

OKABASHImore than a shoe

Largest US manufacturer of sandals and flip flops sees boost in sales with ReferralCandy.

Founded in 1984, Okabashi is the largest manufacturer of sandals and flip flops in the United States. Named in honor of the Japanese practice of reflexology, this family-owned business creates therapeutic sandals that are completely recyclable.



With more than 30 million pairs sold in the last 27 years, Okabashi's shoes are flying off the shelves. It's easy to see why. Customers absolutely love their footwear and often claim that Okabashi sandals are the most comfortable they've ever owned. What's more, new customers are eager to tell those around them about their fantastic new shoes.

This prompted Okabashi to look for a way to help customers recommend their shoes to friends. That's when they discovered ReferralCandy. "Our customers feel great promoting our shoes, and supporting US manufacturing" says Hadi Irvani, Director of E-Commerce at Okabashi. "ReferralCandy is the best

solution combining both couponing and word of mouth marketing."

ReferralCandy is one of the **top 10 drivers of referral traffic**

Referred customers **spend 13.2% more on average**

With just a few minutes of set up, the ReferralCandy platform was driving the Okabashi customer referral program and sending campaign emails out after each new purchase. Customers then shared the discount coupon contained within each email to introduce their friends to Okabashi. The social media integration features also made it easy for customers to share coupons on social media channels like Facebook and Twitter.

Okabashi started their campaign with ReferralCandy in March 2011 and started to see an increase in sales within a week. "We have been really impressed with the success and growth that we've experienced" says Irvani. ReferralCandy is now one of the top 10 drivers of referral traffic to the Okabashi website. Referred customers also spend 13.2% more on average.

"Our customers love it. We love it."

-- Hadi Irvani, Director of E-Commerce

At the end of the day, good business is about delighting customers and helping them share their experience with friends. Having built a product that customers are crazy about, Okabashi uses ReferralCandy to help them spread the word. "Our customers love it. We love it."