EQOM

Today’s agenda

Case study

Today's agenda

Case study

Processes

Make processes sexy

It has everything to do with the products we sell

Today, we are gonna talk about sex toys

Teazers
COUPLE VIBRATOR
COUPLE VIBRATOR
Teazers
EasyToys
LUBE & COUPLE VIBRATOR

Sex sells,
but probably
not in the way you think

When considering to purchase a product, you might want to....

Try on before deciding

When considering to purchase a product, you might want to....

✗

Try on before deciding

When considering to purchase a product, you might want to....

✕

Try on before deciding

Teazers
COUPLE VIBRATOR
COUPLE VIBRATOR

Ask a friend’s opinion

When considering to purchase a product, you might want to....

✕

Try on before deciding

Teazers
COUPLE VIBRATOR
COUPLE VIBRATOR

✕

Ask a friend’s opinion

When considering to purchase a product, you might want to....

✗

Try on before deciding

Teazers
COUPLE VIBRATOR

✗

Ask a friend's opinion

See someone using it

When considering to purchase a product, you might want to....

✕

Try on before deciding

Teazers
COUPLE VIBRATOR
COUPLE VIBRATOR

✕

Ask a friend’s opinion

✕

See someone using it

When considering to purchase a product, you might want to....

✕

Try on before deciding

Teazers
COUPLE VIBRATOR

✕

Ask a friend's opinion

✕

See someone using it

Advertise it normally

When considering to purchase a product, you might want to....

✗

Try on before deciding

Teazers
COUPLE VIBRATOR
COUPLE VIBRATOR

✗

Ask a friend's opinion

✗

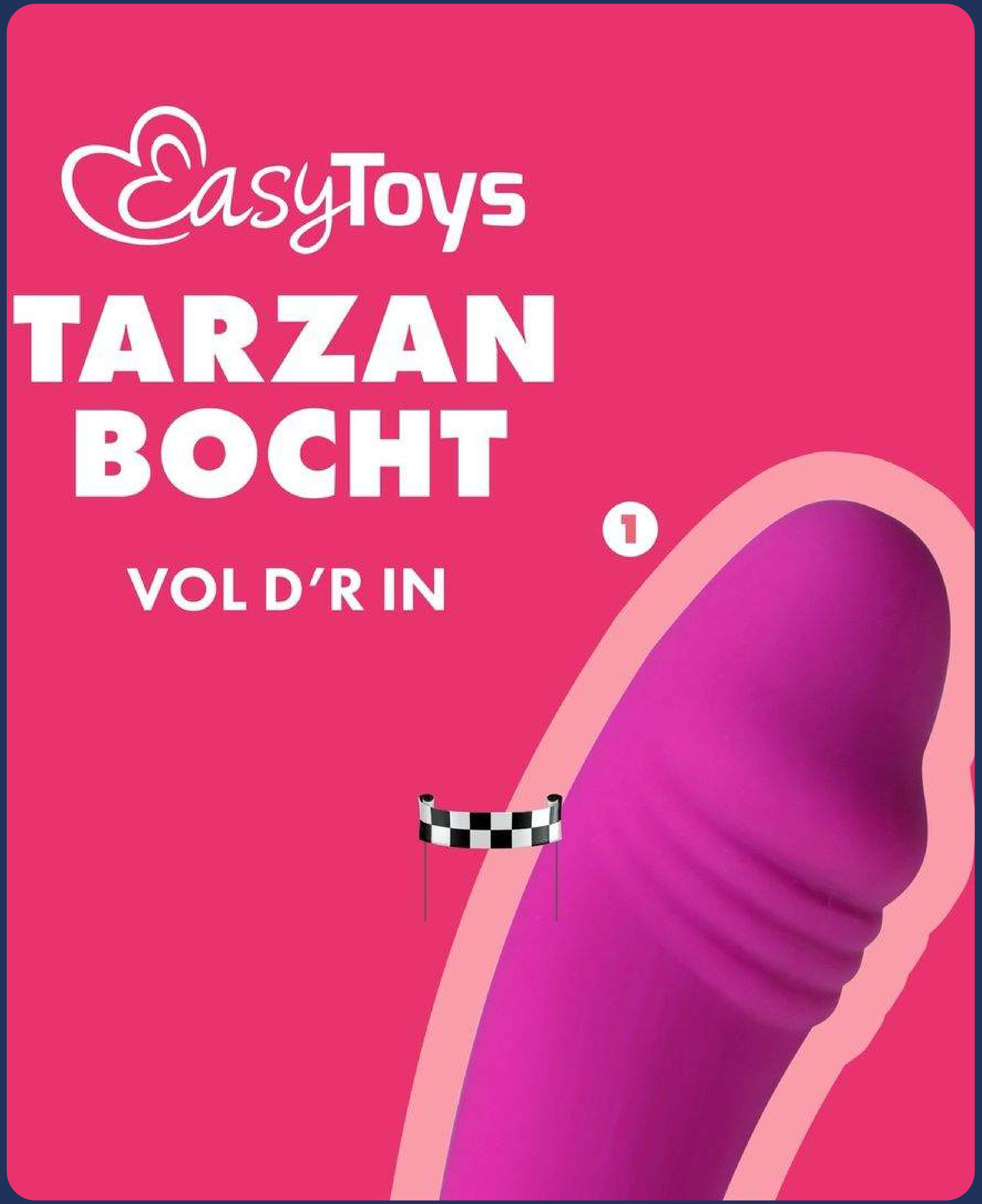
See someone using it

✗

Advertise it normally

Welcome to our world

EasyToys
TARZAN BOCHT
VOL D'R IN!
HILLENAAR
NOMOBO


EasyToys
TARZAN BOCHT
VOL D'R IN
1

EasyToys
EasyToys
ISBEZORGSERVICE
Wij komen altijd
EasyToys
EasyToys
THUISBEZORGSERVICE
Wij komen altijd
MEGA
EA-SY-69

EQOM

EasyToys

AMORELIE

kondomeriet

christine le duc

nytelse♥no

ONE-DC

BEATE UHSE

adam & eve

PABO

Today’s agenda

- Case study
- Processes
- **Emotions**

Emotion sells

EQOM
GROUP

From Specs to Sensations:
What sex toys can teach about leveraging emotions in the ‘jungle’ of choice

Camila Dutzig

Conversion Hotel 2025

Unsexy processes deliver sexy results

The boring operational process…or….

Research

A survival skill

Research

**Map
the terrain**

The boring operational process…or….

Research

Map
the terrain

Experiment

A survival skill

Research

Map the terrain

Experiment

Explore the unknown

The boring operational process...or....

Research

Map
the terrain

Experiment

Explore
the unknown

Analyze

Unsexy processes deliver sexy results

Research

Map
the terrain

Experiment

Explore
the unknown

Analyze

Dig below
the surface

The boring operational process…or….

Research

Map
the terrain

Experiment

Explore
the unknown

Analyze

Dig below
the surface

Scale up

A survival skill

Research

Map
the terrain

Experiment

Explore
the unknown

Analyze

Dig below
the surface

Scale up

Build
on your
discoveries

A question for the audience

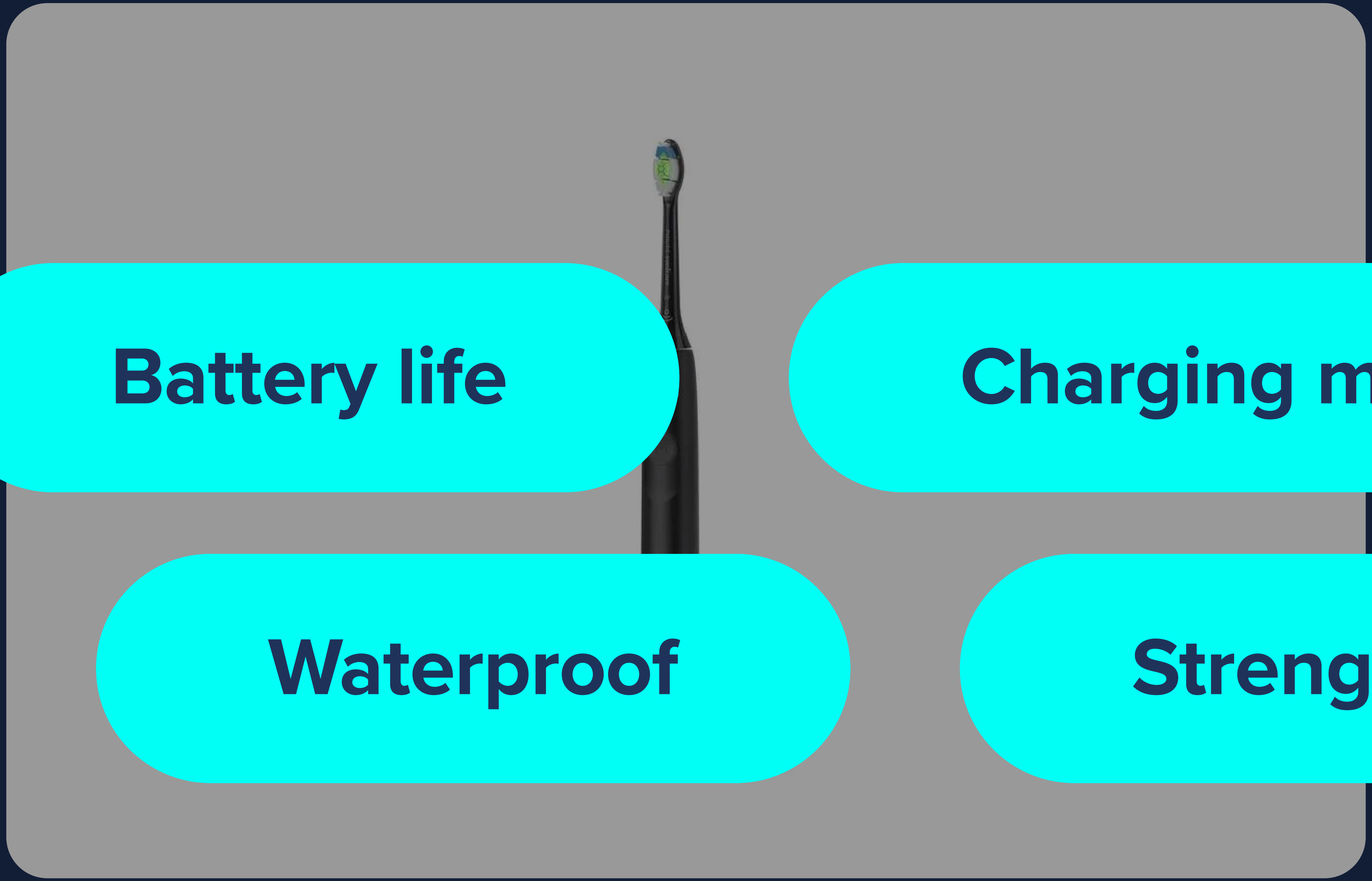
PHILIPS
sonicare

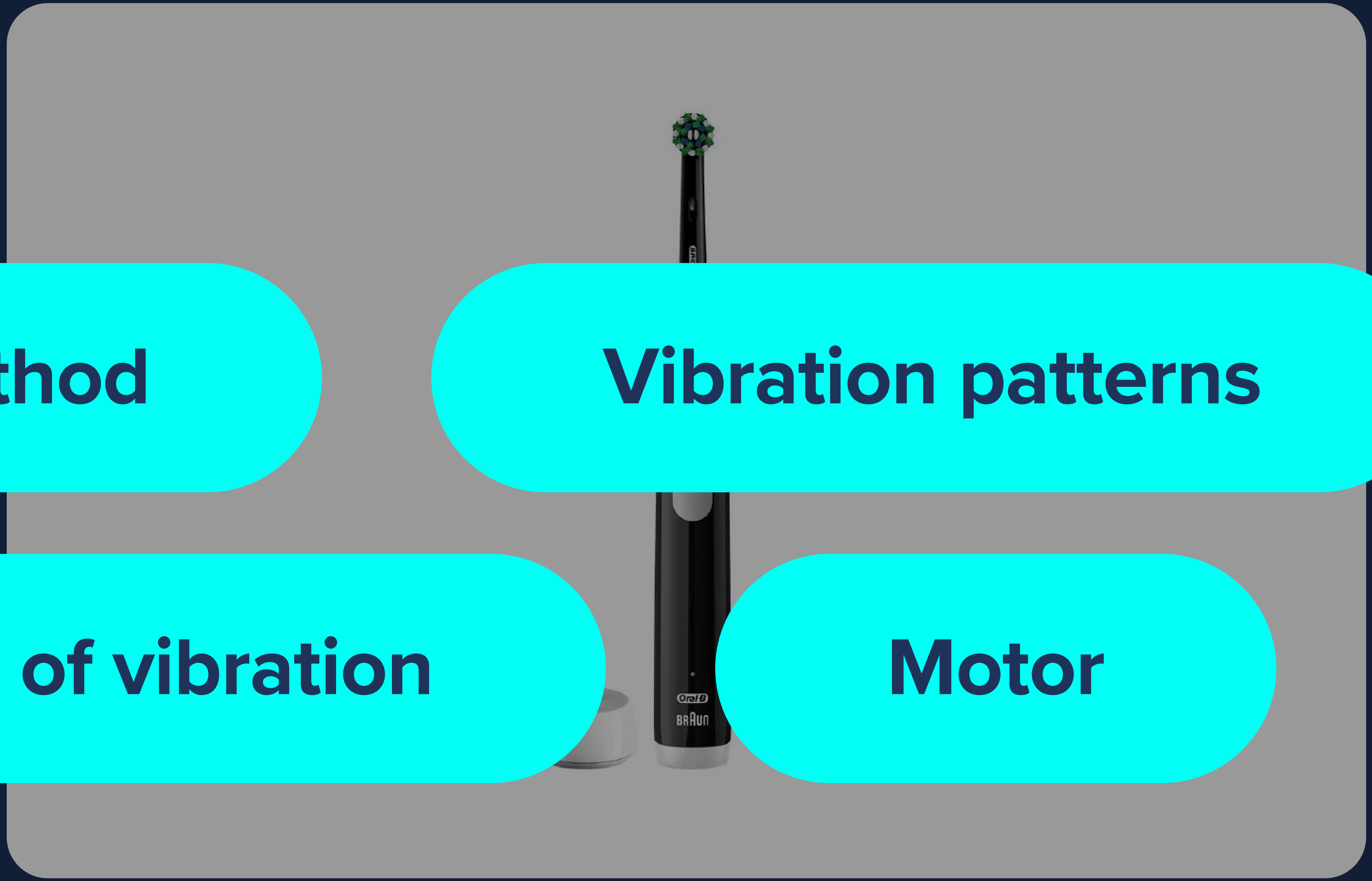
Purchasing Criteria

PHILIPS
sonicare

Oral B
BRAUN

Purchasing Criteria

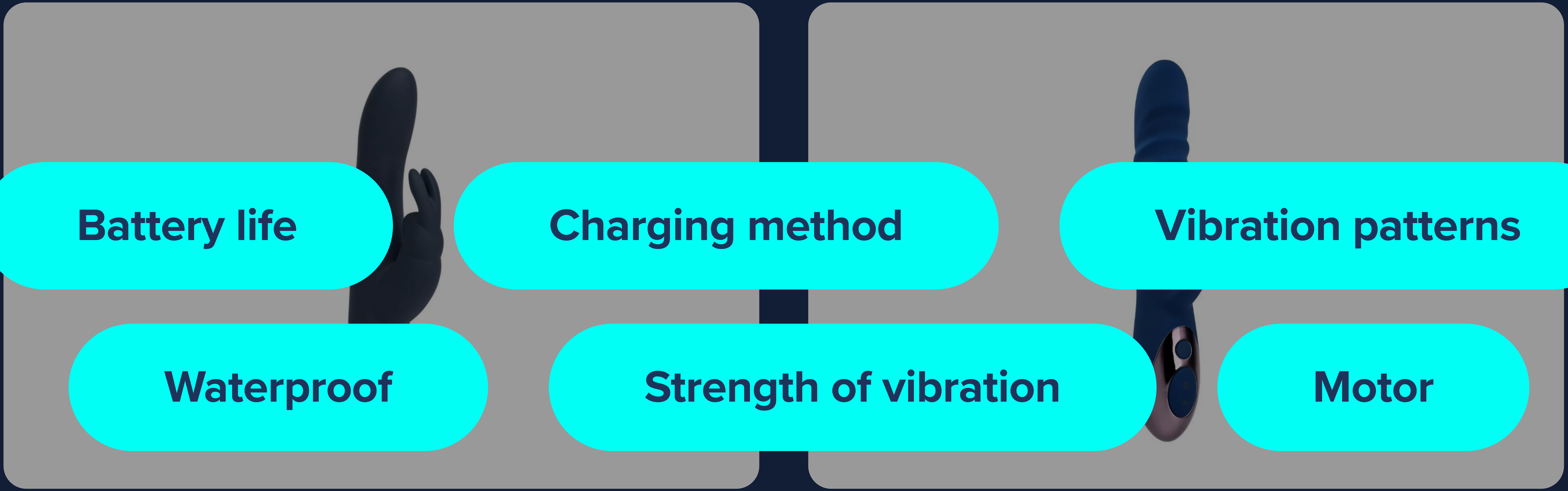




- Battery life
- Charging method
- Vibration patterns
- Waterproof
- Strength of vibration
- Motor

