

Report

How Guided Selling Boosts Conversions by 200%

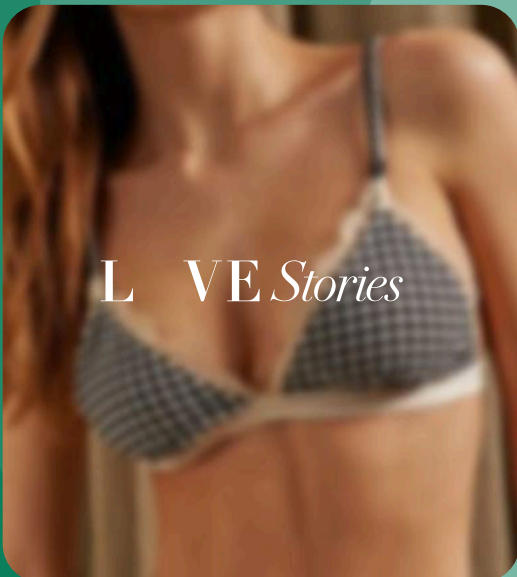
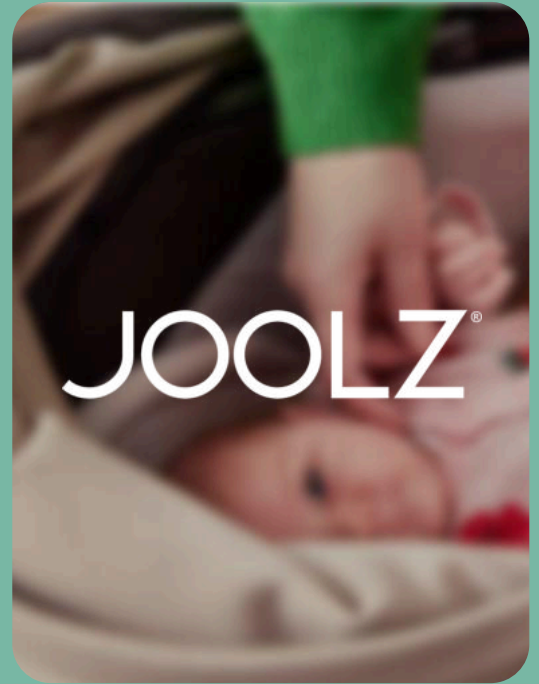
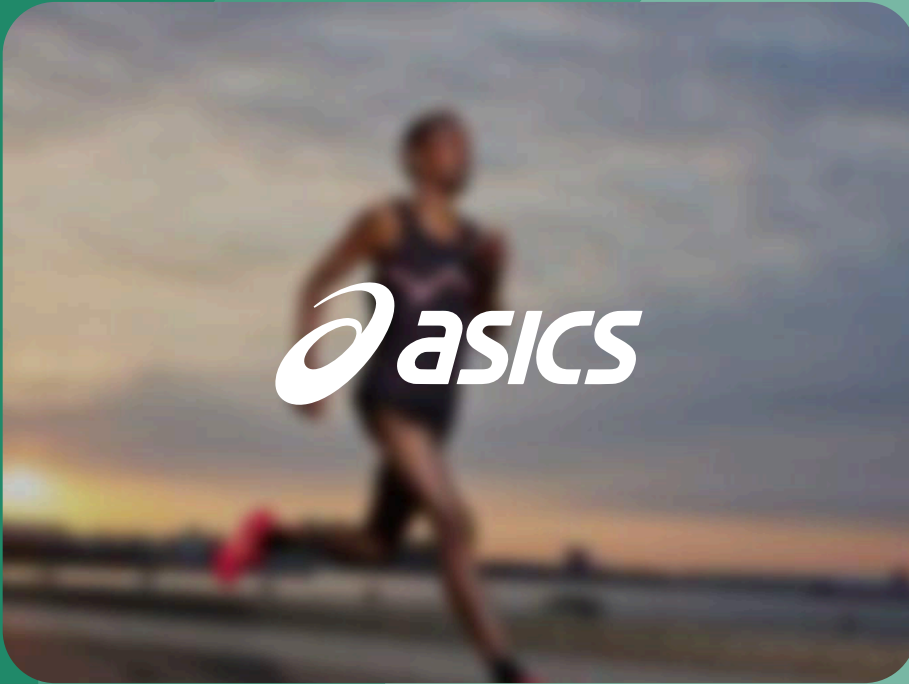


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Overview

Some of the world's leading eCommerce retailers are seeing conversion rates skyrocket by 200% after adopting Guided Selling. These tools aren't just a trend—they're completely transforming how customers shop online. In an era where decision fatigue and endless scrolling dominate, Guided Selling provides clarity and confidence, guiding shoppers to the products that fit their exact needs.

