

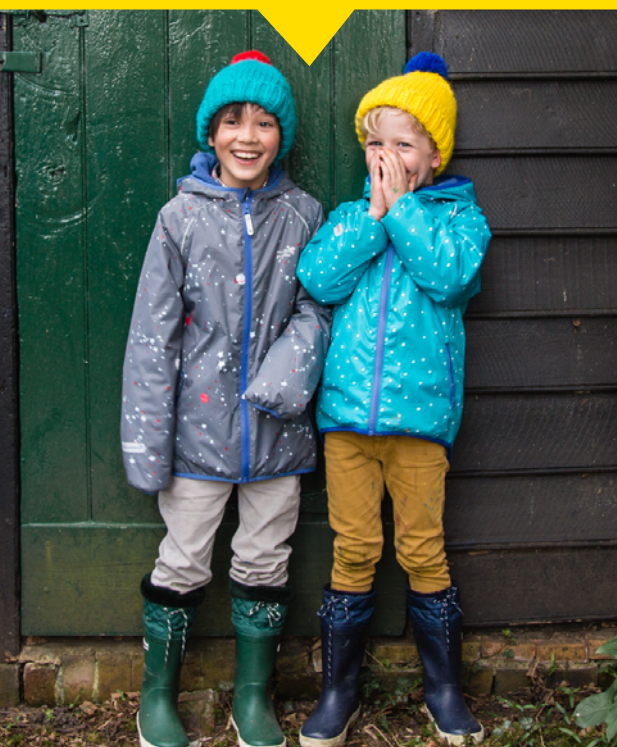


THE CHALLENGE

Muddy Puddles' challenge was two-fold. They sought a way to better understand customer opinion to improve their products and service, whilst simultaneously improving customer acquisition.

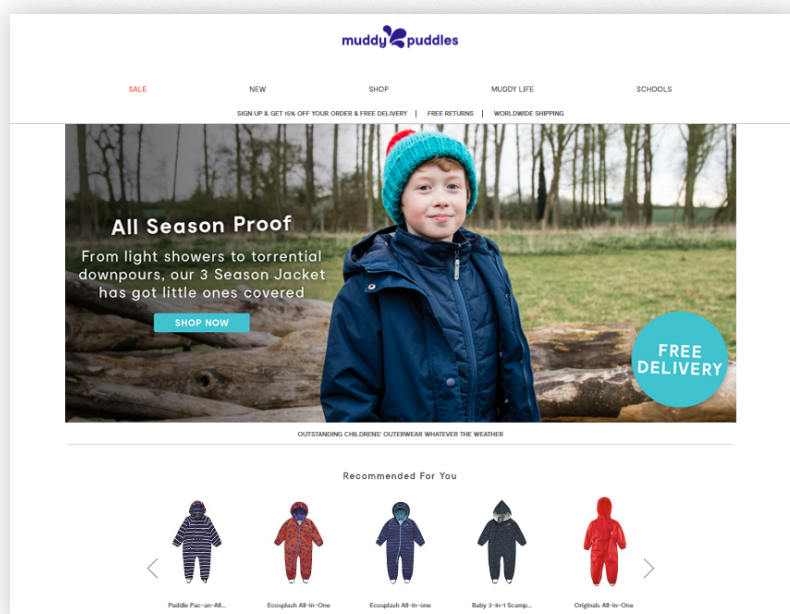
In terms of customer opinion, Muddy Puddles were interested in what product features customers liked, what new features customers would like to see introduced, and what could be improved, both from a product, and service perspective.

By improving these aspects Muddy Puddles aimed to enhance trust within their brand and increase consumer confidence, drive more repeat traffic to their website and boost online conversions.



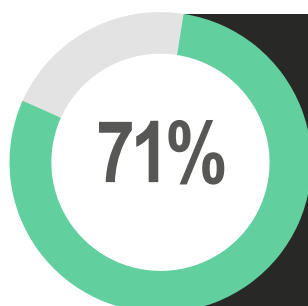
Introduction

Established in 1995 by Susie Cullen, Muddy Puddles is a leading online retailer of children's waterproof clothing. An advocate of children exploring the outdoors, whatever the weather, Muddy Puddles supplies waterproofs to thousands of parents and more than 1000 schools and nurseries.



