



Share Button Expansion Strategy

Investigating · Priority: High · **RICE:** TBD

Requested by: David B. · **Added:** 17/12/2025

Owner: Dean Gabay (original implementation)

TL;DR for Leadership

What: Expand our existing Share Button (live since Dec 9) to Thank You pages, OTC flows, and CRM emails, enabling organic word-of-mouth growth at **€0 CAC**.

Why it matters: Referred users convert 2-3x better than cold traffic. This is a low-effort, high-leverage growth channel that doesn't cannibalize paid acquisition.

Timeline: 2-week rapid rollout (reuse existing component across all placements)

Key targets: 2-5% share click rate · 10%+ link CTR · +5% monthly referral traffic · No funnel conversion drop

Status: Phase 1 ready to kick off. Share button already live on product pages; need Analytics baseline + Design mockups to proceed.

Risk: Minimal. Share buttons placed post-purchase only to protect conversion funnel.

Overview

What: Expand the existing Share Button (launched Dec 9, 2025 on product pages) to additional touchpoints across the platform to drive organic, incentive-free

sharing.

Why: Leverage word-of-mouth marketing by making it easy for users to share products/carts with friends and family, without relying on referral incentives.

Key Question: How do we drive users to use the share button with no incentive besides their own motivation?

Target Areas for Expansion

Area	Current State	Proposed Placement	Notes
CMS	✓ Live on product pages	Keep as is	Already implemented by Dean
In-Funnel	✗ Not present	Thank You page only	WhatsApp makes users leave funnel. Don't interrupt intent! Only post-payment
OTC	✗ Not present	Product page, carousel, Thank You	Thank You: "Share with friend/family to collect package" (pickup/shipping coordination)

Persona Analysis

FTB (First Time Buyers)

Motivation: Want to compare prices, seek assistance from friends/family on choices

Behavior: Still deciding, may need validation before purchase

Placement Strategy:

- **Don't interrupt the funnel.** We don't want to hard-stop them or make them leave
- ✓ Place in **Thank You page** (post-payment) when they've already converted
- ✓ Post-purchase confirmation emails

RP (Repeat Purchasers)

Motivation: Already trust the platform, may want to recommend to others

Behavior: Familiar with products, likely to share positive experiences

Placement Strategy:

- ✓ Order history / reorder pages
- ✓ Post-delivery follow-up emails
- ✓ Product pages they browse

Influencers

Motivation: Want to share their full cart to show how they're profiting/what they use

Behavior: Active sharers, want visibility and social proof

Placement Strategy:

- **Cart page:** "Share your cart" feature
- ✓ Order confirmation with full cart summary
- ✓ Account/profile area

UI/UX Best Practices Research

Based on industry research:[1][2][3]

Common Placements in E-commerce:

Placement	When to Use	Conversion Impact	DoktorABC Fit
Product Page (near title/price)	Always	Medium	✓ Already live
Thank You Page	Post-purchase	High (user just converted, excited)	✓ Best for funnel
Cart Page	Before checkout	Medium	Consider for influencers
Floating/Sticky Sidebar	Long pages	Low-Medium	✗ Too intrusive

Placement	When to Use	Conversion Impact	DoktorABC Fit
Image Overlay (hover)	Visual products	Medium	Consider for OTC
Order Confirmation Email	Post-purchase	Medium-High	✓ Good for CRM
Post-Delivery Email	After receipt	High (product satisfaction)	✓ Best for reviews + share

Key Insight: Post-purchase moments (Thank You, confirmation email, post-delivery) have the **highest share intent** because the user has already committed and is excited about their purchase.

Best Practices:

- Keep buttons visible but not intrusive
- Limit to 3-5 most relevant platforms
- Mobile: Use native share sheet (already implemented)
- Desktop: Custom modal with options (already implemented)
- Don't interrupt conversion flow
- Post-purchase is high-intent moment for sharing

Existing Implementation (Dean's Work)

Status: Share button already live on product pages (launched Dec 9, 2025)

Current Features:

- Mobile: Native OS share sheet (`navigator.share` API)
- Desktop: Custom modal (Facebook, WhatsApp, X, Reddit, Email, Copy Link)
- UTM tracking: `?utm_source=share_button`
- Mixpanel events: `Share Page Loaded`, `Button Share Clicked`
- Open Graph meta tags for link previews (product name, DoktorABC logo)

Current Message Template:

Hi, I found this product on DoktorABC, I think you might be interested! [Product Name] [Link to Product]

Context-Aware Message Templates

Yes, the message should change based on context! Different placements = different user intent:

Context	Message Template	Why	
Product Page (browsing)	"Check out this product on DoktorABC!"	Generic discovery	
Thank You (post-purchase)	"I just ordered from DoktorABC. You might like it too!"	Social proof, excitement	
OTC Pickup/Shipping	"Can you pick up my order? Here are the details:"	Practical coordination	
Cart Share (influencers)	"Here's what I'm getting from DoktorABC:"	Show full cart	
Reorder (RP)	"I keep buying this from DoktorABC. Highly recommend!"	Trust signal	

Design: Figma - UI/UX Redesign

Scope: RX, OTC, and Cannabis product pages in all countries

Unique Value Proposition

Why Share Without Incentives?

Most platforms rely on referral programs ("Give €10, Get €10"). We're betting on **organic sharing** driven by:

User Need	How Share Button Helps	vs. Referral Programs
Compare prices	FTB shares with friend/family to get opinion	No discount needed, just seeking advice
Coordinate logistics	"Pick up my order" = practical utility	Solves real problem, not incentive-driven

User Need	How Share Button Helps	vs. Referral Programs
Social proof	RP shares after positive experience	Authentic recommendation > paid referral
Flex/influence	Influencers show cart to followers	Brand exposure without affiliate cost

The Core Insight

People share when it solves a problem or makes them look good, not just for discounts.