Guided selling works because it puts the customer first—helping them cut through the clutter and make smarter, faster choices. Whether it's a product advisor simplifying technical jargon or a guided quiz pinpointing the perfect match, this approach combines personalization with ease of use.

Imagine this: a shopper lands on your site, overwhelmed by choices. They're looking for a winter jacket but don't know where to start—down-filled or synthetic? Waterproof or wind-resistant? Instead of abandoning their search, they're greeted with a conversational, interactive tool that asks about their climate, style preferences, and favorite activities. In less than a minute, they're shown the perfect jacket, complete with an explanation of why it's the best choice for them.

Simply put, that's guided selling in action. It's like having a personal shopping assistant built into your website, helping customers make faster, smarter decisions while increasing your chances of closing the sale. And it works. Brands that use guided selling tools are seeing conversion rates soar, leaving their competitors in the dust.

In this report, we'll unpack the data behind these impressive results, share real-world examples, and provide actionable strategies to help you get started.

40%

of online sales are driven by recommendations from product reviews and guided selling tools.

44%

44% of shoppers are willing to switch to brands that offer personalized shopping experiences.

76%

of consumers say personalized comms prompt them to consider a brand, while 78% say it boosts the chance of repeat buying.

51%

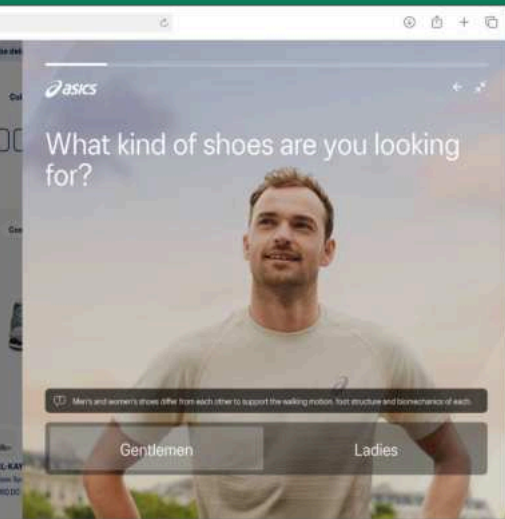
What is Guided Selling?

Guided Selling is an interactive, customer-centric shopping experience that helps online shoppers make confident and informed decisions. Think of it as a virtual shopping assistant—an intuitive tool that actively engages customers by asking the right questions and offering personalized recommendations based on their preferences and needs. Whether it's through a product advisor, an interactive quiz, or a recommendation engine, Guided Selling makes the process seamless by narrowing down options that fit the shopper's specific criteria.

What sets Guided Selling apart from traditional shopping methods is its dynamic ability to adapt to each customer's unique needs. It can continuously refine its suggestions based on the responses the shopper provides, creating a customized path to the perfect product. This level of personalization not only increases engagement, but also builds trust and confidence in the brand. It's no longer just about browsing a static catalog—it's about creating an experience that speaks directly to the customer's preferences, pain points, and lifestyle. In an age where online shoppers expect more than just products, Guided Selling provides a compelling, interactive way to shop that drives higher conversions and stronger customer satisfaction.

By leveraging these tools, brands can drastically improve conversion rates, boost average order values, and keep customers coming back for more. The success stories are clear—companies adopting Guided Selling have seen major increases in sales and customer loyalty. From improving product discoverability to providing instant product education, Guided Selling ensures that shoppers feel more confident and informed when making a purchase decision. In essence, it's the future of online shopping, one that caters directly to the needs and desires of today's consumer.

Case Study



ASICS brings the in-store experience online

THE CHALLENGE

The challenge was to assist shoppers in finding the perfect shoe while maintaining a human, informative, and personalized shopping experience. Additionally, ASICS sought to leverage this data for omni-channel personalization.

SOLUTION

ASICS partnered with Crobox to implement their Shoe Finder. It was designed to provide personalized recommendations by asking key questions about a customer's running goals, terrain preferences, and desired fit.

RESULTS

ASICS was able to guide customers effectively, reduce decision fatigue, and leverage the insights gained to enhance marketing efforts across channels. By deploying personalization at scale, ASICS successfully brought a human touch to their online shopping journey.

