creamy

feeCOMPASS lets clients of Creamy.pl experience the same level of professional advice as in Creamy's high-street store

Client
Creamy.pl
natural cosmetics

Traffic
Clients monthly: 20.000

Platform
WooCommerce

feeCOMPASS implementation
Needs Survey that collects customer preferences
(7 questions) and generates
6 individually selected product recommendations for the customer

Benefits

- **facilitates decision making** - by answering a few simple questions, the client gets personalized recommendations in line with his/her needs and preferences
- **saves time** - communicates in understandable language, and a minimal set of answers gives product recommendations and encourages to complete the survey, providing knowledge about the needs of your customers

The Needs Survey is especially appreciated by new clients who have gained the opportunity to choose optimal cosmetics online in just a few minutes, without knowing our product range. Already in the first weeks of use we noticed twice as much interest in the best-suited product as compared to clicking the top offer in the current way.

Agnieszka Jaśkiewicz
Head of Sales & Marketing
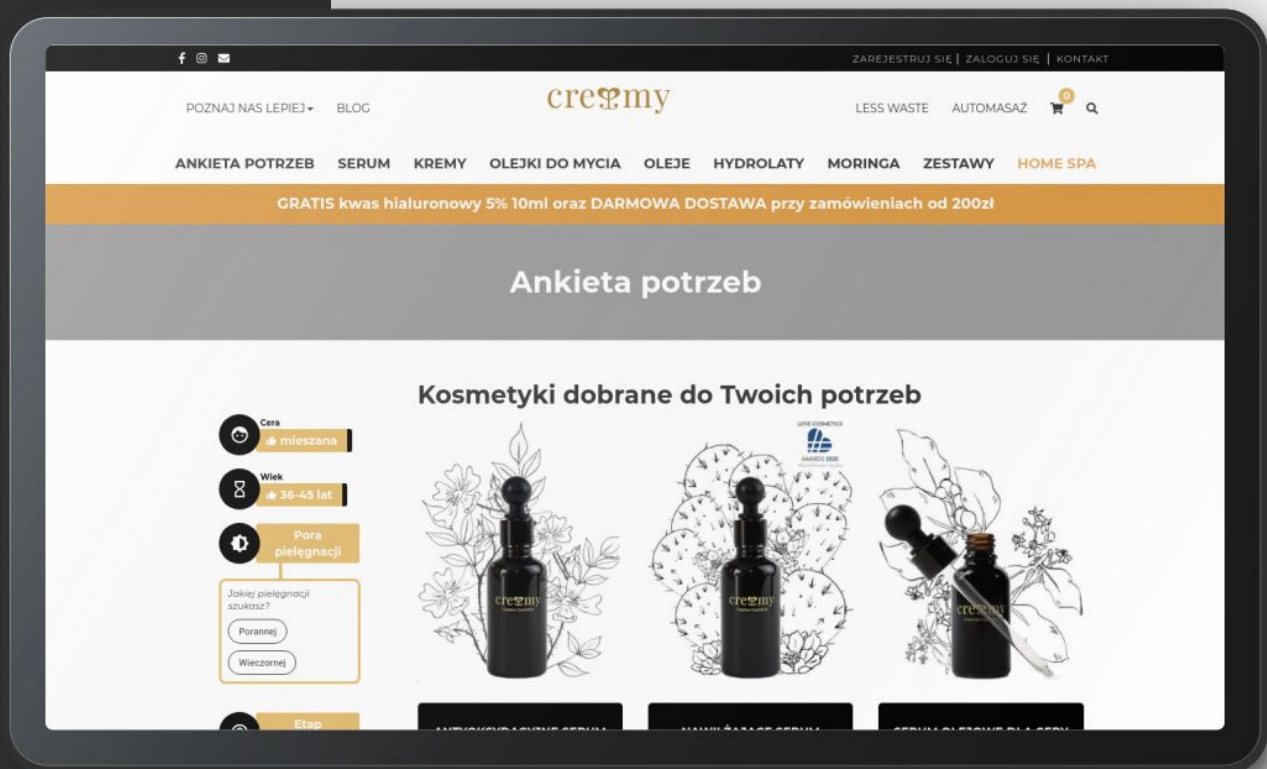
Contact:

Piotr Buszka
innect feeCOMPASS sp. z o. o.
ul. Helska 5A
54-315 Wrocław, Poland
piotr.buszka@innect.eu
+48 502 191 655

www.feeCOMPASS.com

Results for new customers

The click-through-rate of the first position of the Needs Survey results vs. the first position in the regular list of products. Average sales increase for new customers using the Needs Survey compared to customers served without using the Survey during the same period. The conversion value varies depending on the marketing activities.

1st product recommendation click-through rate	Conversion increase
x 3	**+ 35 %** do **+ 85 %**