

Bugaboo & ClickValue

De zoektocht naar zekerheid



bugaboo

clickvalue
Get optimized.



Van configurator naar
customer confidence



Frank Smit

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Lopez Varela





Stel je voor:
Je bent 28 weken
zwanger



Betere match,
Meer opties,
Hogere orderwaarde?

Technisch complex
Onderhoudsintensief
Impact op voorraadbeheer

A man and a woman in formal evening wear are standing on a rocky cliff overlooking the ocean. The woman is in the foreground, wearing a dark blue dress and high heels, looking towards the camera. The man is behind her, also in formal wear, looking out at the sea. The background shows a clear blue sky and the ocean with some distant land visible.

**GEEN
SIGNIFICANTE
UPLIFT !!!**



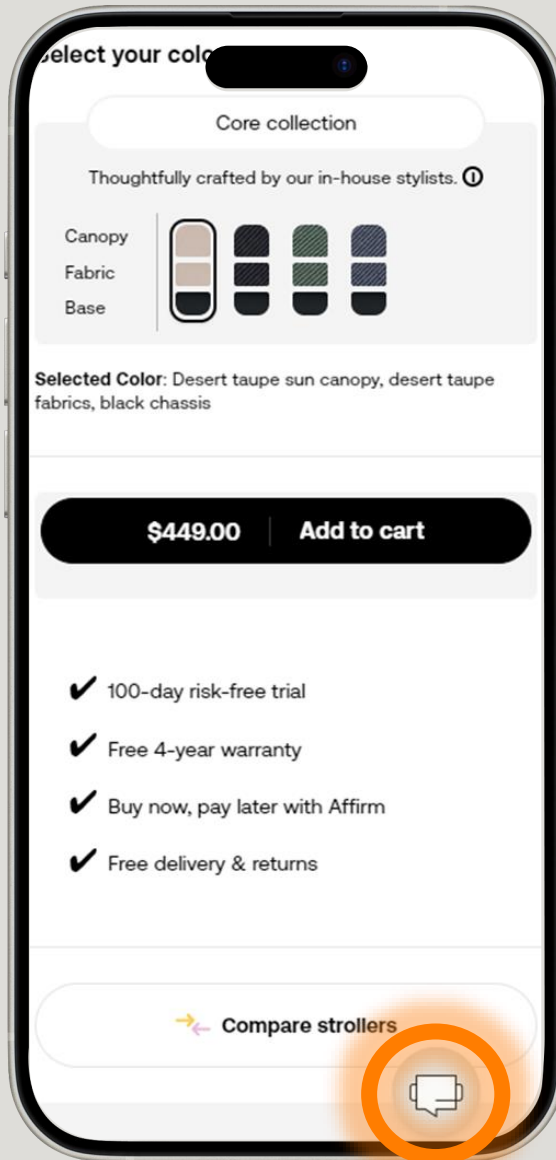
Welk probleem
probeerden we
op te lossen?

Vertrouwen!!

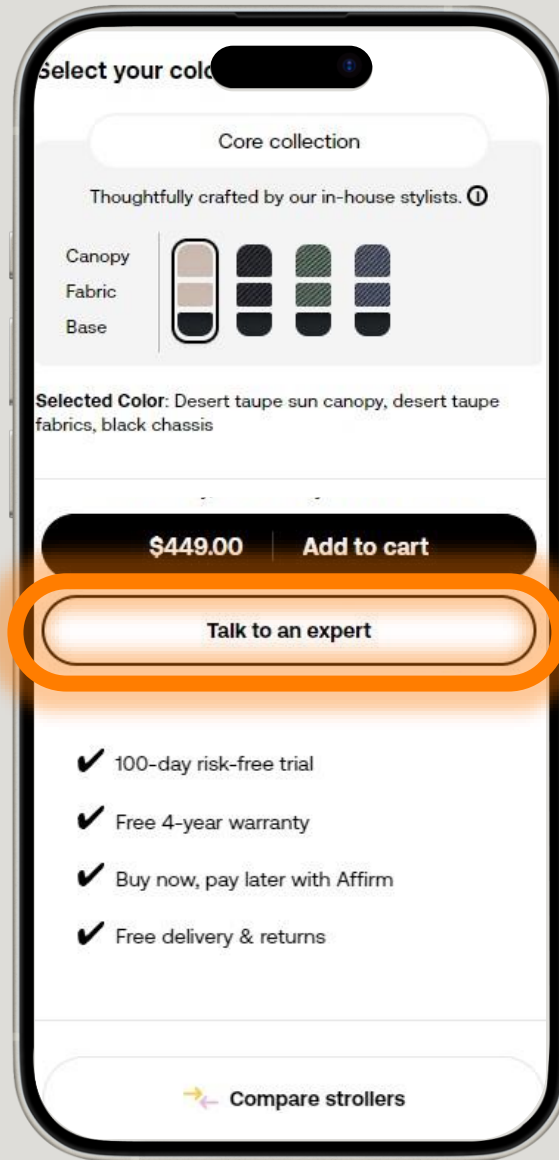
Geen risico's!