Purchasing Criteria

Purchasing Criteria

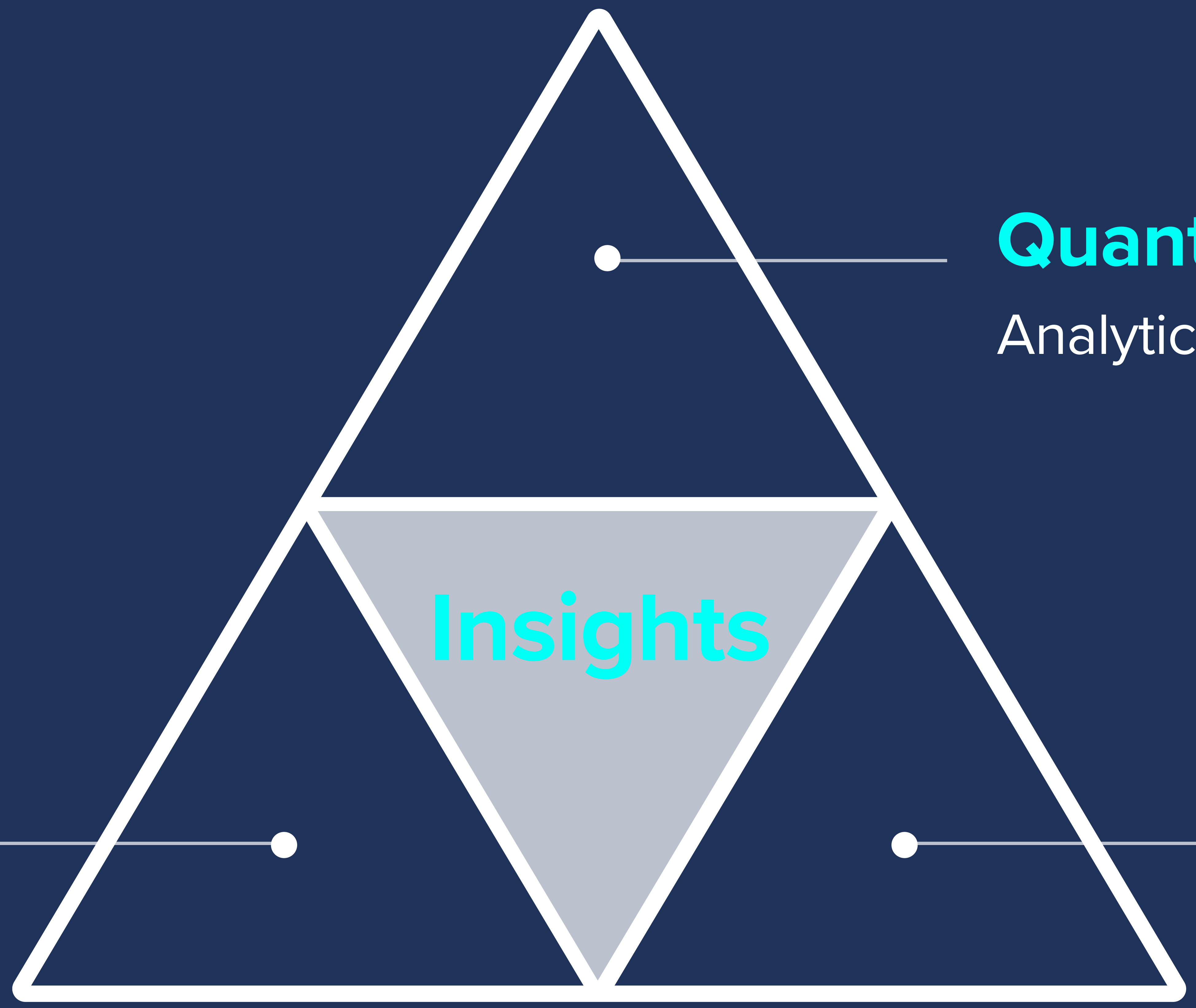


- Battery life
- Charging method
- Vibration patterns
- Waterproof
- Strength of vibration
- Motor

01 | **Research** | Map the terrain

How do you buy a sex toy?

