos  
asoria@zappos.com

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