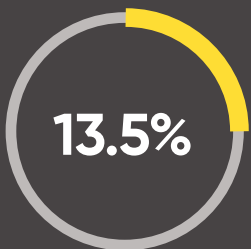
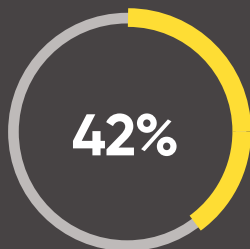


The Perfume Shop

increases website conversions by 13.5% thanks to Feefo's AI-powered Smart Themes



13.5% increase in overall conversion rate



42% of customers used Smart Themes to learn more about their products



84% increase in product page performance with Feefo reviews compared to those without

"We have been so impressed by the success of Smart Themes. The Perfume Shop invest a lot of resources into creating the best customer experience possible and are constantly looking for ways to make the purchasing experience more personal. By giving our customers the opportunity to read only the reviews that are relevant to them, we make it easy for them to access other customers' feedback and make their buying decision."

Laura Croucher, Head of Digital

The Challenge

The Perfume Shop is the UK's largest specialist fragrance retailer, with more than 250 stores nationwide.

Since implementing Feefo in 2016, The Perfume Shop has collected more than 17,000 trusted reviews, but they needed a way to better understand customer motivation; for example, whether they were purchasing fragrances based on scent, value for money or the suitability of the product as a gift.

By better understanding their customers' decision journey they could start creating a more engaging customer experience and optimise their growing online sales channels.

Introducing Feefo's Smart Themes

To help The Perfume Shop achieve their objectives, Feefo integrated Smart Themes technology into their on-site reviews.

Smart Themes uses the latest AI technology to automatically track customer sentiment across reviews, pick out the most popular themes, and group feedback into convenient topics to help shoppers easily find the reviews that matter most to them.

For the Perfume Shop, this meant that customers searching for the perfect new fragrance can drill down into reviews based on scent, gift suitability or price depending on their needs, and then decide to buy based on the relevant information.

Integrating Smart Themes has allowed Perfume Shop customers to:

- **Make more informed purchasing decisions**
- **Save time by reading only relevant reviews**
- **Feel more confident when making a purchase**

Smart Themes was activated through the Feefo Integration Plugin on The Perfume Shop's website, allowing the machine learning algorithm to deploy straight away.

"I was really impressed with how quick and easy it was for Feefo to deliver Smart Themes – we were up and running in no time!" Laura Croucher, Head of Digital

Adding Smart Themes to their product reviews has let the Perfume Shop maximise the effectiveness of their website. Making it easier for customers to find the most relevant feedback has led to greater engagement and given their customers the confidence to convert.

The Results

By only reading the reviews that are most relevant to them, The Perfume Shop's customers get the information they need to make a buying decision quickly, reducing their time on page and increasing the likelihood of making a purchase.

The results speak for themselves; in just six weeks, The Perfume Shop experienced an incredible 13.5% increase in overall conversions.

It was also apparent that being exposed to relevant reviews increased the likelihood of customers engaging with a product online. Product pages that featured Smart Themes saw 42% of customers use at least one theme to gain greater insight into the product.

The impact of simply integrating Feefo's trusted reviews into the Perfume Shop website can't be ignored. The Perfume Shop observed that product pages featuring Feefo reviews were 84% more likely to perform than those without. Product pages with accompanying Feefo reviews saw:

- **Reduced bounce rates**
- **Increased session time**
- **Greater overall conversions**