Methodological research triangulation



Quantitative data

Analytics

Behavioral science

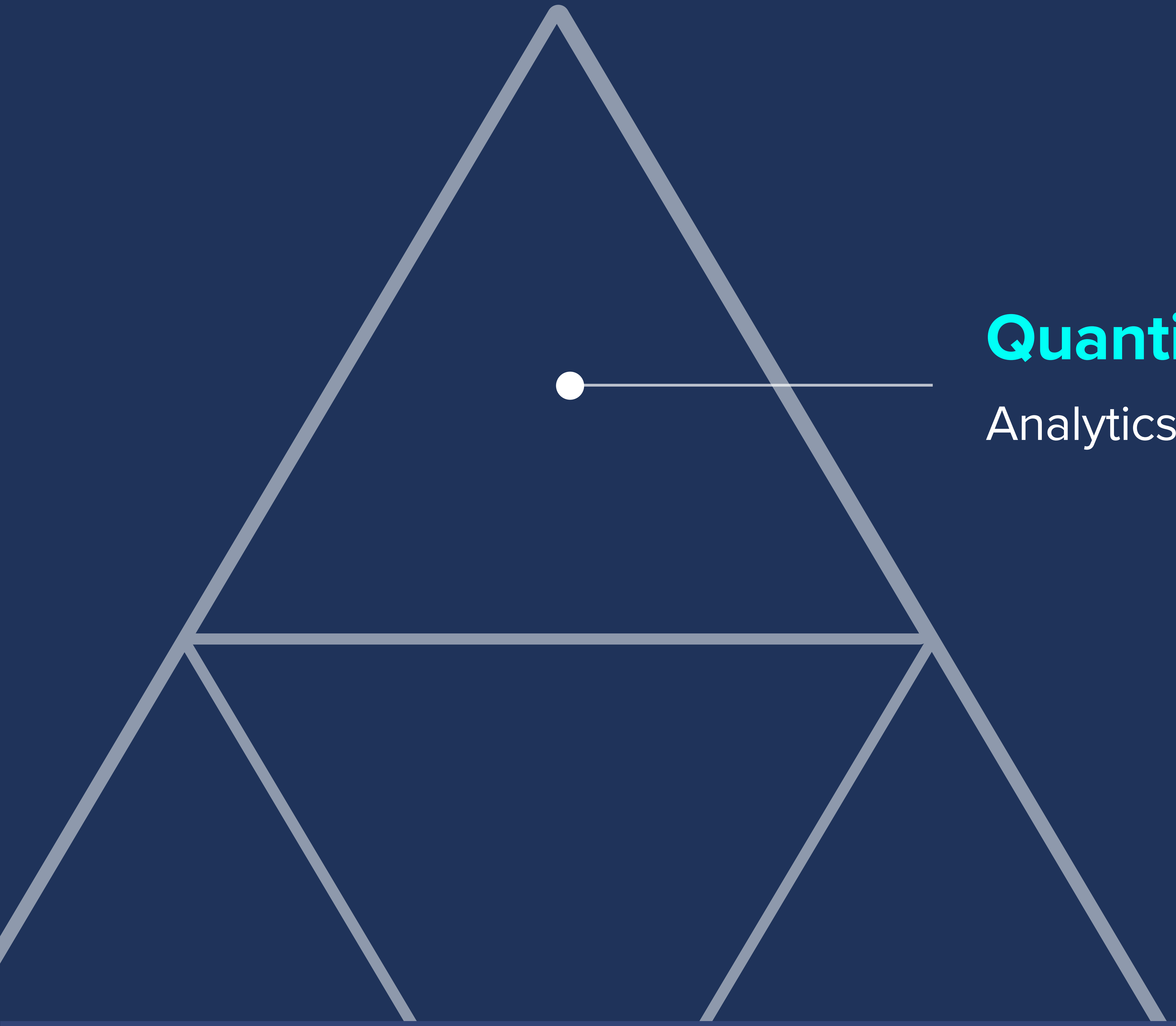
Psychology

Qualitative data

User feedback

What the data tells us

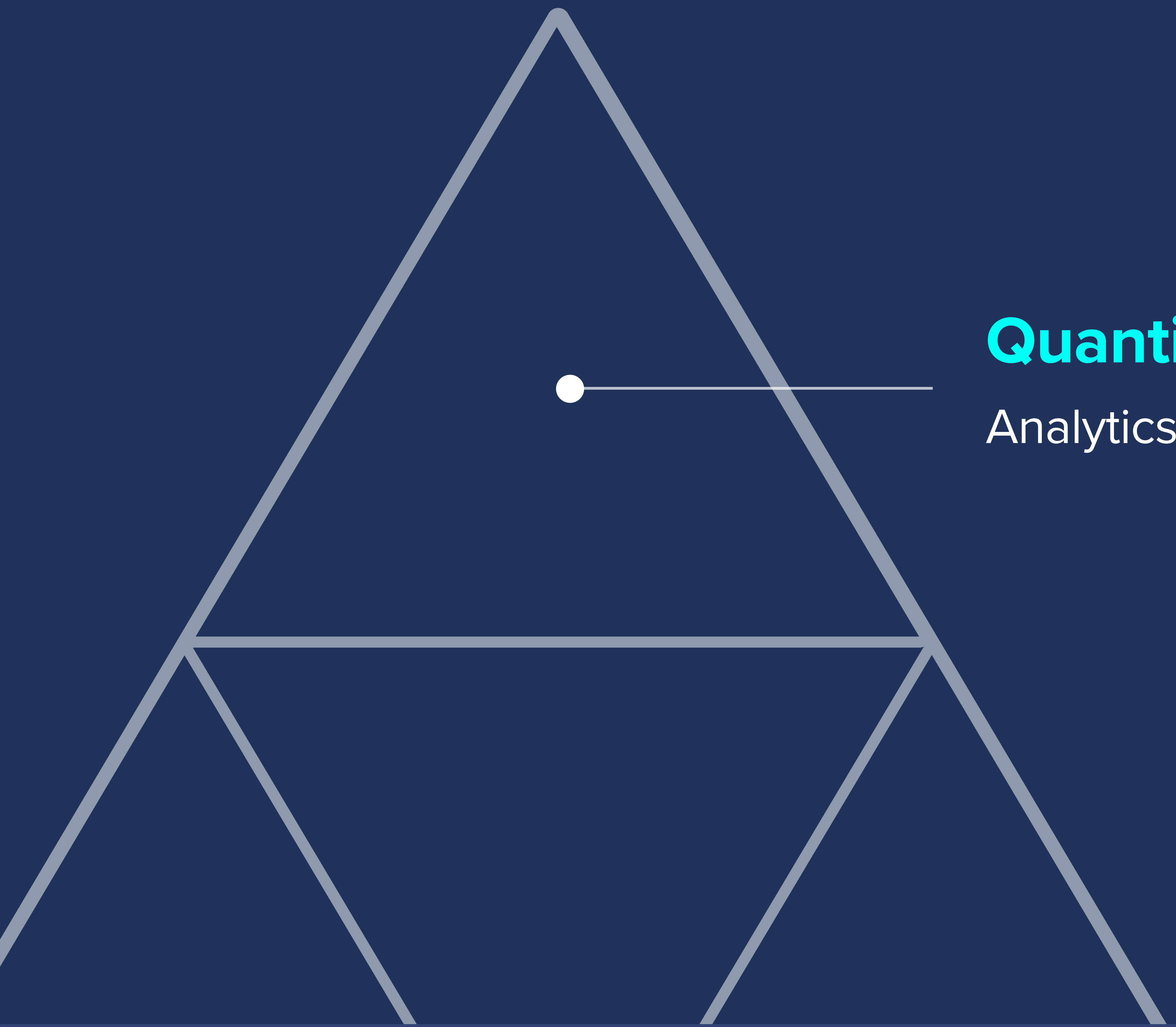
What the data tells us



Quantitative data

Analytics

What the data tells us



Quantitative data

Analytics

Higher page visits

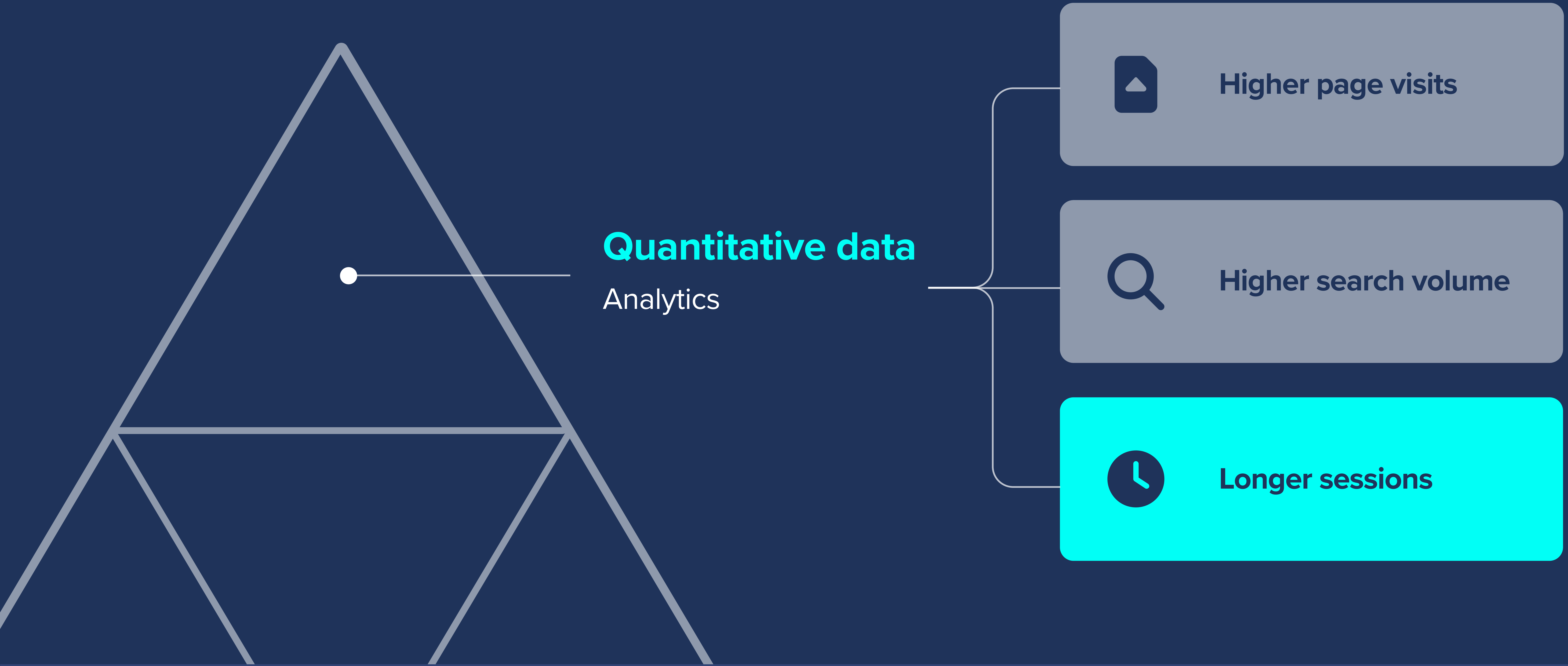
What the data tells us

Quantitative data

Analytics

- Higher page visits
- Higher search volume

What the data tells us



Quantitative data

Analytics

- Higher page visits
- Higher search volume
- **Longer sessions**

What the data tells us

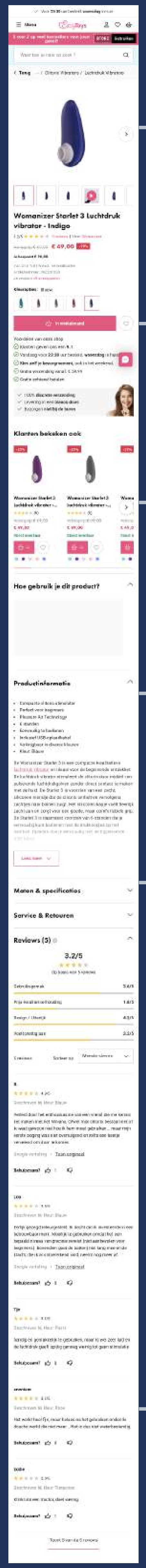


Image Gallery

Add to Cart button

Recommendations

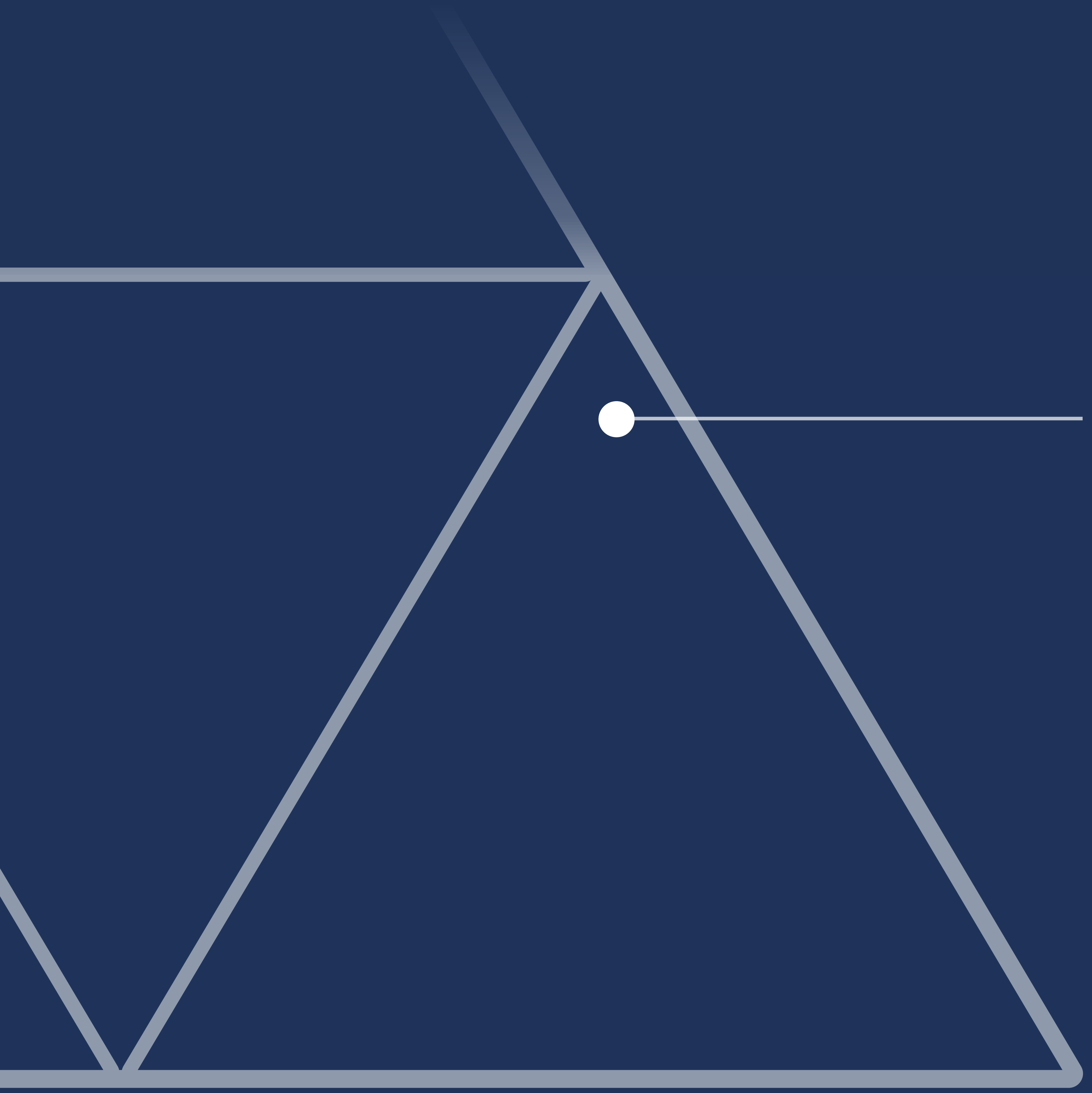
Description

Specifications

Reviews **25 %**

What people tell us

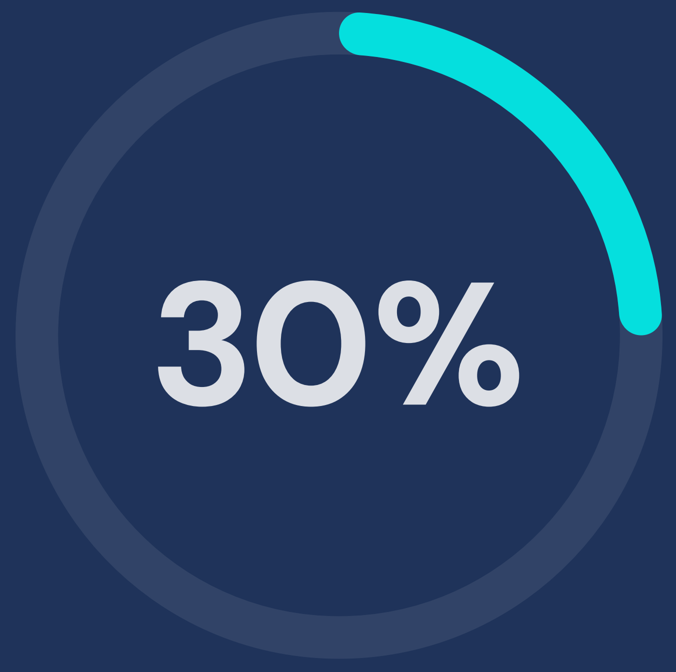
What people tell us



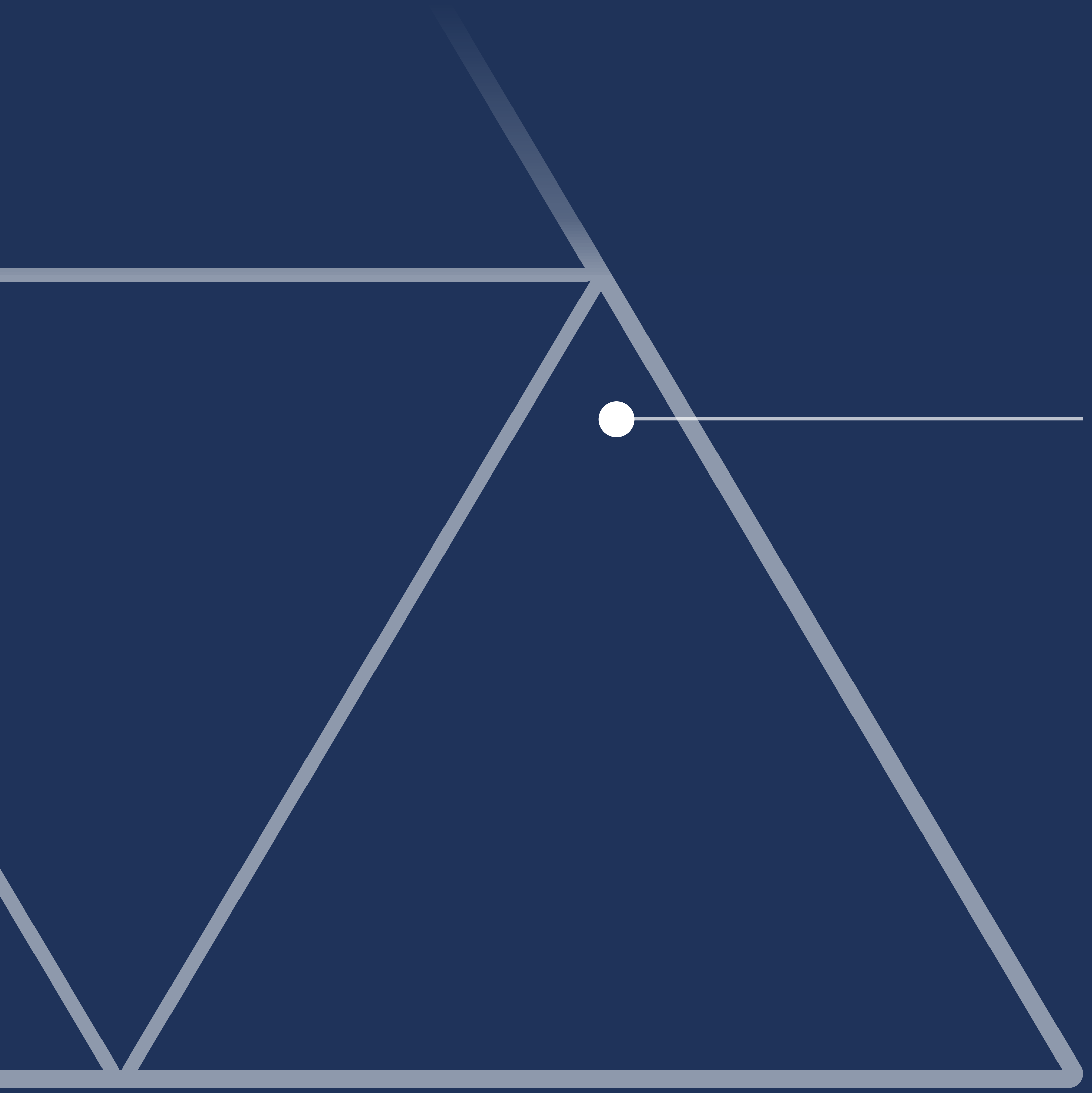
Qualitative data

User research

What people tell us



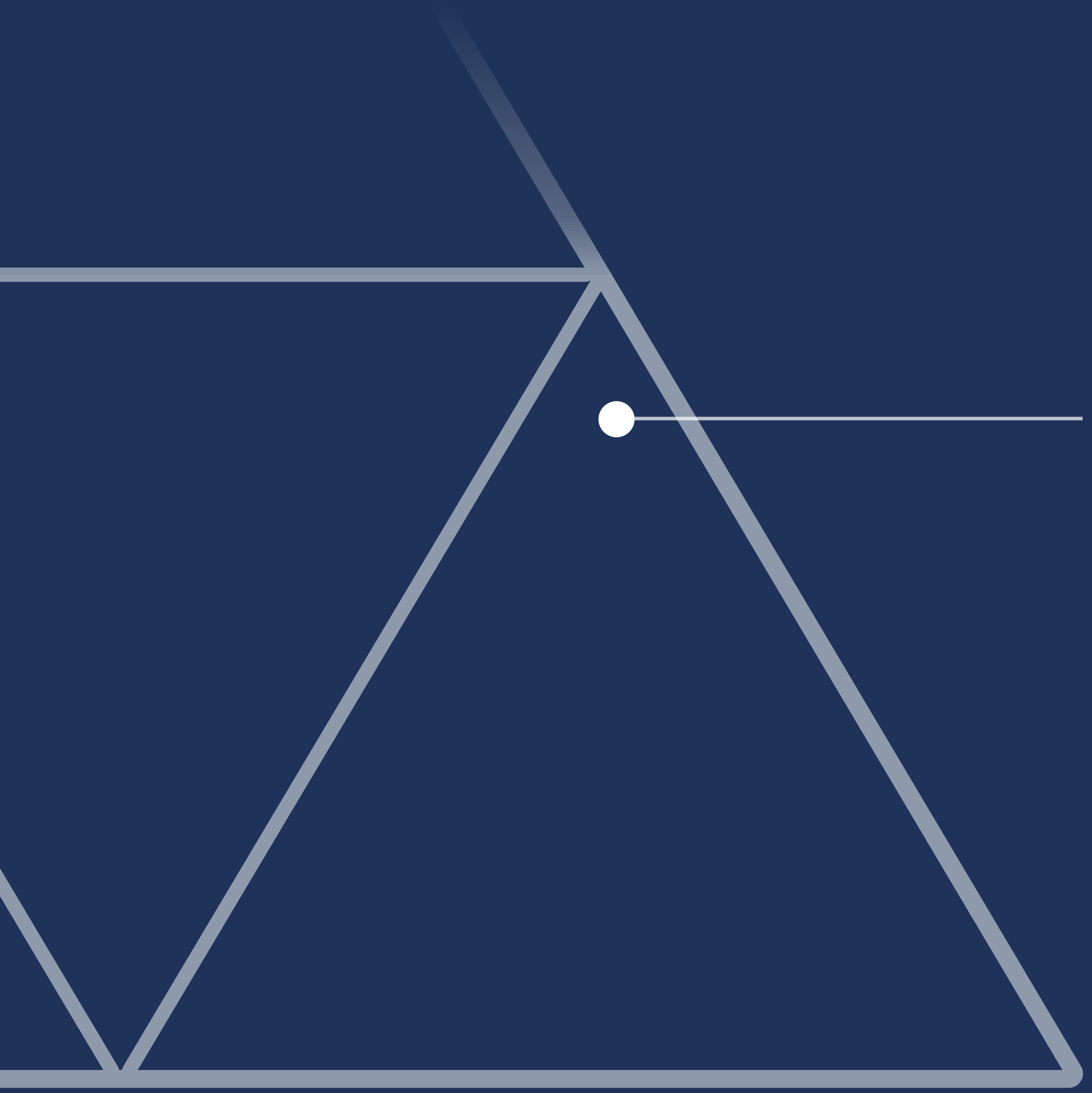
Treat myself



