

BabyCenter Boosts Conversions With Flockr's Social Proof Solution

By integrating Flockr, BabyCenter increased user trust and drove more purchases through real-time social proof messaging.

LONDON, UNITED KINGDOM, May 26, 2025 /EINPresswire.com/ -- BabyCenter.si and BabyCenter.hr Boost Conversions With [Flockr's](#) Real-Time [Social Proof](#)

Leading parenting and baby product retailers BabyCenter.si and BabyCenter.hr have achieved impressive conversion and engagement gains by implementing Flockr's real-time social proof solution across their eCommerce platforms.

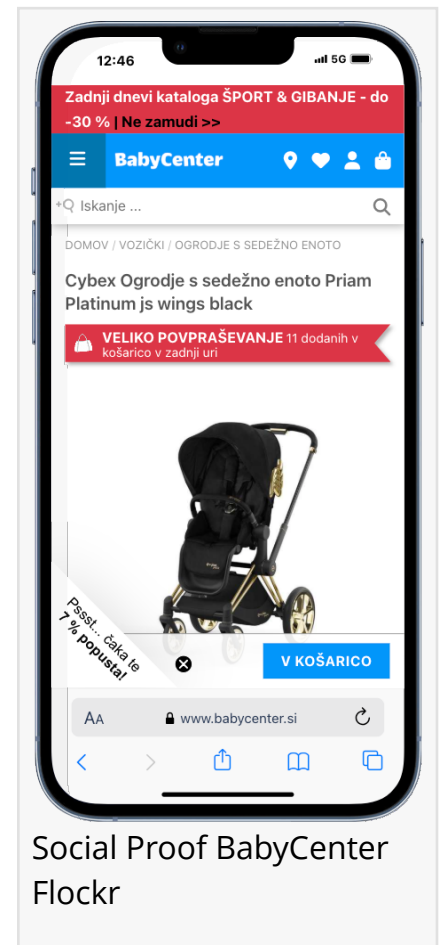
As trusted destinations for parents in Slovenia and Croatia, both BabyCenter websites serve thousands of daily visitors searching for essential baby products, advice, and inspiration. To further support their customers' decision-making and drive more online purchases, the BabyCenter teams turned to Flockr to integrate real-time behavioral signals directly into the shopping experience.

The Challenge

With a wide array of products and an audience that includes new and expectant parents, BabyCenter.si and BabyCenter.hr needed a way to increase confidence and urgency during online visits—especially for those unfamiliar with their brands or making first-time purchases. The solution needed to be non-intrusive, easy to deploy, and adaptable to the multilingual, multi-market setup the retailers operate in.

The Solution

Flockr's social proof messaging technology was seamlessly integrated into both BabyCenter.si and BabyCenter.hr. The tool displays real-time [notifications](#) showing recent product views and



Social Proof BabyCenter
Flockr

purchases—for example, “21 people viewed this item in the past 24 hours” or “Last sold 18 minutes ago.”

These simple but powerful signals highlight demand and provide reassurance, helping customers feel confident they are making the right choice.

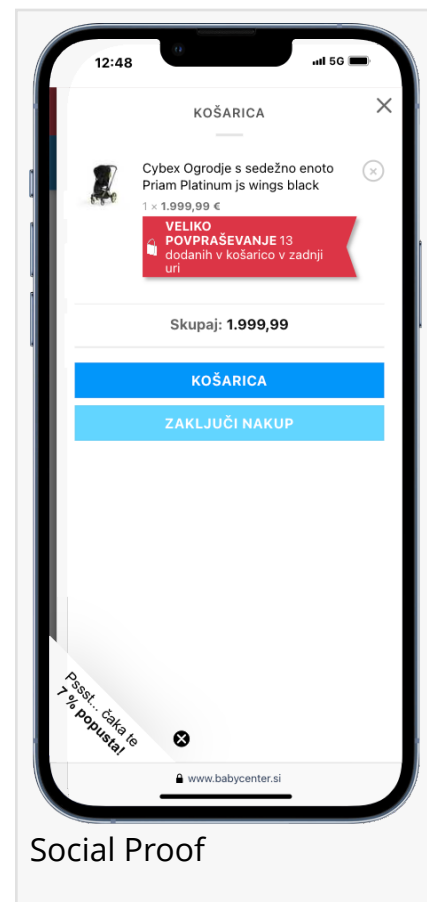
“Flockr allowed us to present real customer activity in a respectful and brand-aligned way,” said a spokesperson from BabyCenter. “It helped reduce uncertainty and increase trust without needing to change the entire site.”

The Results

After implementing Flockr, both BabyCenter.si and BabyCenter.hr observed strong performance improvements:

- Conversion rates increased by 11.2% on pages featuring Flockr notifications.
- User engagement rose, with more visitors exploring product details and staying longer on-site.
- Bounce rates decreased, especially among new visitors unfamiliar with the brands.

These results underscore the value of subtle, data-driven nudges in eCommerce—especially when tailored to the sensitivities of parenting and family shopping.



Social Proof

“

We were impressed by the results from Flockr . Over a 28-day pilot, we saw a 6.8% uplift in total purchases and a 7.9% increase in first-time buyers, alongside an 8.9% rise in average revenue per user”

*Cristina Kisovec - Head of
Ecommerce*

Why It Works

Flockr harnesses the principle of social proof—the psychological phenomenon where people look to others’ actions to guide their own behavior. Seeing that other parents are actively viewing or buying a product builds trust, reduces hesitation, and increases conversions.

Unlike static testimonials, Flockr’s notifications are real-time and based on actual site activity, ensuring authenticity and relevance at every step.

Fast, Flexible, and On Brand

BabyCenter's teams were impressed with how quickly the tool was up and running. Flockr required no heavy technical lift and integrated smoothly with their existing systems in both markets. It was also easy to style and translate the messaging to align with each site's local language and branding.

"It was a smooth and low-effort implementation with measurable results," said the BabyCenter spokesperson. "The flexibility and control we had made it a great fit for our localized eCommerce strategy."

About BabyCenter.si and BabyCenter.hr

BabyCenter is a leading regional retailer for baby and parenting products, with a strong online presence in Slovenia and Croatia. Offering a wide range of high-quality brands, expert guidance, and helpful content, BabyCenter helps parents make confident choices for their families.

About Flockr

Flockr is a plug-and-play social proof platform that helps online retailers increase trust, engagement, and conversions by showing real-time user activity. Used by brands across Europe and beyond, Flockr delivers measurable ROI through authentic, timely customer signals.

To learn more about how Flockr can support your eCommerce growth, visit www.flockr.co.

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