Geen 'Hadden we maar'





Control



Variant

De test

Conversie

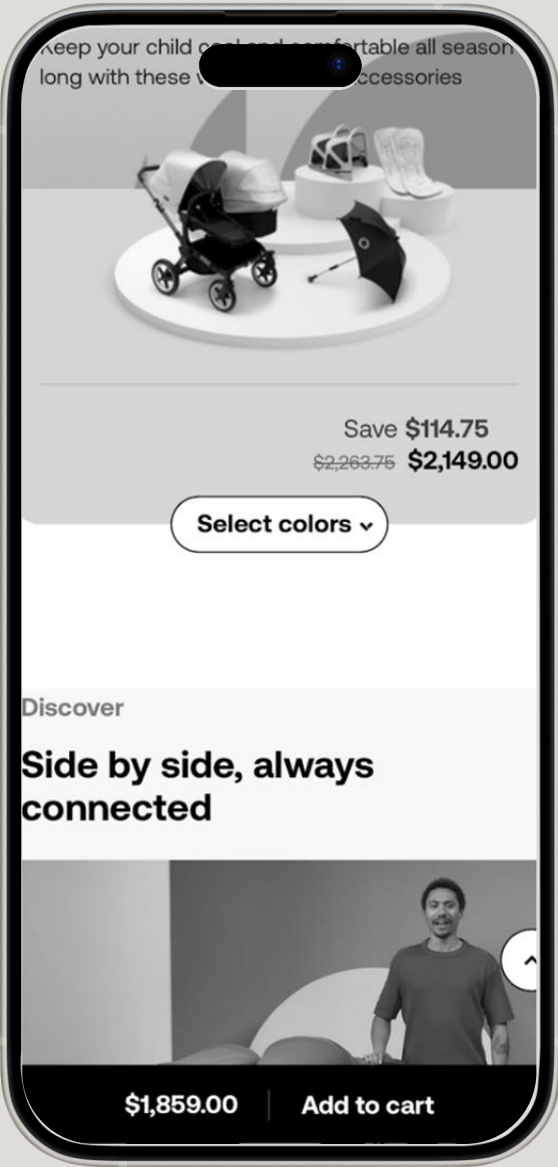
+2,9%

Gem. Order Waarde

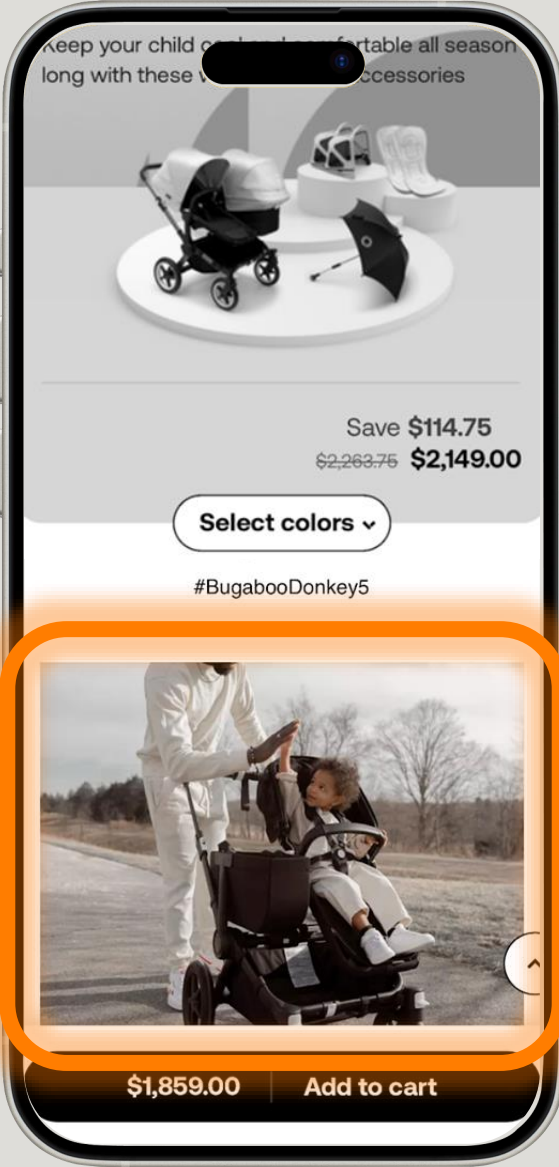
+7,5%

Cust. Sup. Aanvragen

+16,1%



Control



Control

De 2^e test

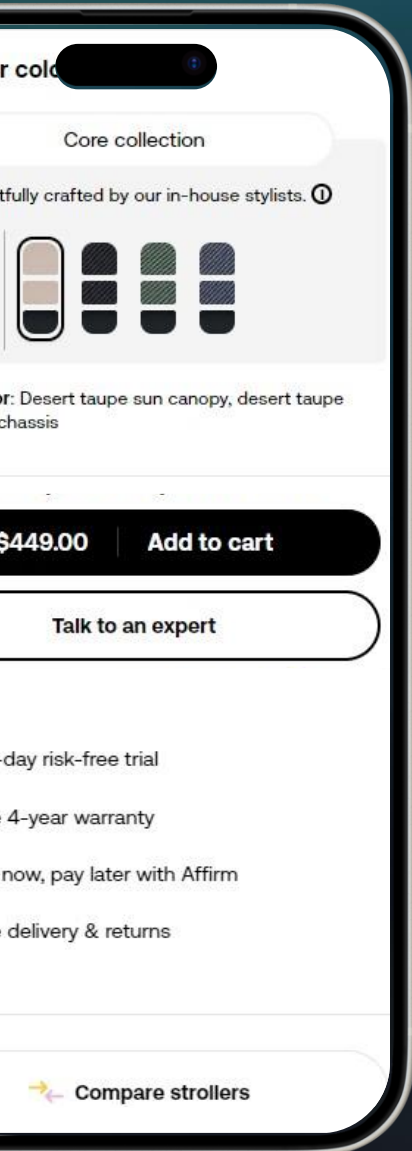
