

**Case Study – City Beach Australia – Integrating Google Analytics, Feedback Analytics to Create Virtual Hangout**  
*“Since we’ve launched the new site and started using Kampyle, our sales have increased by 30 percent and our conversion rate on the site is up by 25 percent.”*



**Industry:** Surfing, skating and urban fashion  
**Using Kampyle for:**  
3 months

*“We didn’t have any information regarding what customers think of the site. Kampyle jumped out as a quick and easy way to do this.”*

*“The integration with Google Analytics is excellent and has given us some predictive assessments along the way.”*

*Since implementing its new Web site initiatives based on feedback from Kampyle, City Beach Australia has seen a 30 percent increase in online sales and a 25 percent increase in conversion rates.*

**About the company:** With 60 physical stores across Australia, City Beach caters to 13- 24-year-olds who love skating, surfing and urban fashion. City Beach Australia provides a unique place to shop by making its stores fun places to hang out, with skate parks, DJs and other diversions to augment its apparel and accessory offerings. City Beach Australia not only offers great apparel but a diverse experience and culture.

**The Problem:** City Beach Australia had worked hard to create a sense of the beach lifestyle in its physical stores, creating a strong brand culture and community. The company wanted to replicate that atmosphere on its new Web site, relying heavily upon social media to give its customers a way to hang out virtually. City Beach needed a mechanism for visitors and prospects to deliver feedback regarding the site’s ambiance, appearance, products and functionality.

**The Solution:** After exploring several options, City Beach Australia selected Kampyle Feedback Analytics as its solution for creating a real-time communications channel with its community of customers. City Beach Australia has integrated its customer feedback with Google Analytics for a complete picture of user behavior and motivation on the site. The company has quickly mastered Kampyle’s management application and is dispersing actionable customer feedback to stakeholders in its marketing, e-commerce and contact center departments.

**Benefits and results:** The company fielded 850 feedback forms in its first month of using Kampyle. City Beach anticipated that it might receive feedback regarding its shopping cart process but quickly learned that customers were happy in this area, so they let the customers guide their enhancement process instead. The customer input has been incredibly positive and user feedback has led City Beach to make some site changes and updates, with significant results.

Paul Downs, City Beach Australia’s CIO, said, “Kampyle tells me loud and clear what our customers are thinking about their shopping needs and our site, which has allowed me to make some tweaks to its look and feel and the flow within the site. Both sales and conversion rates are up in less than three months as a result of the direct feedback. With Kampyle, we can now create a real dialogue with customers online, helping us develop more personalized relationships.”



<http://www.citybeach.com.au/>

[Kampyle for Websites](#) - is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.