16X

Return on Investment

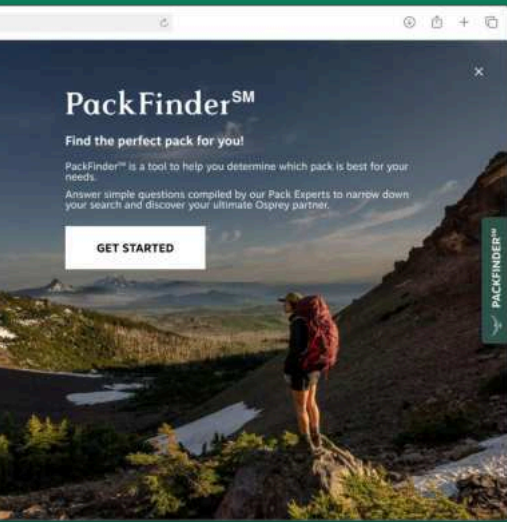
52%

Conversation Rate Uplift

15%

Average Order Value Increase

Case Study



Osprey turns confusion into conversion

- THE CHALLENGE** Osprey needed a tool to simplify decision-making, educate users on technical features, and boost confidence in purchase choices—all while maintaining a seamless online experience.
- SOLUTION** Osprey partnered with Crobox to develop the Packfinder, designed to streamline the backpack selection process. By asking simple questions and providing visually engaging results, the Packfinder helps shoppers discover the perfect pack.
- RESULTS** The Packfinder's impact extended beyond driving conversions and ROI. It provided Osprey with invaluable insights into their customer base. By analyzing user responses, Osprey gained a deeper understanding of customer segments, preferences, and needs. This data revealed trends in popular technical and lifestyle features, allowing Osprey to fine-tune its offerings and better address diverse customer journeys.

42%

Conversion Rate Uplift

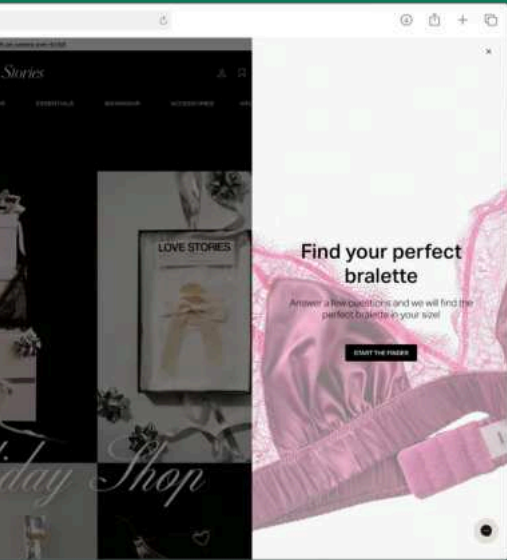
5X

Return on Investment

4%

Average Order Value Increase

Case Study



Love Stories personalizes the shopping journey

- THE CHALLENGE** Love Stories faced the unique challenge of helping customers navigate sizing while educating them on the natural fit of their signature bralettes, which differ from traditional rounded cup bras. Without in-store sales assistance, shoppers often hesitated, leading to abandoned carts.
- SOLUTION** Love Stories partnered with Crobox to implement a Fit Finder, a guided selling tool designed to match customers with the perfect bralette for their sizing, fit, and style preferences.
- RESULTS** The Fit Finder provided Love Stories with actionable insights: 37% of users didn't know their bra size, 67% preferred neutral colors, and 67% opted for more supported fits. With these improvements, they bridged the gap between online and in-store experiences, fostering greater customer confidence and loyalty.

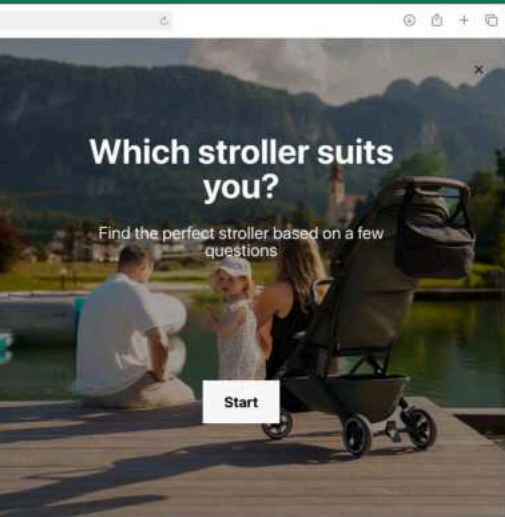
604%

Conversion Rate Increase

15%

Average Order Value Uplift

Case Study



Joolz simplifies difficult choices for parents

- THE CHALLENGE** Guiding overwhelmed parents through the decision-making process of choosing a stroller and addressing their emotional needs posed a challenge. Joolz needed a solution that could streamline the buying journey.
- SOLUTION** Joolz partnered with Crobox to implement the Buggy Finder, a guided selling tool that simplifies the decision-making process for parents. Integrated across their homepage and category pages, it asks a series of targeted questions to recommend the perfect product.
- RESULTS** The Buggy Finder transformed the eCommerce experience, demonstrating the tool's effectiveness in driving conversions. Insights enabled Joolz to optimize their platform, enhance their content, and strengthen their position as a trusted partner for new parents.