Qualitative data

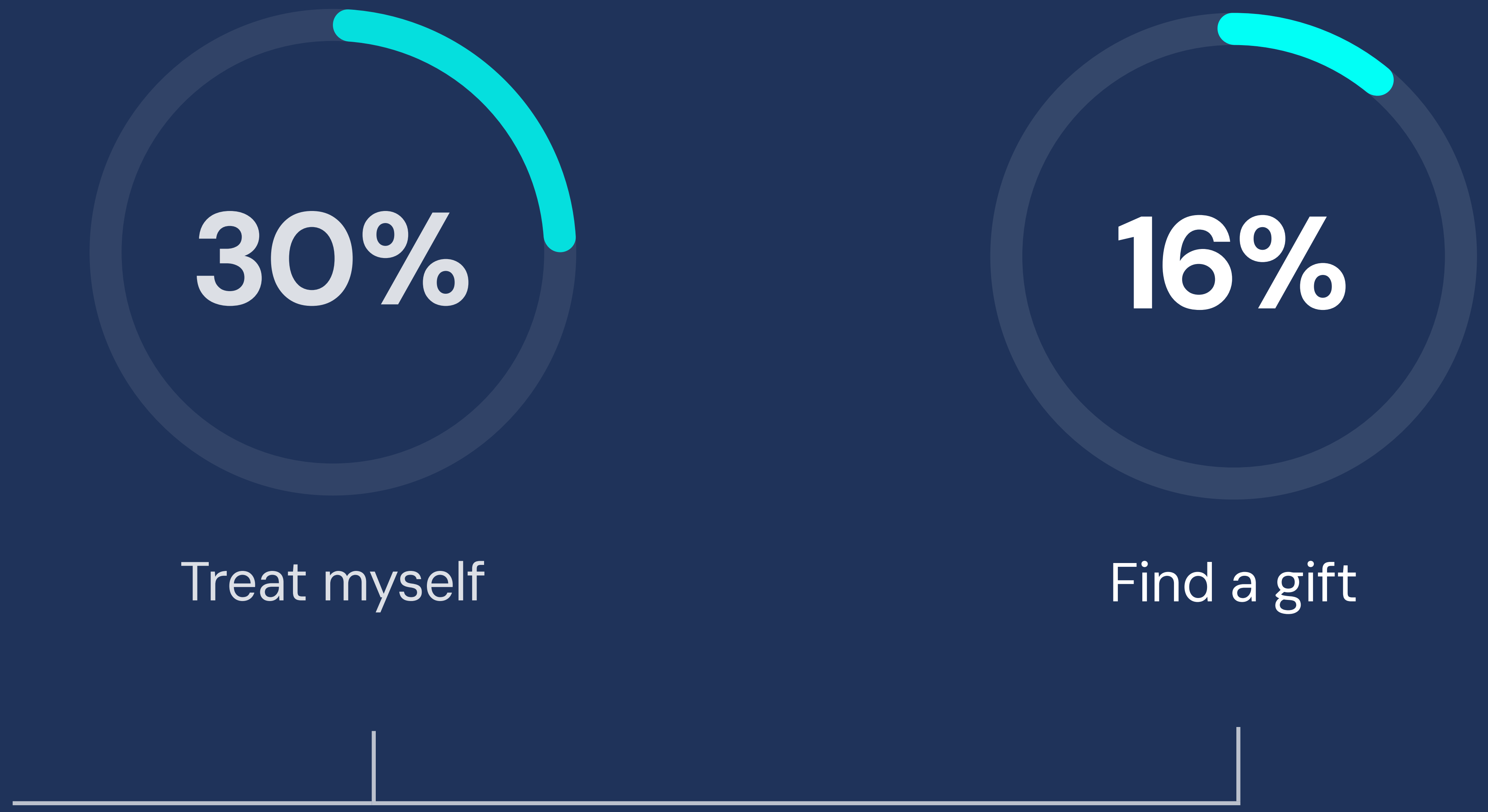
User research

What people tell us

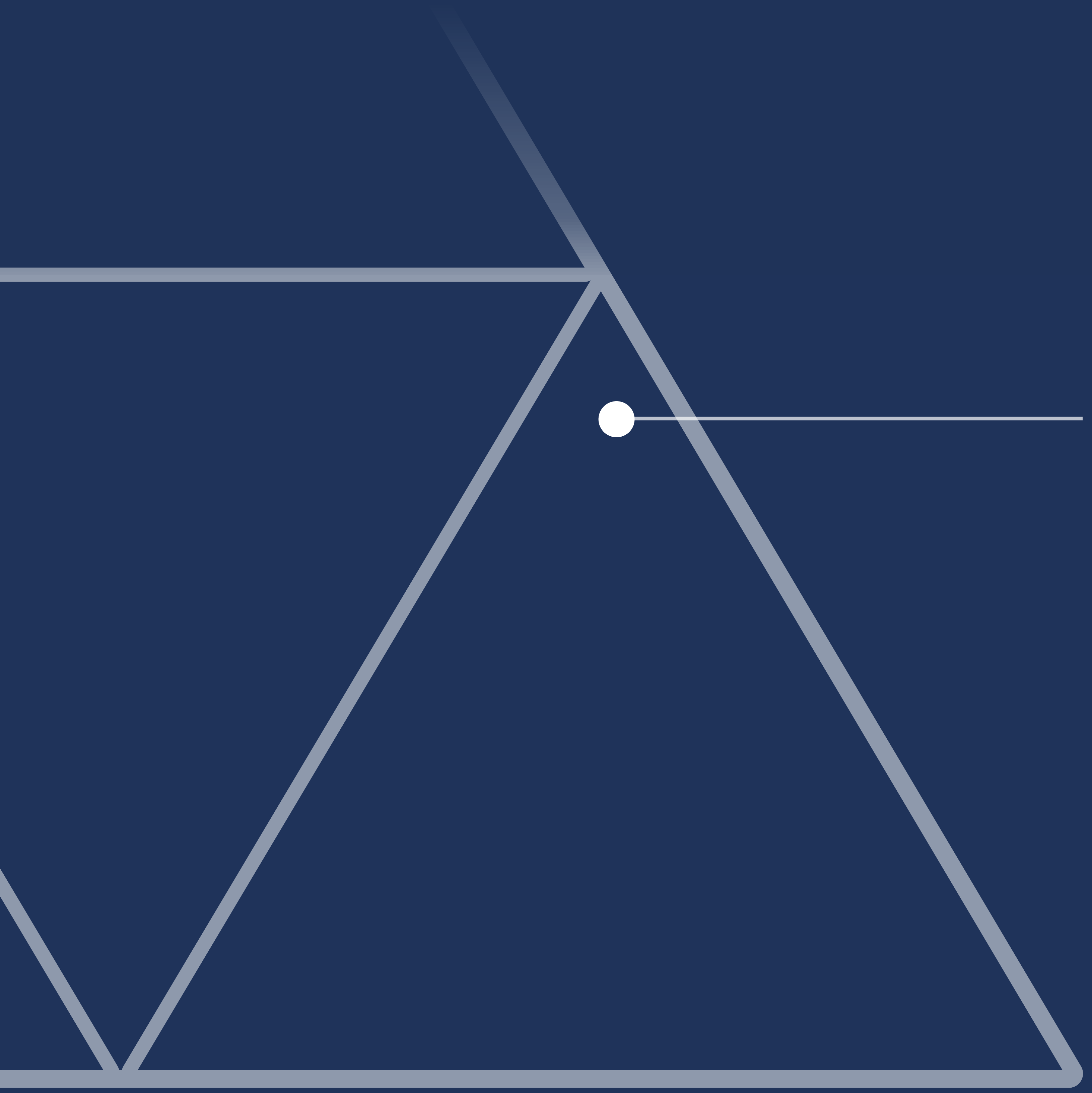


Qualitative data

User research

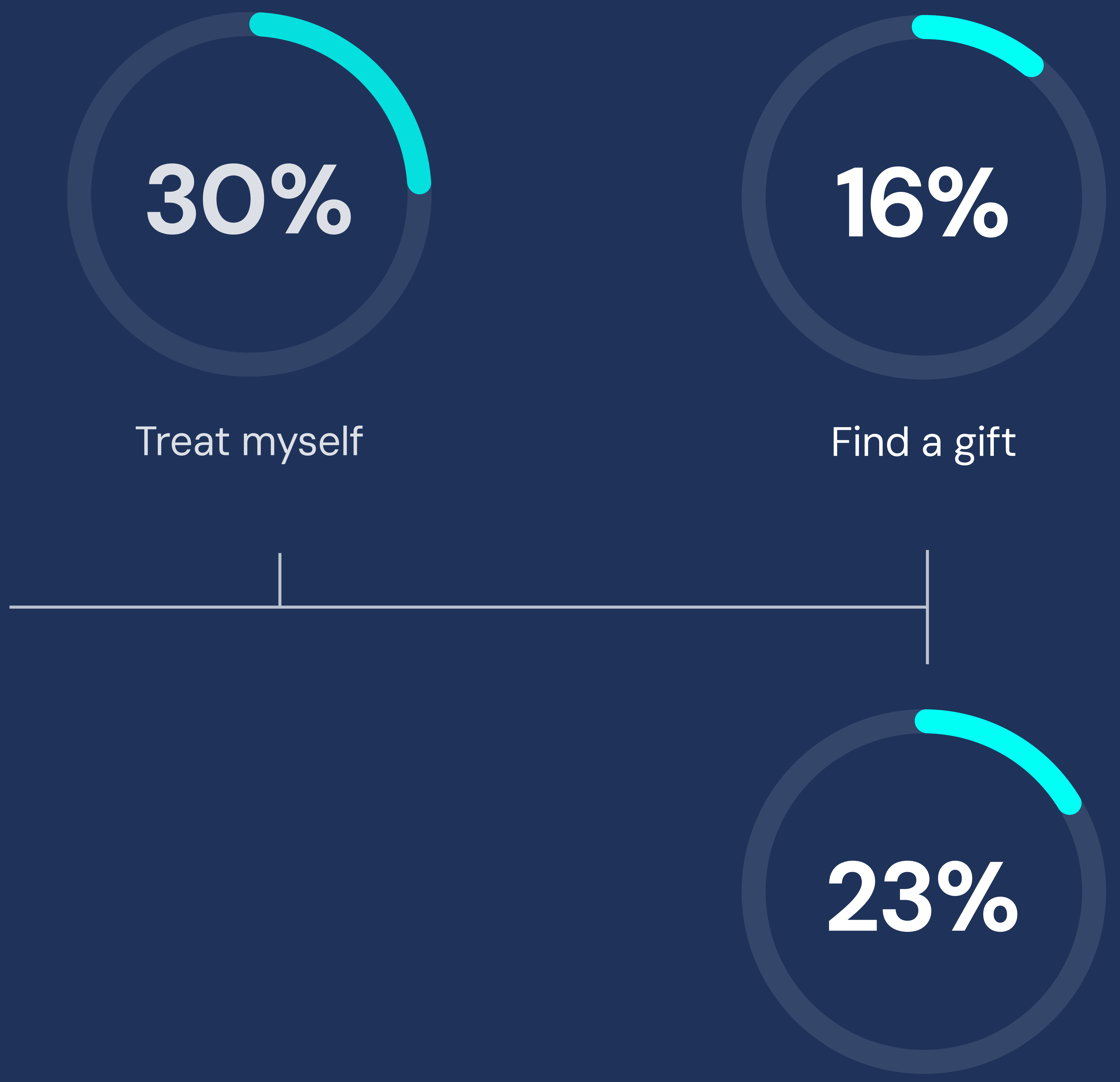


What people tell us



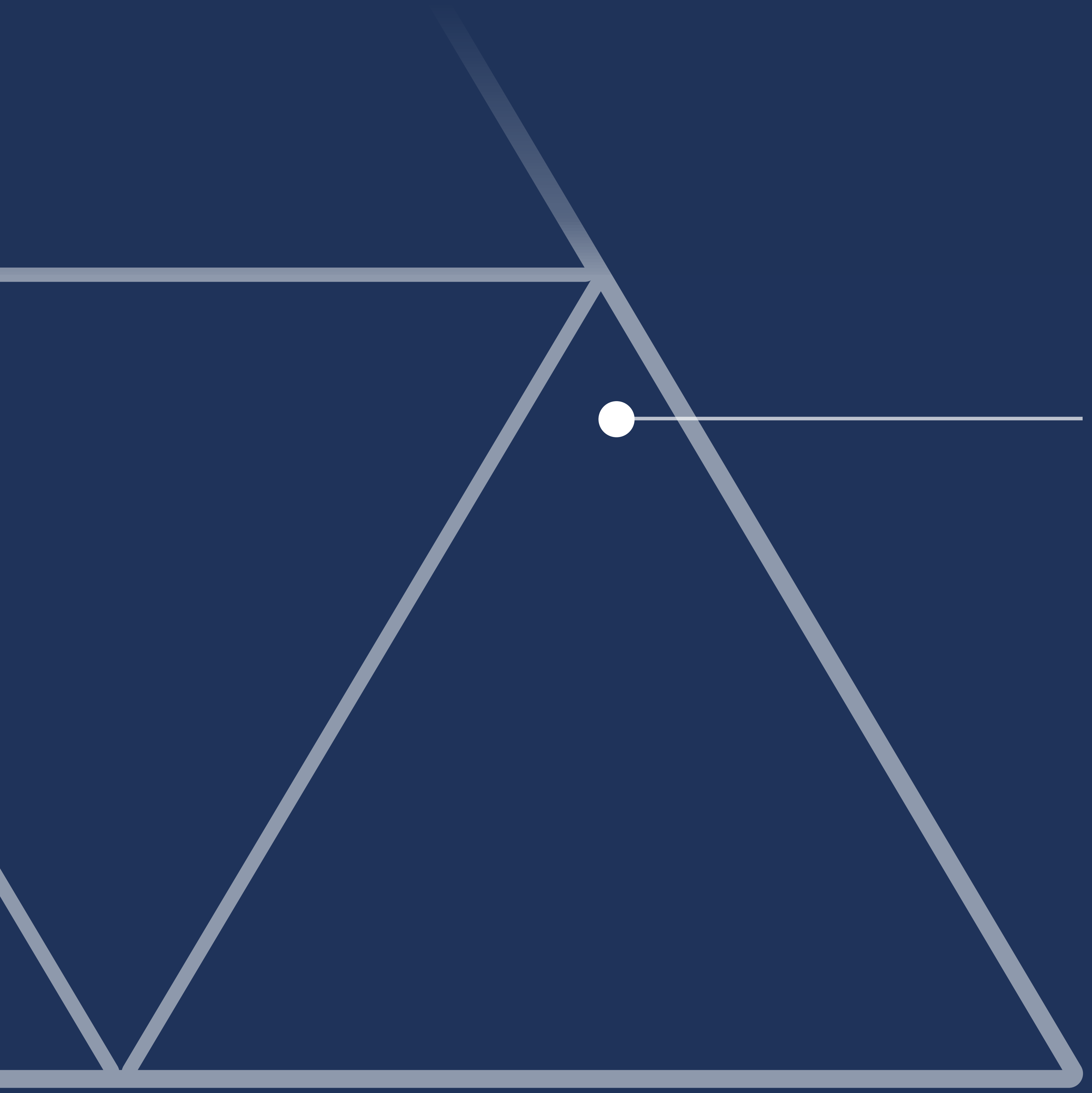
Qualitative data

User research



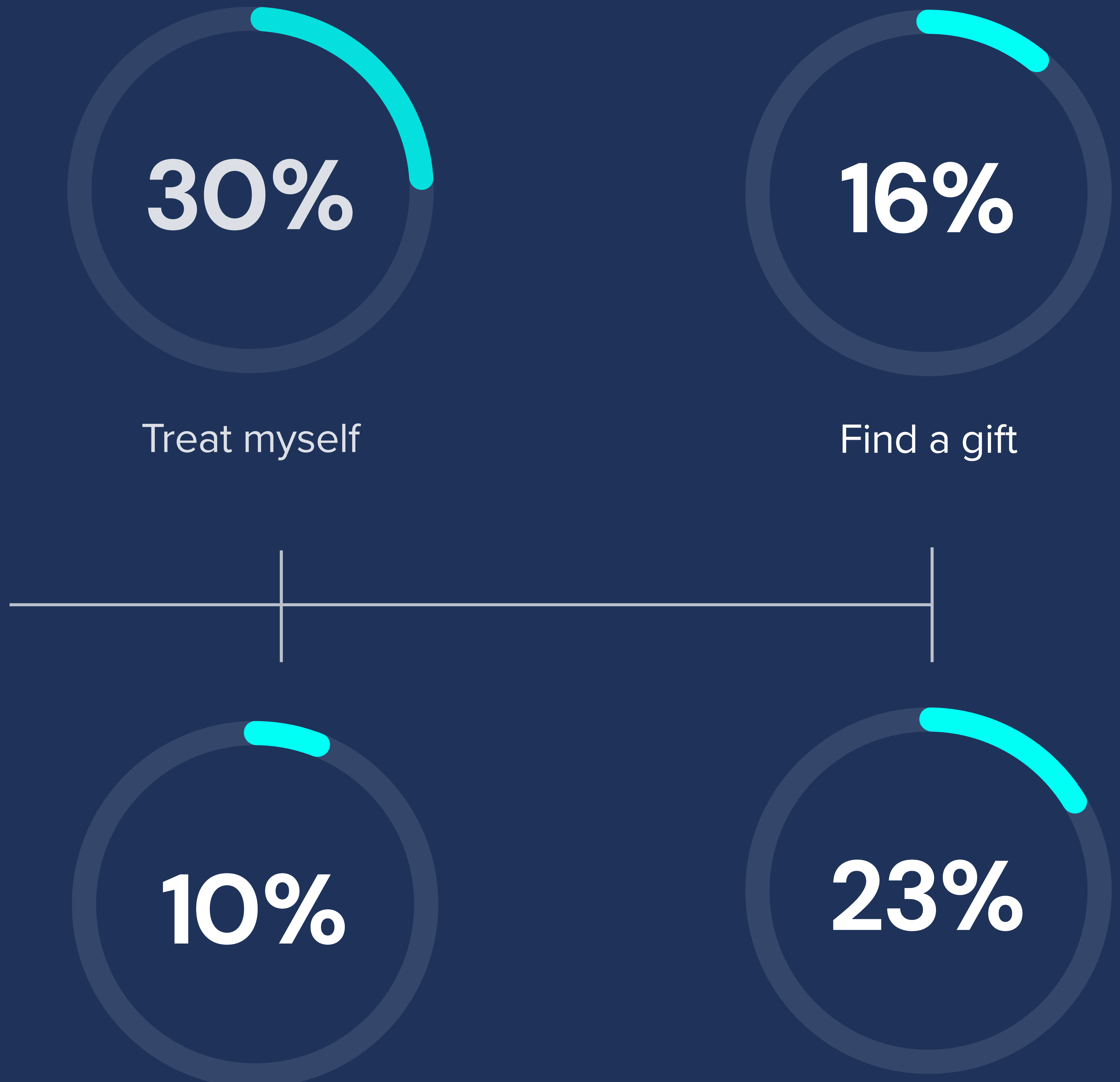
Find new inspiration for my sex life

What people tell us



Qualitative data

User research



30%

Treat myself

16%

Find a gift

10%

Buy a specific product

23%

Find new inspiration for my sex life

What behavioral science tells us

What behavioral science tell us

Behavioral science

Psycology

What behavioral science tell us

Behavioral science

Psycology

Seeing the behaviour

What behavioral science tell us

Behavioral science

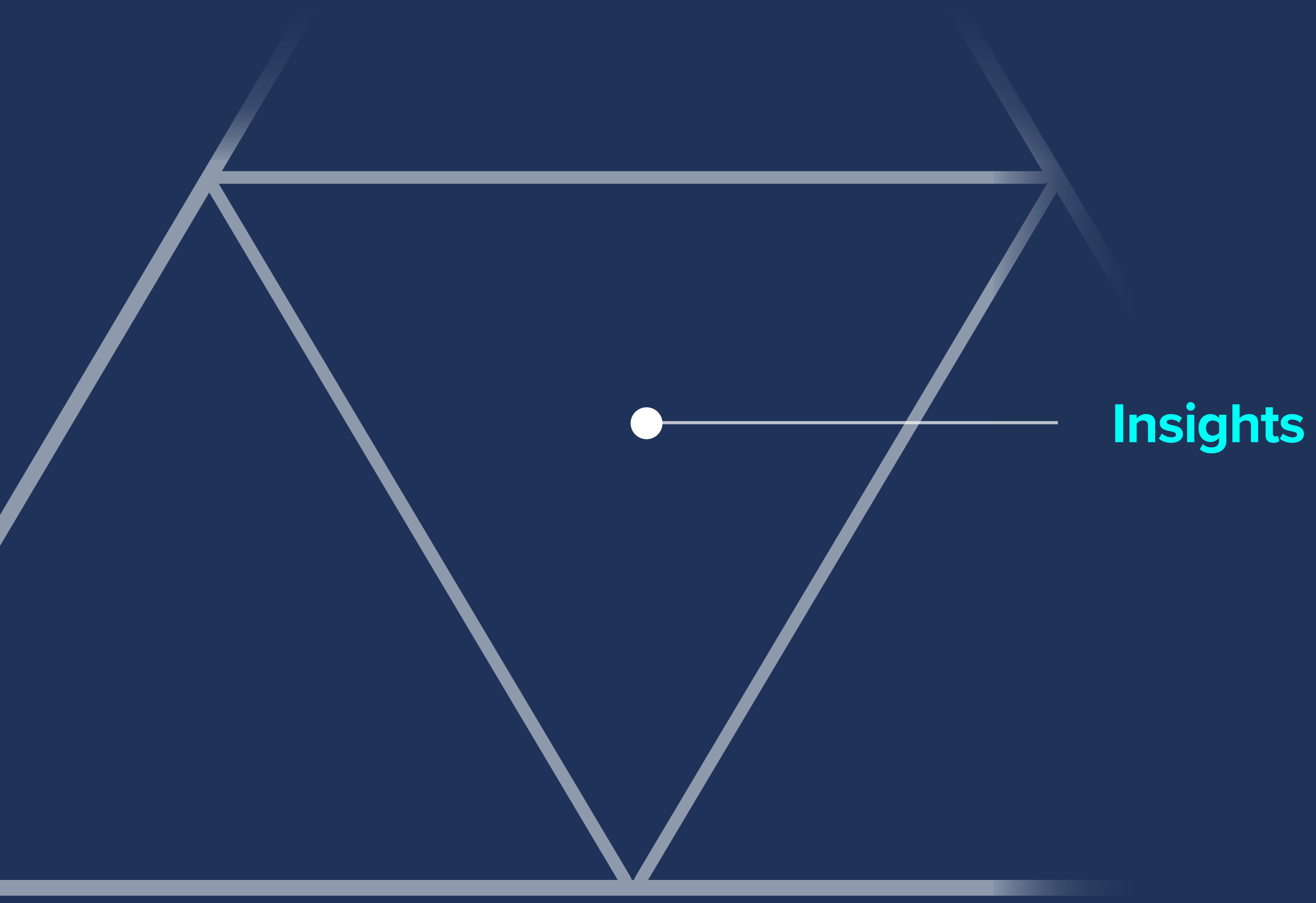
Psycology

Seeing the behaviour

Understanding the behaviour

Turning research into insights

The behavior wasn’t rational



No “rational” behavior

No “goal oriented” mindset

Turning research into insights

Insights

Turning research into insights

Insights

