

BODYFX

HOW BODYFX GENERATED REVIEWS FROM 8.9% OF OFFLINE SHOPPERS USING YOTPO AND VEND

CUSTOMER PROFILE - BODYFX

BodyFX is a New Zealand store selling anything and everything to do with body, face painting and special effects. Though the company has a thriving online business, they also have a storefront in Auckland and sell at trade shows worldwide.



THE CHALLENGE

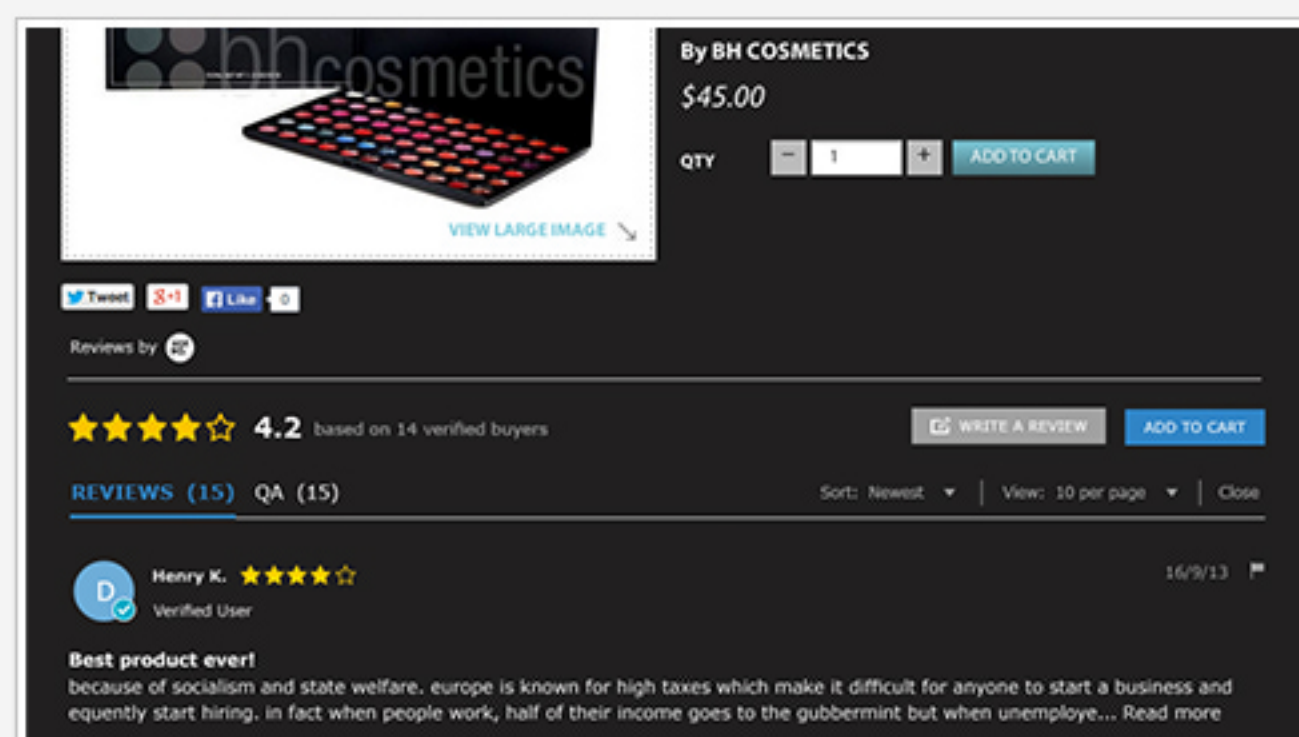
BodyFX was already getting a ton of reviews using Yotpo for their online store. But they felt these weren't telling the full story--they wanted potential shoppers to know about the great experience their offline customers were having.

By getting reviews from shoppers at their brick and mortar outlets, BodyFX hoped to get more traffic: both on foot and online. In addition, BodyFX was looking for a way to keep their offline customers engaged post-purchase; they thought they might be able to do that by engaging them online, after the sale.

★ WHY THEY CHOSE YOTPO

Getting online reviews from offline sales was a big challenge - no one had a way to generate reviews from these sales. But since they were using Vend for their POS, they were able to integrate Yotpo and generate reviews for offline sales.

Because Yotpo has an integration with Vend, implementation was easy and done in under 5 minutes. Because BodyFX was already using Yotpo in their online store, they were able to simply manage the offline reviews from their account.



RESULTS

Mail After Purchases from Yotpo are being opened by more than 50% of BodyFX's customers from both online and offline sales. Between 10-30% of BodyFX's shoppers are writing reviews, including 8.9% of offline shoppers.

BodyFX is able to share reviews from offline shoppers on the store's Facebook and Twitter feeds, resulting in over 4500 visits to their online store.

"The reviews," says the BodyFX team, "are priceless."