54%

Completion Rate

67%

Average Order Value

21%

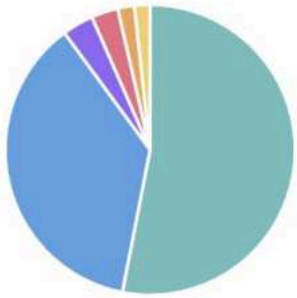
Basket-To-Detail Rate

Strategies for Guided Selling Success

To truly unlock the potential of Guided Selling, it's crucial to first understand your customer's needs and pain points. Start by asking the right questions at the right moments. Shoppers don't just want to know what products are available; they want recommendations that align with their unique preferences. Whether it's a product quiz, a personalized recommendation engine, or an interactive advisor, these tools need to guide customers through the decision-making process with clarity. When done right, this guidance eliminates decision fatigue and builds confidence, helping customers feel secure in their purchasing choices.

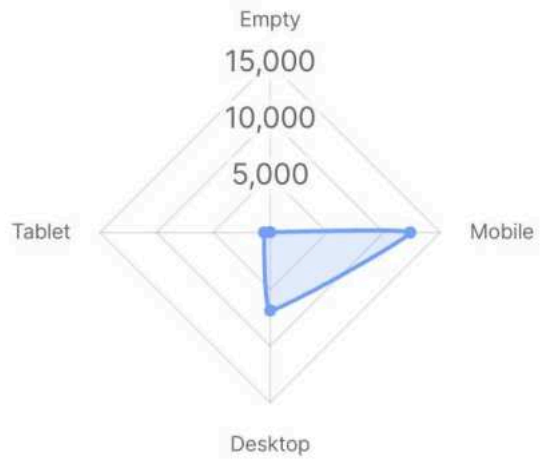
Next, make sure your Guided Selling experience is seamless and user-friendly. Your solution should feel natural, easy to use, and integrated within the broader shopping experience. For instance, placing a product advisor directly on product pages or offering an instant recommendation engine that provides tailored suggestions after answering a few questions can make a big difference. This is where tools like Crobox's Product Advisor shine, offering intuitive, data-driven recommendations that adapt in real-time to each user's responses. By integrating such a tool into your website, you're not only providing personalized assistance but also gathering valuable insights into shopper preferences that can enhance future interactions.

Finally, continuously optimize the experience to keep it fresh and relevant. Regularly update the questions, refine product recommendations based on changing trends, and A/B test different approaches to see what resonates best with your customers. Guided Selling is a dynamic process, and it thrives when constantly evolving with your audience's needs. Solutions like Crobox are designed to support this iterative process, offering robust analytics and data insights that allow you to fine-tune your strategy. By making data a core part of your approach, you can ensure that your Guided Selling tools evolve alongside your customers, driving engagement, loyalty, and increased conversions over time.



United Kingdom ● Norway ● Sweden ● Denmark ● Switzerland

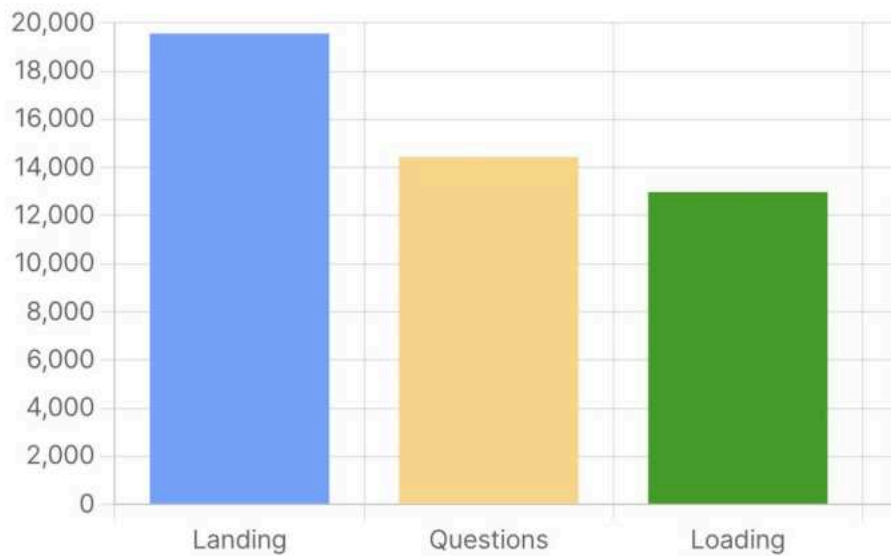
Total Sessions by Device Type



Finder Opens over time



Finder Funnel



Finder Completions
12,724

About Us

Crobox is redefining Guided Selling by transforming product content and creating engaging Digital Product Advisors that seamlessly connect customer needs with product benefits. Our solutions empower shoppers to make confident, informed decisions in a stress-free environment, backed by our deep expertise in behavioral psychology, eCommerce, and data-driven insights.

Curious for more? [Book a Demo](#)