Exploration

Turning research into insights

Insights

Exploration

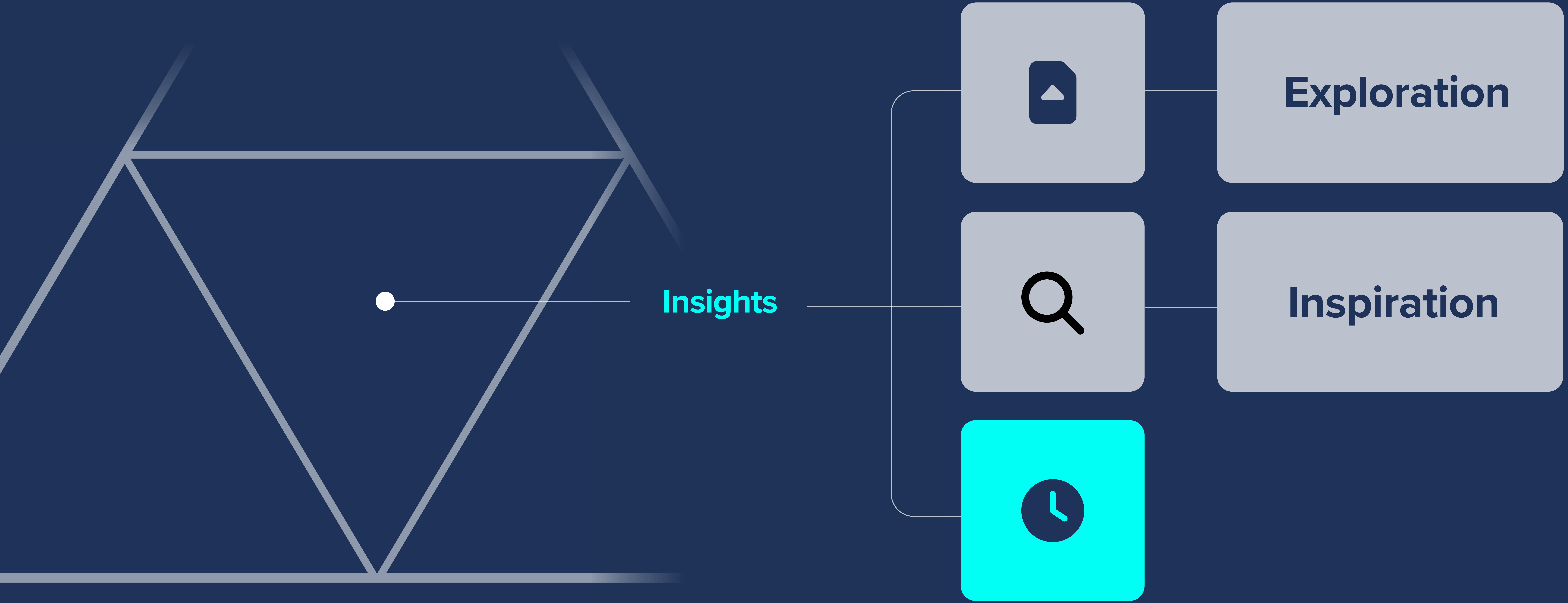
Turning research into insights

Insights

Exploration

Inspiration

Turning research into insights



Insights

Exploration

Inspiration

Turning research into insights

Insights

- Exploration
- Inspiration
- Playfulness

Meet the
Pleasure Shoppers!

Meet the pleasure shoppers: driven by emotion

“I want to know how this will feel, not just what it does”

Reviews become very important

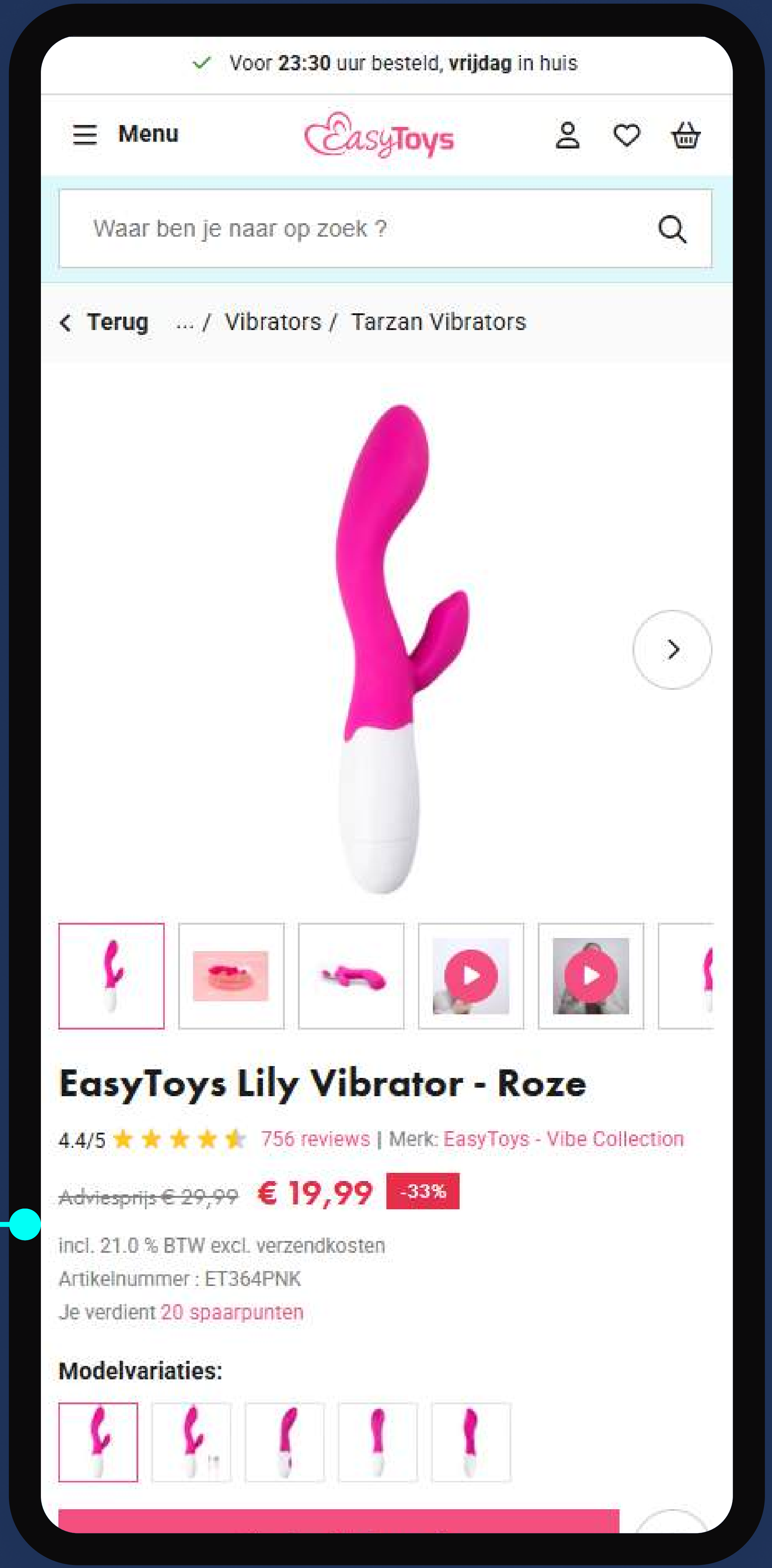
02 | **Experiment** | Explore the unkown

How to please the Pleasure Shoppers?

Test #1

Control

Reviews at the bottom of the page


Voor **23:30** uur besteld, **vrijdag** in huis
Menu
EasyToys
Waar ben je naar op zoek ?
Terug
... / Vibrators / Tarzan Vibrators

EasyToys Lily Vibrator - Roze

4.4/5 ★★★★★ 756 reviews | Merk: EasyToys - Vibe Collection

~~Adviesprijs € 29,99~~ € 19,99 -33%

incl. 21.0 % BTW excl. verzendkosten

Artikelnummer : ET364PNK

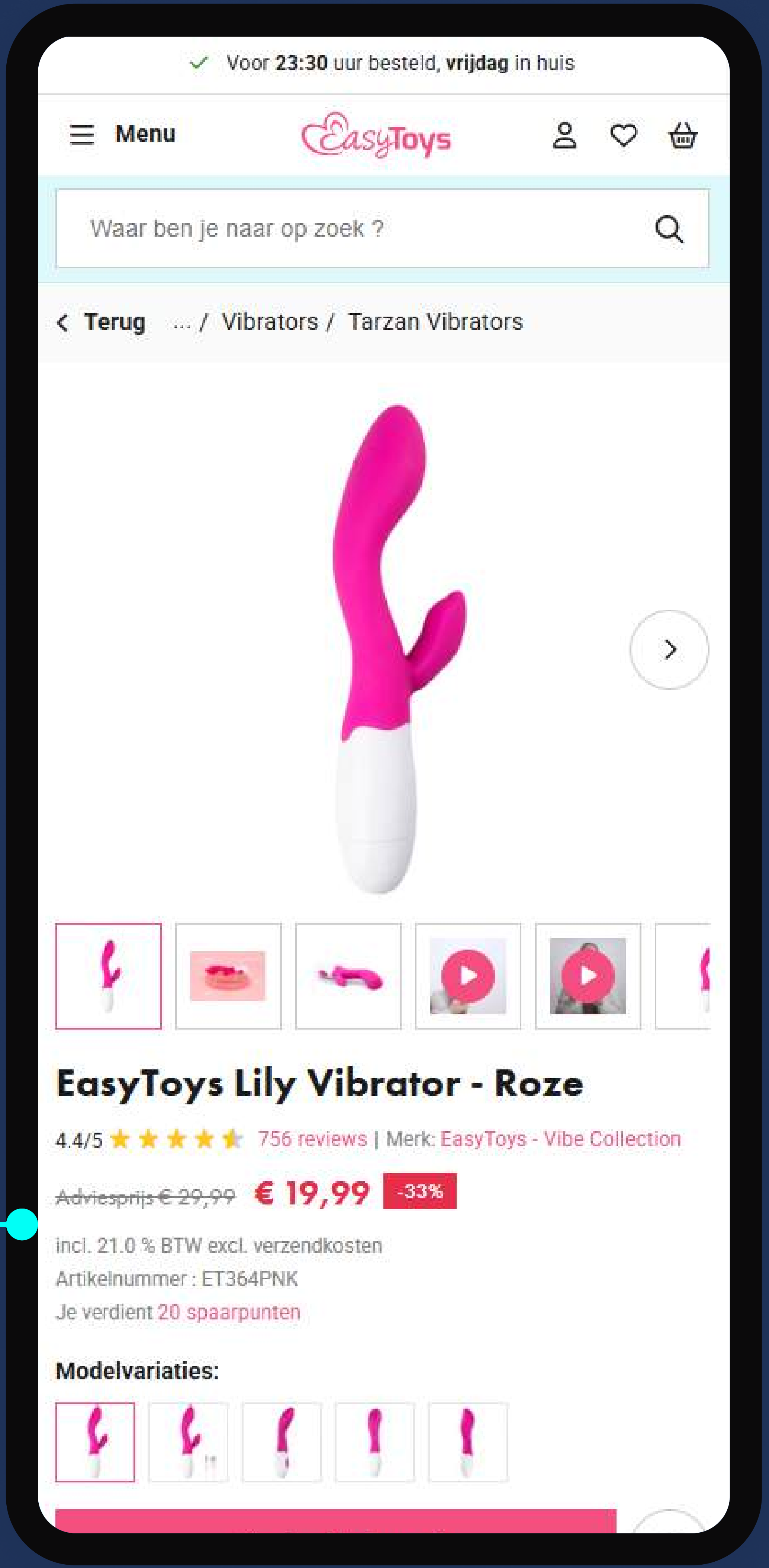
Je verdient 20 spaarpunten

Modelvariaties:

Test #1

Control

Reviews at the bottom of the page


✓ Voor 23:30 uur besteld, vrijdag in huis
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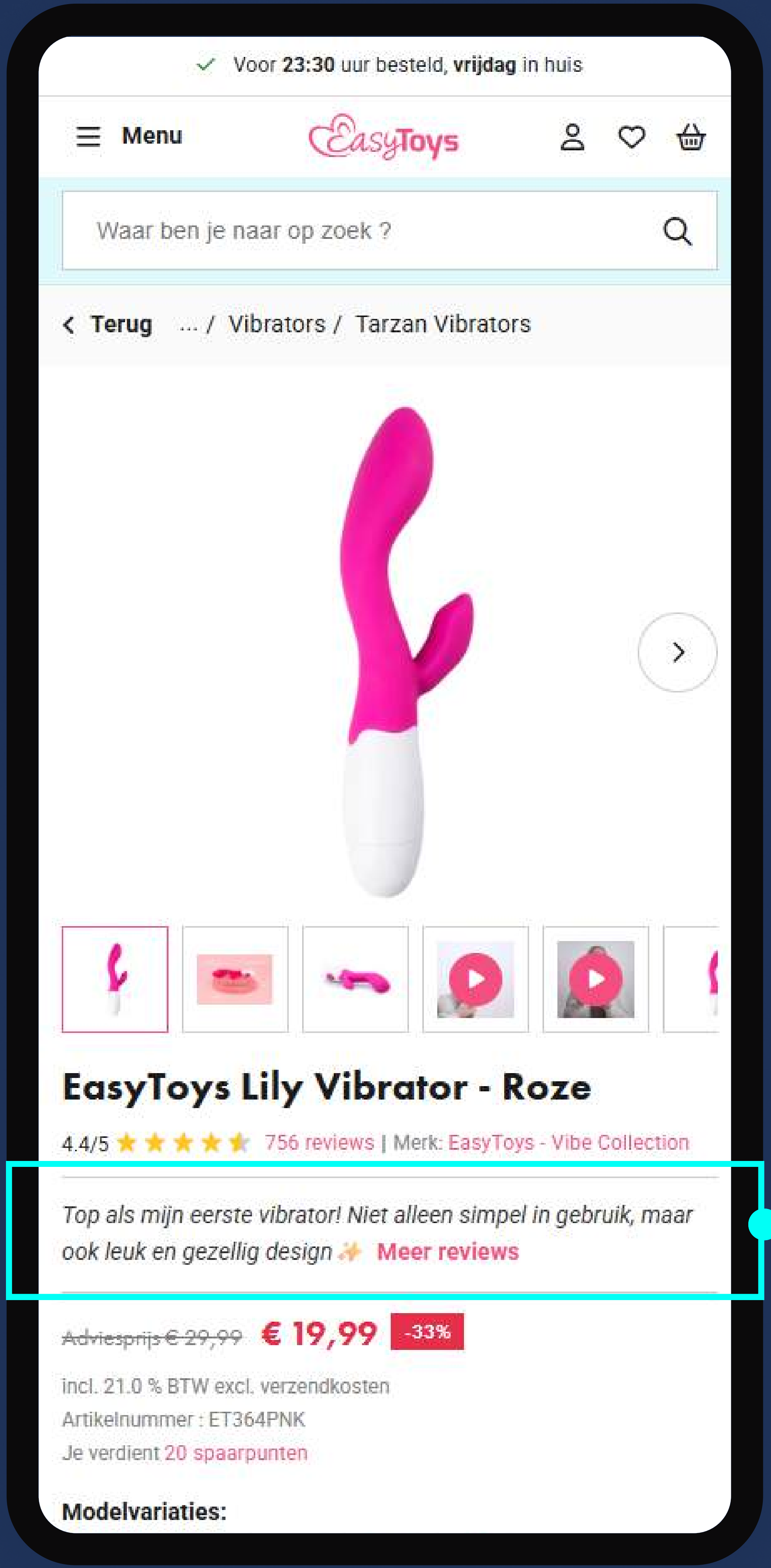
Artikelnummer : ET364PNK

Je verdient 20 spaarpunten

Modelvariaties:

Variant

Review higher on the page


✓ Voor 23:30 uur besteld, vrijdag in huis
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EasyToys
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Top als mijn eerste vibrator! Niet alleen simpel in gebruik, maar ook leuk en gezellig design ✨ **Meer reviews**

~~Adviesprijs € 29,99~~ € 19,99 -33%

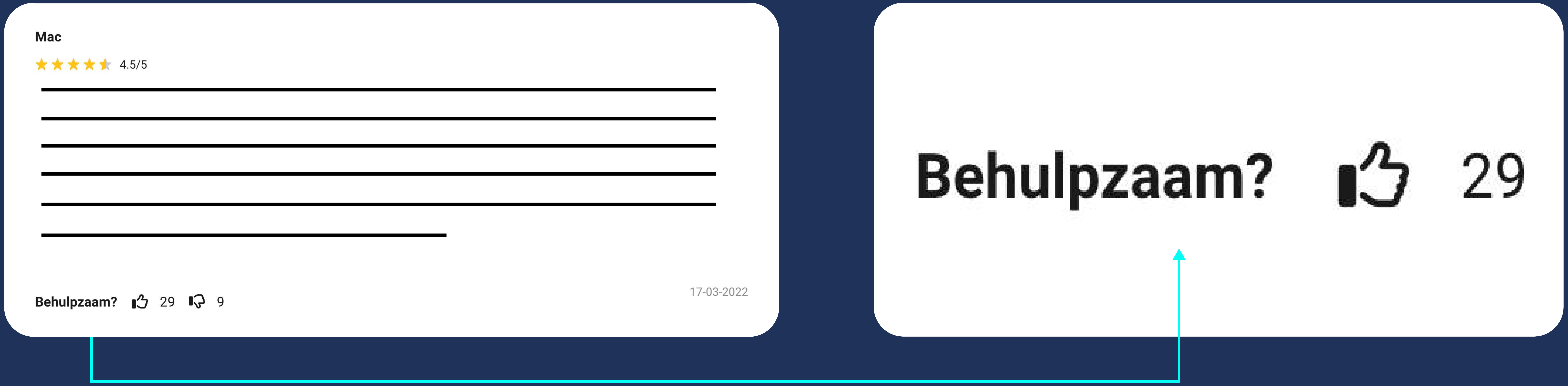
incl. 21.0 % BTW excl. verzendkosten

Artikelnummer : ET364PNK

Je verdient 20 spaarpunten

Modelvariaties:

Test #1: The set up


Mac
★★★★½ 4.5/5
17-03-2022
Behulpzaam? 29 9
Behulpzaam? 29

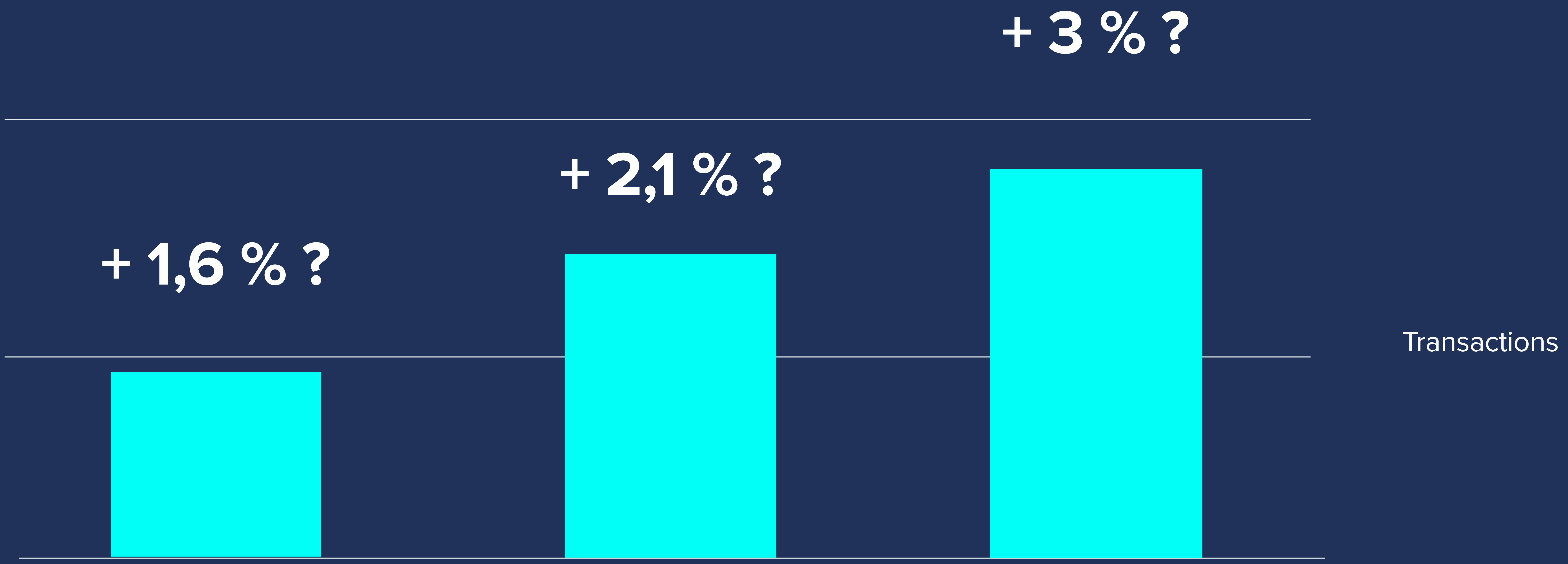
01

Show the first sentence of a review higher in the PDP

02

Automatically pick the review most liked by users

Test #1: Guess the uplift in transactions



3%

3%

Amount of respondents of our Sex Report who have done it in an airplane

EasyToys National Sex Report 2024, representative online survey in The Netherlands (n= 1,050)

Test #1: Results

Loser

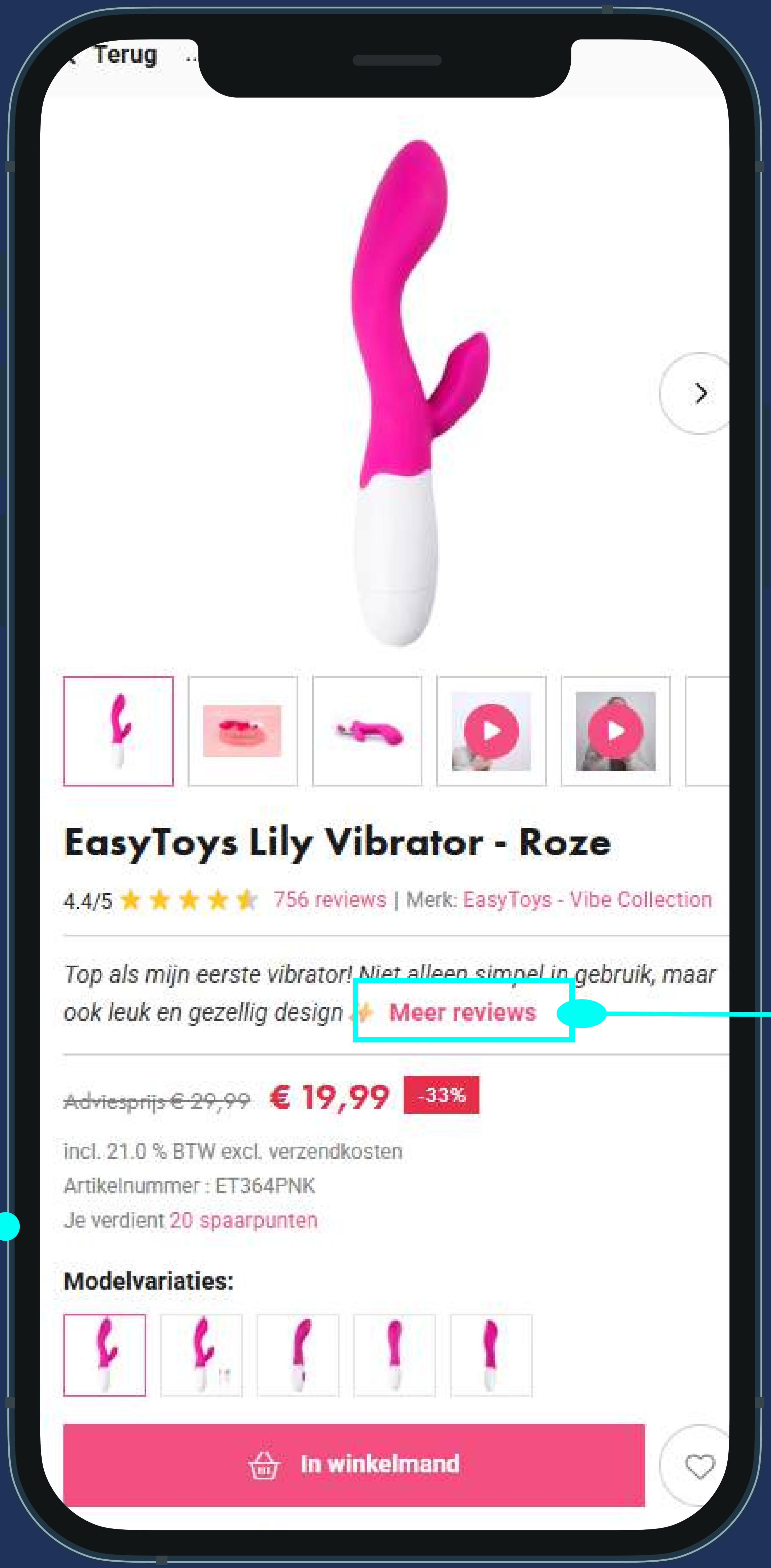
-3.61%

Transactions

03 | **Analysis** | Dig below the surface

What treasures hide beneath the surface?

Test #1: Data deep dive



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Top als mijn eerste vibrator! Niet alleen simpel in gebruik, maar ook leuk en gezellig design Meer reviews

~~Adviesprijs € 29,99~~ € 19,99 -33%

incl. 21.0 % BTW excl. verzendkosten

Artikelnummer : ET364PNK

Je verdient 20 spaarpunten

Modelvariaties:

+ 1:35 Min

Time on Page

+ 350 %

Clicks

Not all reviews performed the same

Test #1: Reviews deep dive

Real User Review

> “After much consideration, I decided to buy an automatic masturbator (because it was on sale). After a day of waiting...”

Test #1: Reviews deep dive

-23 % Purchases

Real User Review

> **“After much consideration, I decided to buy an automatic masturbator (because it was on sale). After a day of waiting...”**

Test #1: Reviews deep dive

✕

- Rational concerns
- Technical specs
- Delivery Info
- Negative words

Test #1: Reviews deep dive

Real User Review

> “Definitely recommend, we felt like 2 excited slugs in a Nat Geo Wild documentary.”