Muddy Puddles wanted to drive more repeat traffic to their website and boost online conversions.

Muddy Puddles sought a way to better understand their customers, to allow them to improve their products and service.



71% of people will leave a review after a good experience

HOW FEEFO HELPED

Peer-to-peer reviews and word-of-mouth are key levers in the children's retail market for increasing brand awareness, gaining new customers and building trust.

Feefo used their invite-only platform to ask genuine customers of Muddy Puddles to rate and review both their service and products.

Feedback was integrated on-site and leveraged in multiple ways to build trust, increase traffic and boost sales. The Feefo reporting suite also gave Muddy Puddles richer insights into what their customers were saying about both their service and individual products.



Understanding customer opinion

Feefo's innovative reporting suite allowed Muddy Puddles to drill down into their data using insight tags and advanced filter options. This made it easy to understand and track what their customers were saying. It also enabled Muddy Puddles to make confident operational and business decisions to improve both their product and service offering.

Improving trust and customer acquisition

Leveraging reviews and making them visible in search and on site was an important way to boost sales.

Working with a Google Licenced Content Partner in Feefo, Muddy Puddles demonstrated its fantastic star rating within both organic and paid search campaigns, providing a trust signal to new and existing customers.

Feefo's simple JSON integration meant that product reviews were placed on each product page. Displaying real product reviews helped to increase the confidence of new and existing customers with their decision making at this stage of their customer journey.



"Muddy Puddles are a great example of a brand who truly utilise customer feedback. By showcasing their star rating across their organic and paid ads, on their website and displaying individual product reviews, they give customers the confidence to make a purchase."

Ben Clarke-Smith,
Head of Customer Success, Feefo

Benefits of Feefo

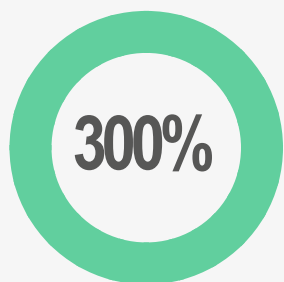
- Only invite genuine customers
- Contribute to Google stars
- Increase search engine visibility
- Collect individual product reviews
- Advanced reporting options
- Easy and quick integration



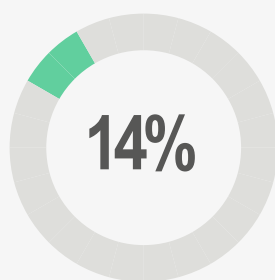
THE RESULTS

"We were blown away by the results we seen after implementing Feefo. By giving our customers a voice, we're able to make smarter decisions within the business. A 14% increase in conversion rate certainly shows that customers trust the reviews they are reading!"

Digital Marketing Manager, Muddy Puddles



Increase in CTRs



increase in on-site
conversion rates

4.8 / 5



Muddy Puddles achieved a
4.8 out of 5 customer service rating

Understanding customer opinion

Customer insight powered by Feefo's reporting suite allowed Muddy Puddles to make confident business and operational changes.

For example, stirrups on waterproof trousers, which help keep wellies in place, were added after listening to genuine customer feedback.

To garner better quality feedback, Muddy Puddles also made the business decision to extend the sending of feedback requests by a few days – which gave customers more time to test their waterproofs in the rain, increasing the quality and quantity of responses.

Improving trust and customer acquisition

Muddy Puddles achieved a 4.8 out of 5 customer service rating which was displayed prominently on their website and in search.

As a result of working with a Google Licenced Content Partner, Muddy Puddles were able to showcase star ratings in their organic and paid search campaigns. Specifically, over a 2 year period their AdWords campaigns saw a **300% increase in CTRs**.

Since integration, Muddy Puddles experienced a **14% increase in on-site conversion rates** over a two-year period. This increase is thanks to both an increase in trusted quality traffic, and displaying product reviews prominently next to the 'Add to bag' call-to-action.



Book your FREE trial now

Discover how your business can benefit from Feefo.

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