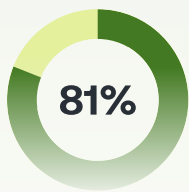


Turning feedback into forests

Consumers care about the planet –



81%

in fact, 81% of them prefer to buy from sustainable sellers.

Yet three in four people question whether brand ESG claims are genuine. If businesses want to drive up their sales, they need to build a green brand image and expand their positive impact on the world.

But enforcing truly impactful ESG initiatives can be a challenge. Where do you start, and how do you know they are effective?

Introducing Treefo. Developed in partnership with Ecologi, it enables you to plant trees for the reviews you collect. This not only motivates more customers to leave feedback but also shows that you embrace sustainability, encouraging people to buy from you again. All you have to do is sign up, and we'll take care of the rest.

Why sign up?



Boost your green credentials

It goes without saying that the more trees you plant, the more you help reduce carbon emissions. Operating sustainably will enable you.



Convert more customers

People are more environmentally conscious than ever before, so they want to shop with brands that champion sustainability.

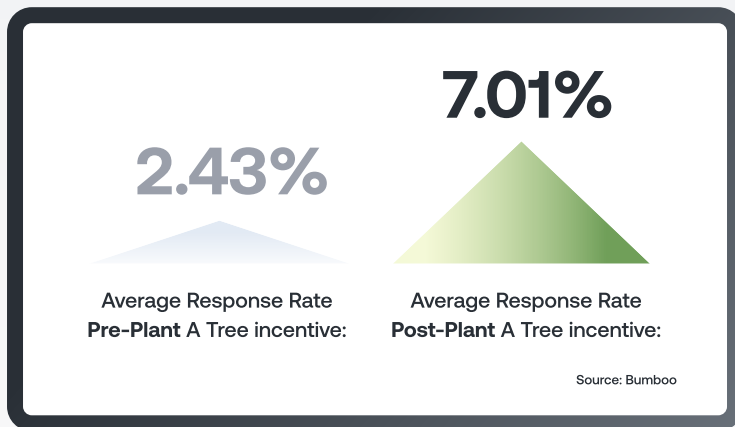


Collect more feedback

If you want your customers to share their data, you need a strong and enticing value exchange. Treefo rewards people for leaving feedback.

Boosting response rates for a toiletries retailer

- ◆ Our client was on a mission to encourage sustainable living and give back to the planet.
- ◆ They wanted to meet their customers' environmental expectations and gather more feedback.
- ◆ By planting a tree for every review collected, they were able to bring two worlds together, offsetting carbon emissions while increasing response rates.
- ◆ Gathering more feedback also enabled the client to demonstrate their sustainable ethos to customers and boost their conversion rates.



↑ **2.9x**
increase in
reviews collected

Contact us

Treefo is the solution you need to boost your sustainability credentials and gather more customer reviews. Start turning feedback into forests today.

Call +1 857-217-4130
Email letschat@feefo.com

feefo.com