Test #1: Reviews deep dive

+40 % Purchases

Real User Review

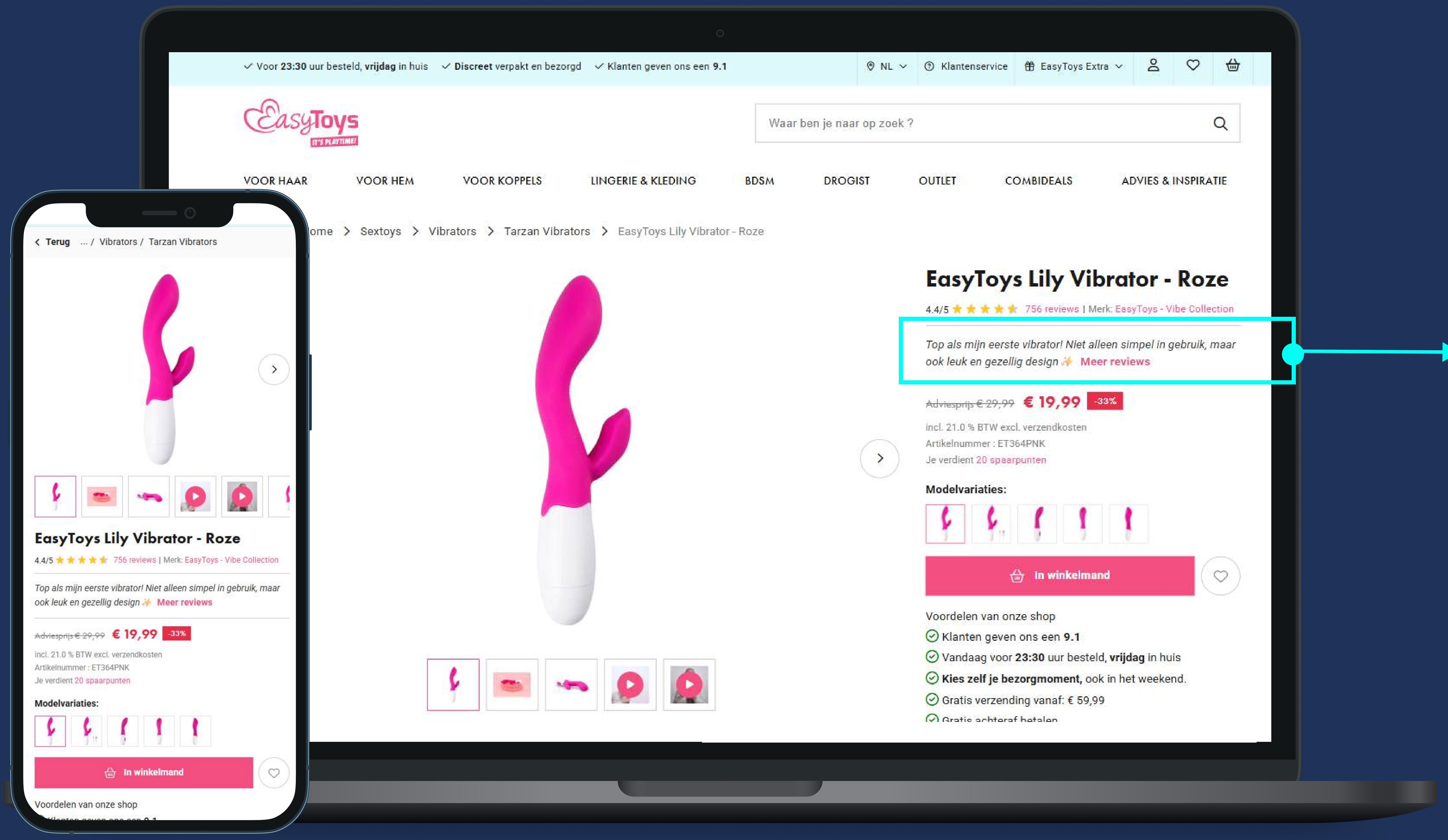
> **“Definitely recommend, we felt like 2 excited slugs in a Nat Geo Wild documentary.”**

Test #1: Reviews deep dive

- Sensations
- Feelings
- Inspiration
- Immersive story

It’s all about feeling

Test #2


✓ Voor 23:30 uur besteld, vrijdag in huis
✓ Discreet verpakt en bezorgd
✓ Klanten geven ons een 9.1
NL
Klantenservice
EasyToys Extra
EasyToys
IT'S PLAYTIME!
Waar ben je naar op zoek ?
VOOR HAAR
VOOR HEM
VOOR KOPPELS
LINGERIE & KLEDING
BDSM
DROGIST
OUTLET
COMBIDEALS
ADVIES & INSPIRATIE
ome > Sextoys > Vibrators > Tarzan Vibrators > EasyToys Lily Vibrator - Roze
In winkelmand
Terug
... / Vibrators / Tarzan Vibrators

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~~Adviesprijs € 29,99~~ **€ 19,99** -33%

incl. 21.0 % BTW excl. verzendkosten

Artikelnummer : ET364PNK

Je verdient 20 spaarpunten

Modelvariaties:

Voordelen van onze shop

- ✓ Klanten geven ons een **9.1**
- ✓ Vandaag voor **23:30** uur besteld, **vrijdag** in huis
- ✓ **Kies zelf je bezorgmoment,** ook in het weekend.
- ✓ Gratis verzending vanaf: € 59,99
- ✓ Gratis achteraf betalen

EasyToys Lily Vibrator - Roze

4.4/5 ★★★★★ 756 reviews | Merk: EasyToys - Vibe Collection

Top als mijn eerste vibrator! Niet alleen simpel in gebruik, maar ook leuk en gezellig design ✨ **Meer reviews**

~~Adviesprijs € 29,99~~ **€ 19,99** -33%

incl. 21.0 % BTW excl. verzendkosten

Artikelnummer : ET364PNK

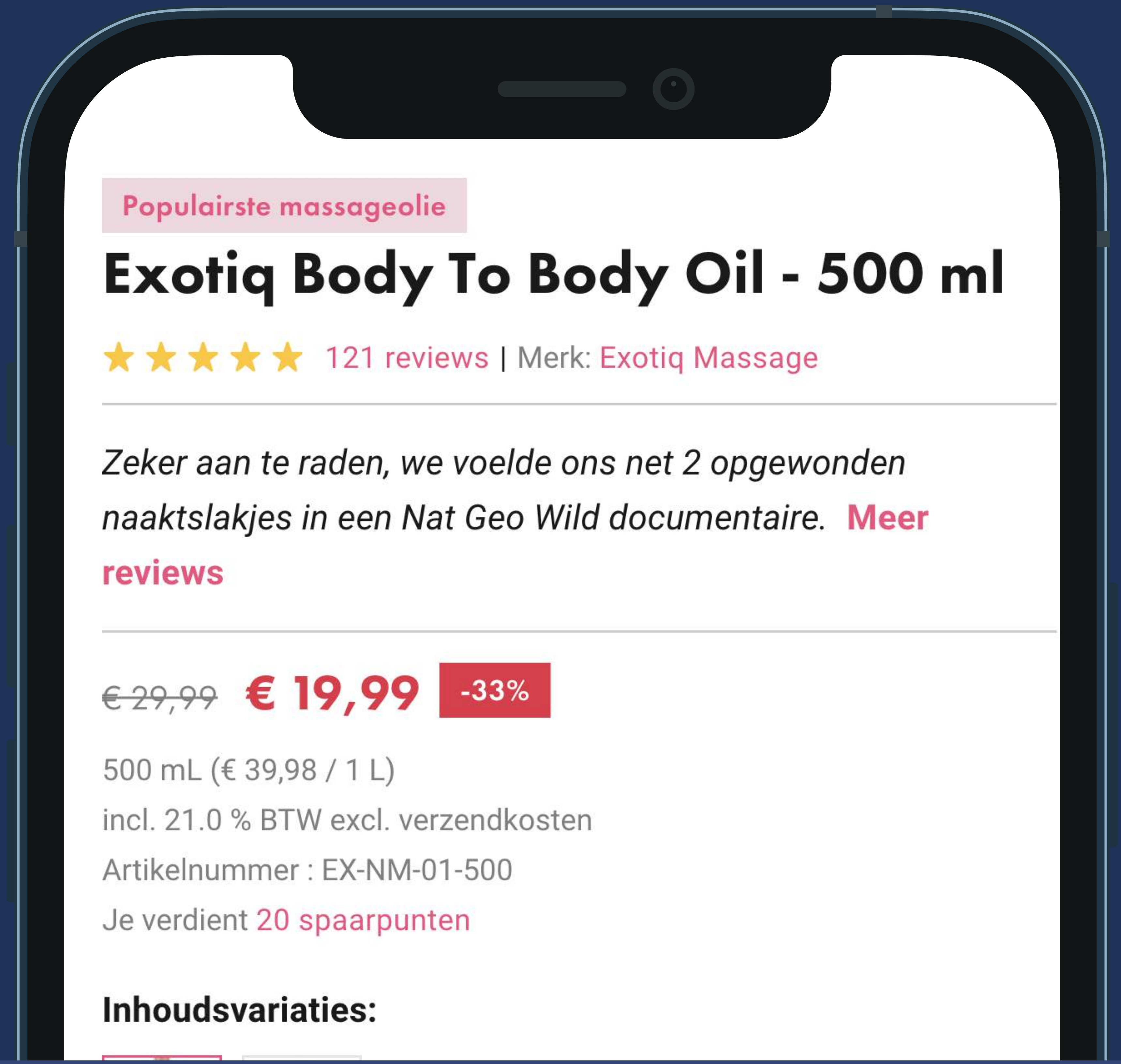
Je verdient 20 spaarpunten

Modelvariaties:

Voordelen van onze shop

Handpicked Review

Test #2: The Set Up



Populairste massageolie

Exotiq Body To Body Oil - 500 ml

★★★★★ 121 reviews | Merk: Exotiq Massage

Zeker aan te raden, we voelde ons net 2 opgewonden naaktslakjes in een Nat Geo Wild documentaire. **Meer reviews**

~~€ 29,99~~ **€ 19,99** -33%

500 mL (€ 39,98 / 1 L)
incl. 21.0 % BTW excl. verzendkosten
Artikelnummer : EX-NM-01-500
Je verdient 20 spaarpunten

Inhoudsvariaties:

> **"Mmmmh what a sensation in bed especially when you are blindfolded and you don't know what's coming..."**