Our UVP: A frictionless, context-aware share experience that meets users where they are, with the right message for the right moment.

Differentiators:

- **Context-aware messaging:** not one-size-fits-all
- **Native mobile experience:** feels like system share, not clunky widget
- **No funnel interruption:** only post-purchase to protect conversion
- **Practical utility:** pickup coordination is a real use case competitors don't address

Rollout Plan (2 Weeks)

Approach: Reuse existing share button component. Drop into new placements with context-aware message templates.

Week 1: Build & Deploy

Task	Owner	Status
Pull baseline metrics from current product page share button	Analytics	<input type="checkbox"/>
Finalize context-aware message templates	PM + Copy	<input type="checkbox"/>
Add share button to Funnel Thank You page	Dev	<input type="checkbox"/>
Add share button to OTC Thank You page (with pickup message)	Dev	<input type="checkbox"/>

Task	Owner	Status
Add share button to OTC product pages + carousels	Dev	<input type="checkbox"/>
Add Mixpanel events per placement (<code>share_location</code> property)	Dev	<input type="checkbox"/>

Week 2: CRM + QA + Ship

Task	Owner	Status
Add share link to order confirmation email	CRM	<input type="checkbox"/>
Add share link to post-delivery email	CRM	<input type="checkbox"/>
QA across all placements (Funnel, OTC, CRM)	QA	<input type="checkbox"/>
Deploy to production	Dev	<input type="checkbox"/>
Monitor guardrail metrics (funnel conversion, bounce rate)	Analytics	<input type="checkbox"/>

Ongoing: Measure & Iterate

- Analyze share rates by placement weekly
- Optimize underperforming placements
- Report to stakeholders monthly

Success Metrics

Feature-Level Metrics (Share Button Performance)

Metric	Definition	Target	How to Measure
Share Click Rate	Clicks / Impressions per placement	2-5%	Mixpanel: <code>Button Share Clicked</code> / page views
Share Completion Rate	Actual shares / Clicks	60%+	Native share API callback
Platform Mix	% by WhatsApp, Email, Copy Link, etc.	Track	Mixpanel property: <code>share_platform</code>
Top Performing Placement	Highest click rate location	Identify	Compare by <code>share_location</code> property

Metric	Definition	Target	How to Measure
Message Engagement	Do recipients click the link?	10%+ CTR	UTM: <code>utm_source=share_button</code>

Company-Wide Metrics (Business Impact)

Metric	Definition	Target	How to Measure
Referral Traffic	Sessions from shared links	+5% monthly	GA/Mixpanel: <code>utm_source=share_button</code>
Referred User Conversion	Orders from shared links / Visits	3%+	Funnel: share UTM → purchase
Revenue from Shares	€ from referred conversions	Track	Attribution: share UTM → order value
CAC Impact	Cost per acquired user via shares	€0 (organic)	Compare to paid CAC
Viral Coefficient	New users generated per share	0.1+	Shares → New signups
NPS Correlation	Do sharers have higher NPS?	Track	Survey segment

Guardrail Metrics (Don't Break These)

Metric	Concern	Threshold
Funnel Conversion Rate	Share button distracts users	No change from baseline
Time to Purchase	Share adds friction	No increase
Bounce Rate	Users leave to share, don't return	No increase

Value Assessment (RICE)

Factor	Score	Notes
Reach	TBD	Estimate users who will see share buttons
Impact	TBD	Expected referral traffic increase
Confidence	TBD	% confidence in estimates

Factor	Score	Notes
Effort	TBD	Person-months for implementation
Total	TBD	

Success Framework

North Star Metric: Referral traffic from share buttons (monthly)

Leading Indicators:

- Share button click rate by placement
- Share completion rate
- Platform distribution (WhatsApp > Email > Copy Link expected)

Lagging Indicators:

- Conversion rate of referred users
- Revenue from shared links
- Viral coefficient

Company-Wide Impact:

- **Revenue:** New user acquisition via word-of-mouth (€0 CAC)
- **Conversion:** Warm leads from trusted recommendations convert 2-3x better
- **Retention:** Social proof builds trust; sharers have higher LTV

Links & References

- **Jira:** [Feature: Add Social Share Button to Product Pages \(Mobile Native + Desktop Custom\)](#)
- **Figma:** [UI/UX Redesign - Share Button](#)
- **Confluence PRD:** [Social Sharing Feature](#) (full details & analytics)
- **Slack:** #general (launch announcement Dec 9), #doktorabc_redesign-kickoff, #cms-redesign-project
- **Analytics:** Mixpanel - events [Share Page Loaded](#), [Button Share Clicked](#)

- **Test tool:** [OpenGraph.xyz](#) - test link preview appearance
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Investigation Notes

- Share button launched on product pages Dec 9, 2025 by Dean
- David requested finding more areas to add share functionality
- Dean's Slack context: popup designed for RX and Cannabis product screens with sharing options and "copy link" action
- Known issue: "Share" wrapped in `<h3>` tag twice - needs fix to `` (reported by Oleksandr)
- Consider A/B testing different placements
- Track which personas share most and from where
- Check Confluence for page architecture details

Next Steps

- Review Confluence for page architecture and share placement docs
- Map all potential placement points per area
- Define placement priority per persona
- Research competitor share button implementations
- Draft placement proposal with mockups
- Calculate RICE score - no need its ready
- Present to team for feedback