Conversie

+6,9%

Add to Cart

+4,5%



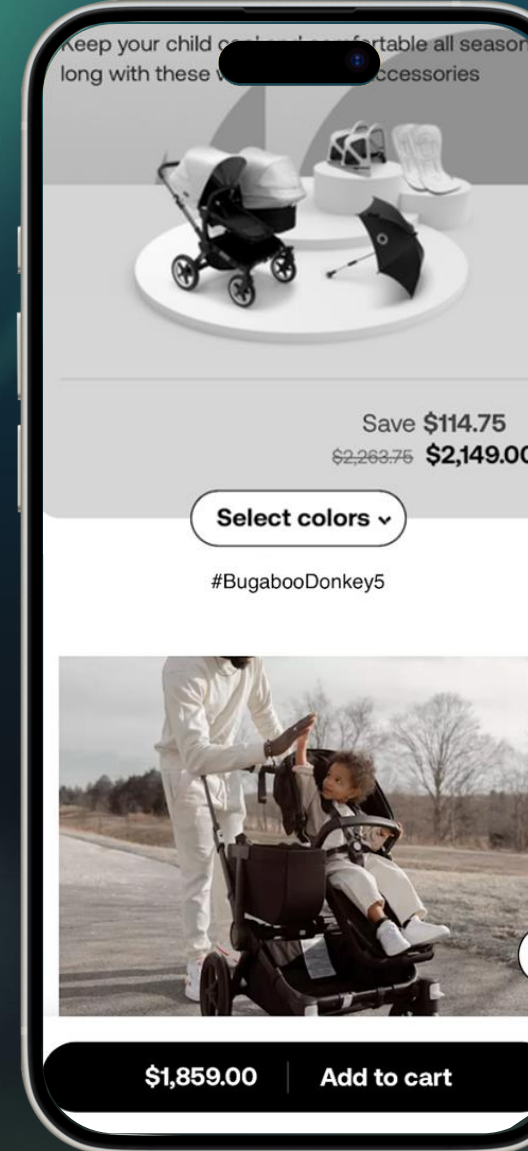


Vermijd Aannamens

Bouw geruststelling in de flow

Gebruik echte klanten als bewijs

Test, don't guess



Dank jullie wel

bugaboo



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Scan voor meer informatie