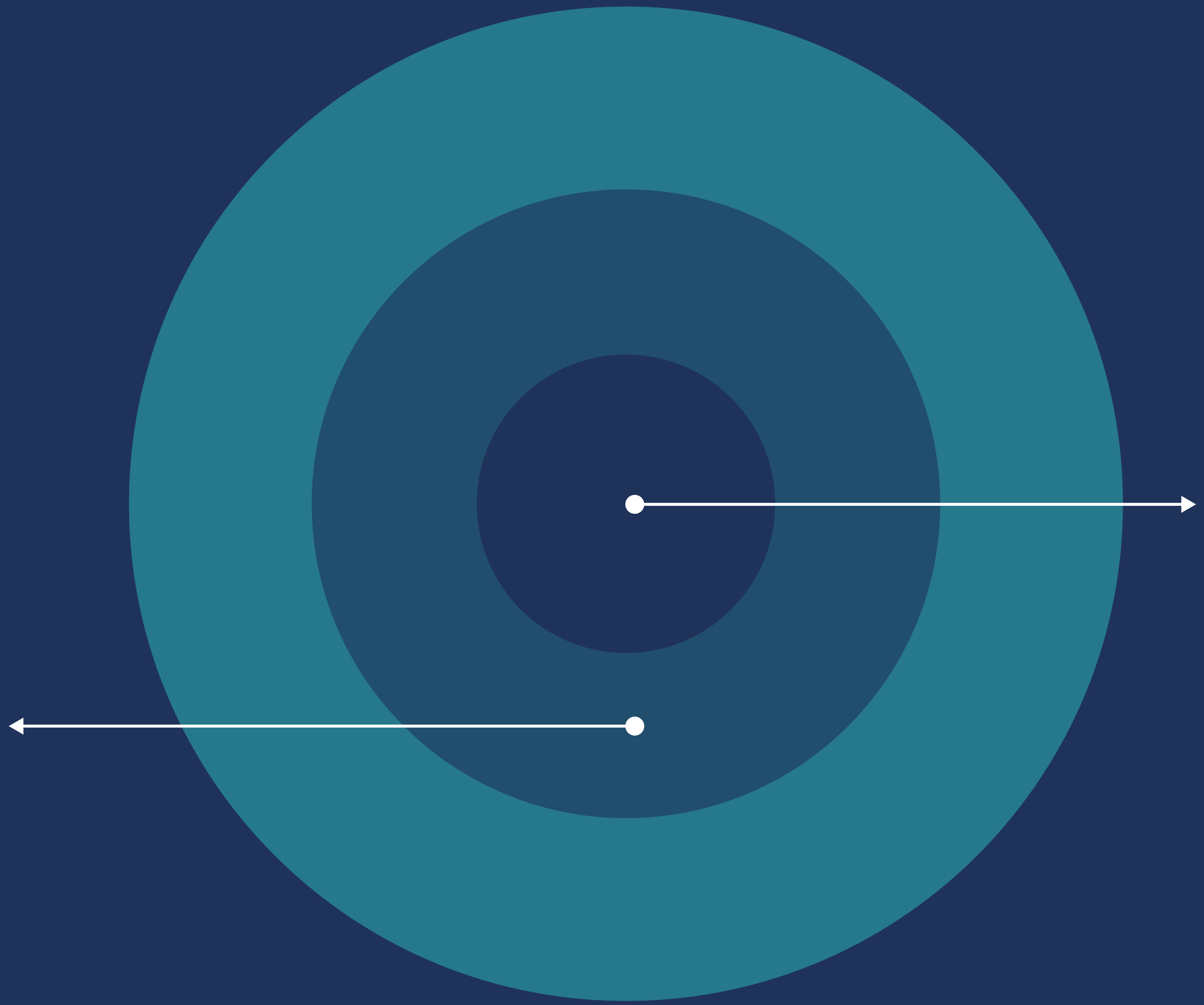
Test #2: Results

+ 3.14 %

Transactions

Size matters

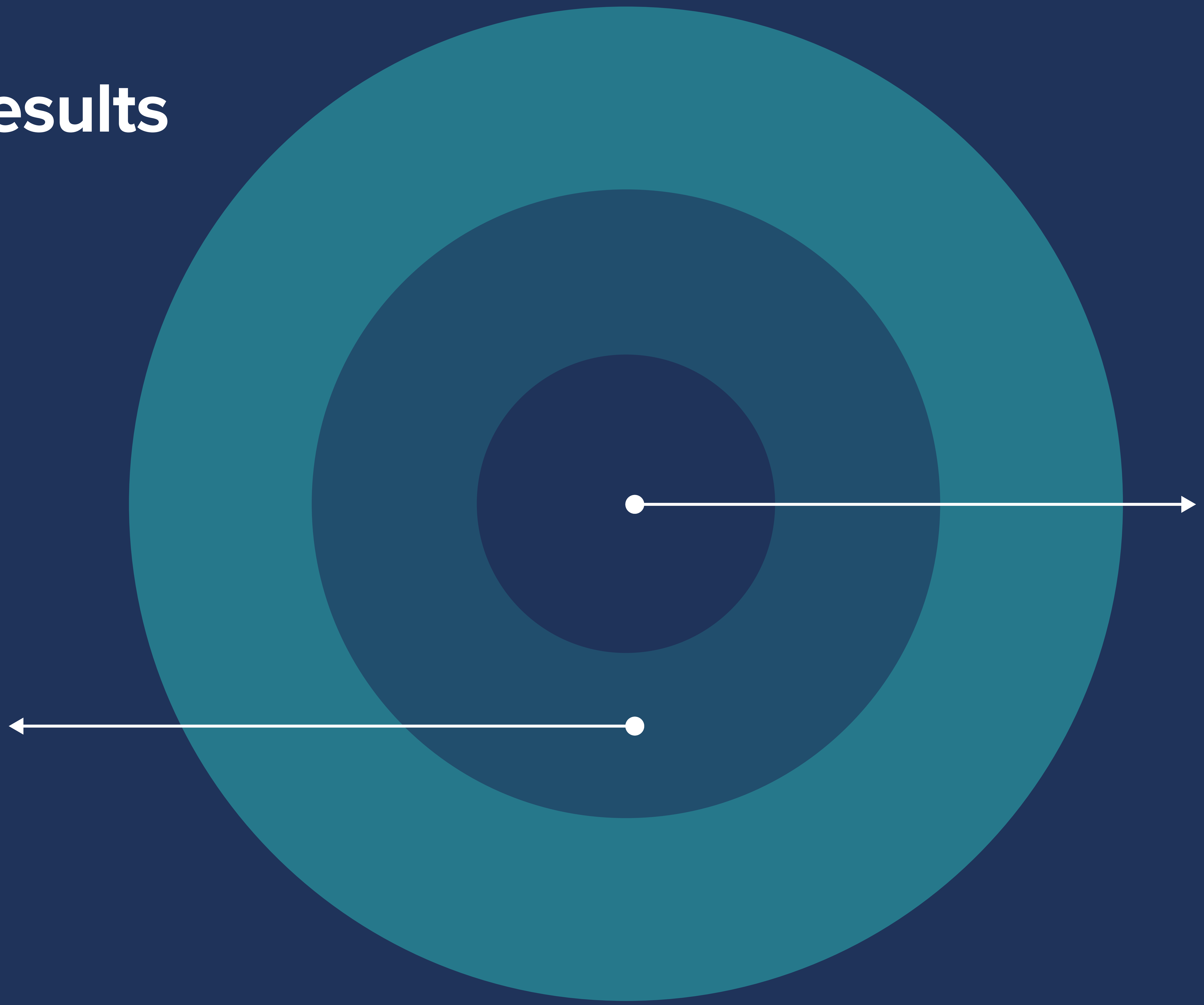
Test #3



Top 100 products

Top 500 products

Test #3: Results



Top 100 products

Top 500 products

Winner

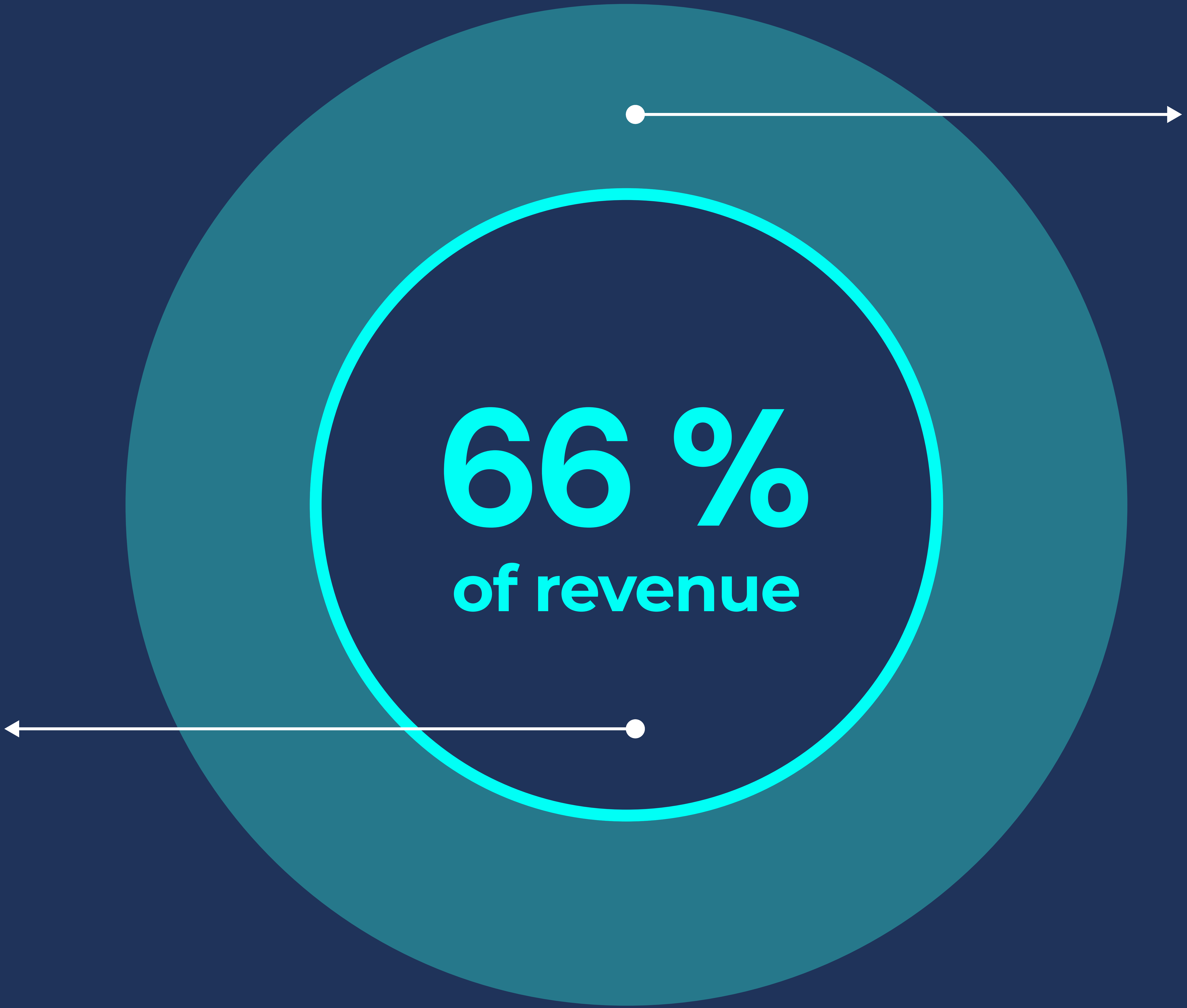
+ 1.83 %

Impact

Portfolio with 12.000 products

Top 500 products

Impact



Portfolio with 12.000 products

66 %
of revenue

Top 500 products

Just like size,
Authenticity matters

Test #2 & #3: Results

Top 100 Products

+ 3.14 %

Lots of reviews

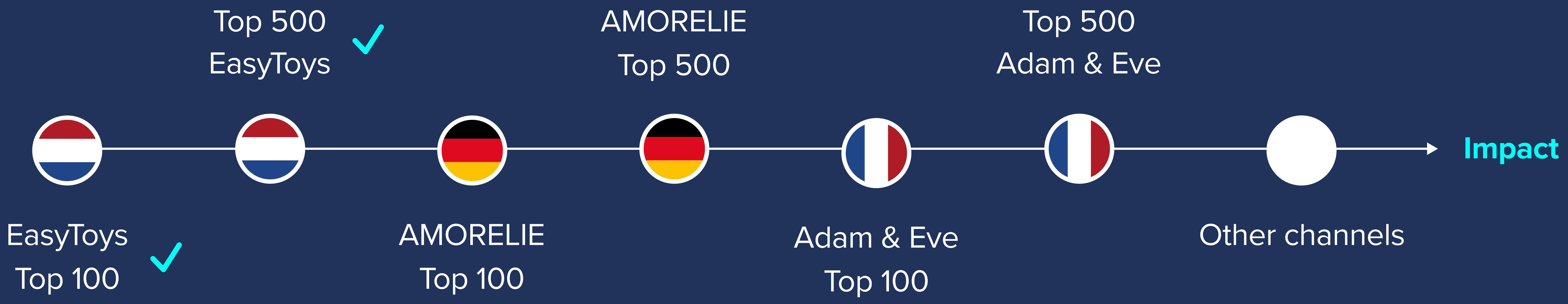
Top 500 Products

+ 1.83 %

Less reviews

Can we convince more people?

The Impact - scaling up to all labels



EasyToys
Top 100 ✓

Top 500
EasyToys ✓

AMORELIE
Top 100

AMORELIE
Top 500

Adam & Eve
Top 100

Top 500
Adam & Eve

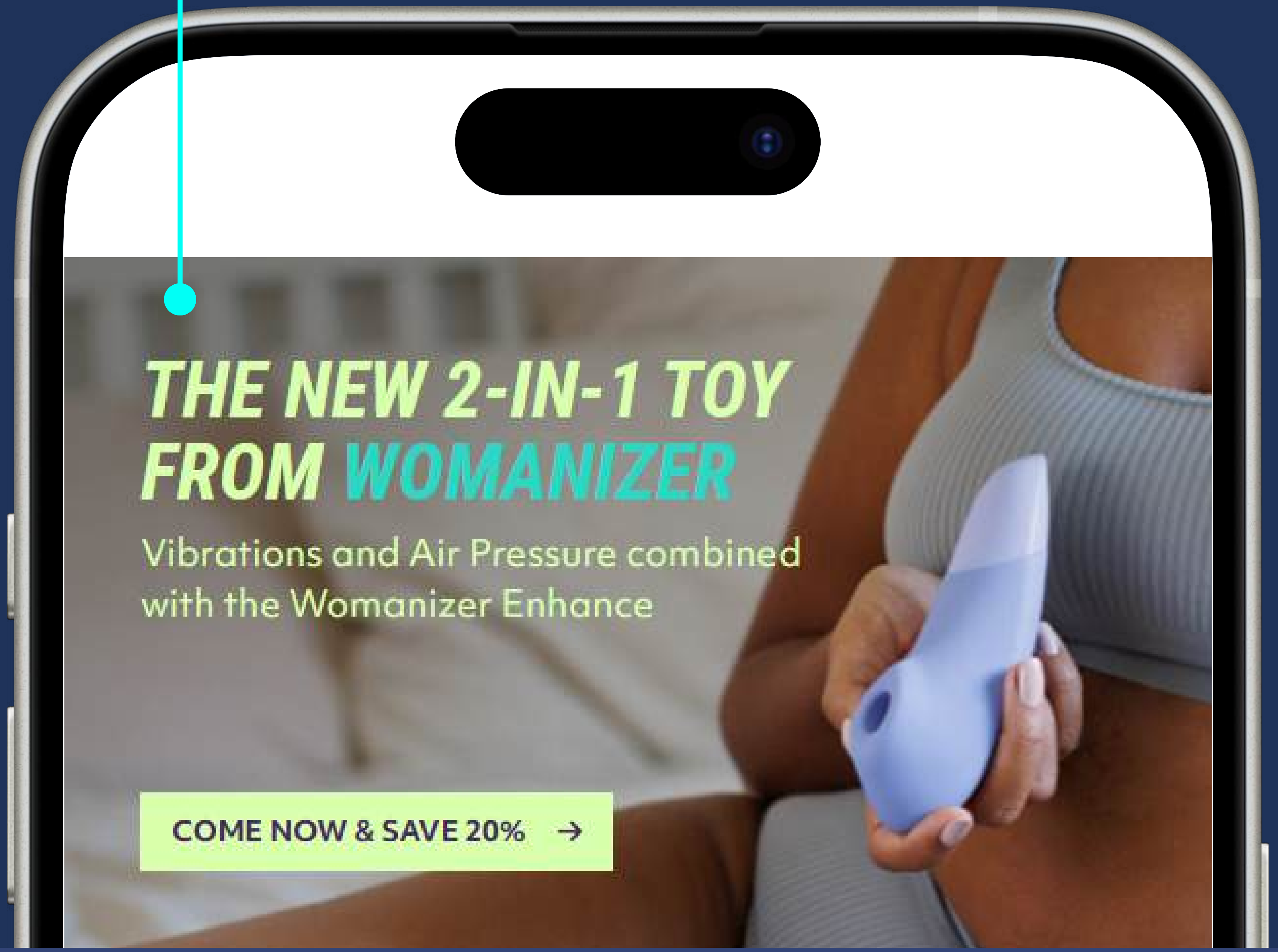
Other channels

Impact

Scalling to other touchpoints

Before:

Usual banner headline copy

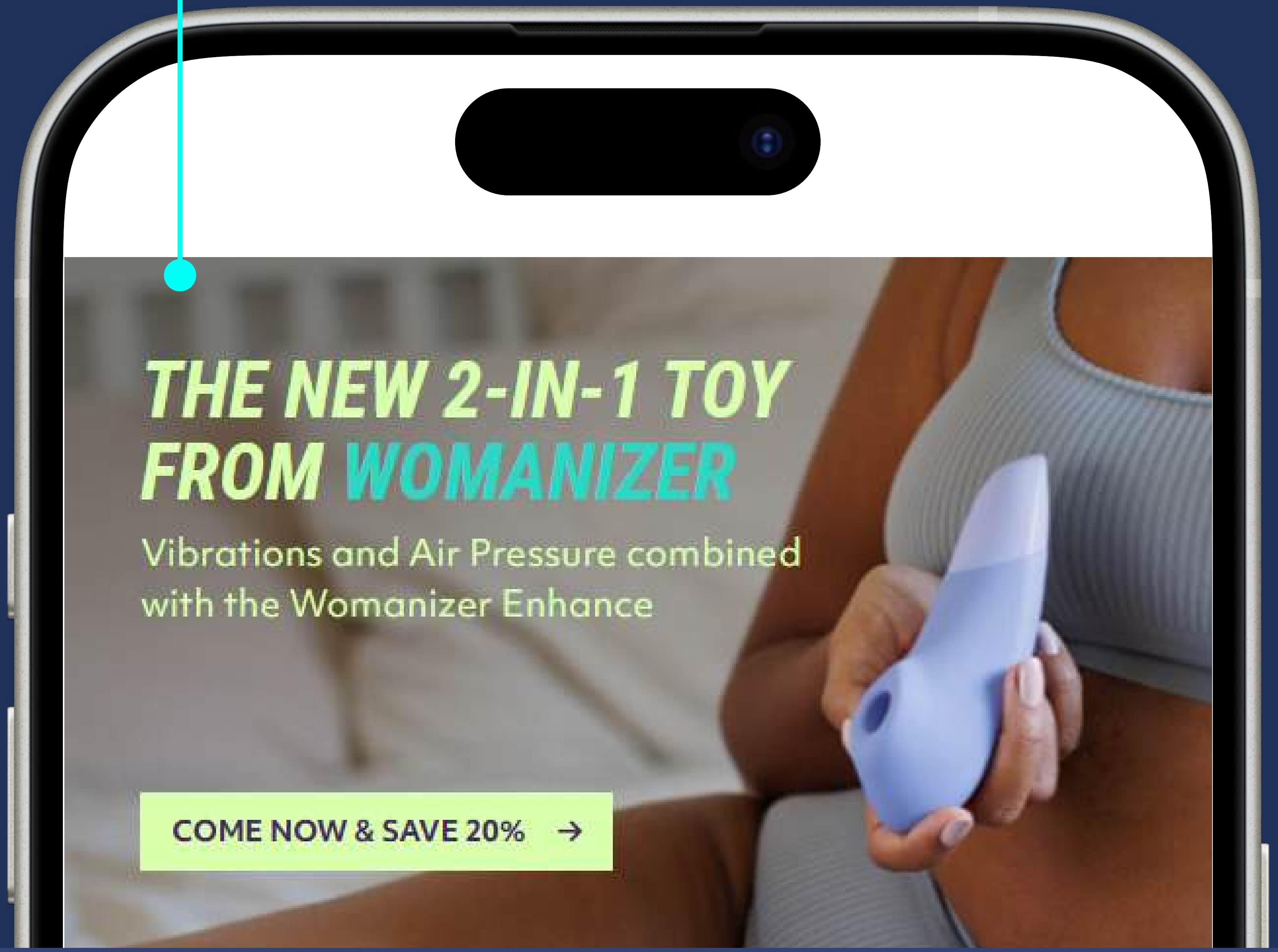


THE NEW 2-IN-1 TOY
FROM WOMANIZER
Vibrations and Air Pressure combined
with the Womanizer Enhance
COME NOW & SAVE 20% →

Scalling to other touchpoints

Before:

Usual banner headline copy



THE NEW 2-IN-1 TOY FROM WOMANIZER

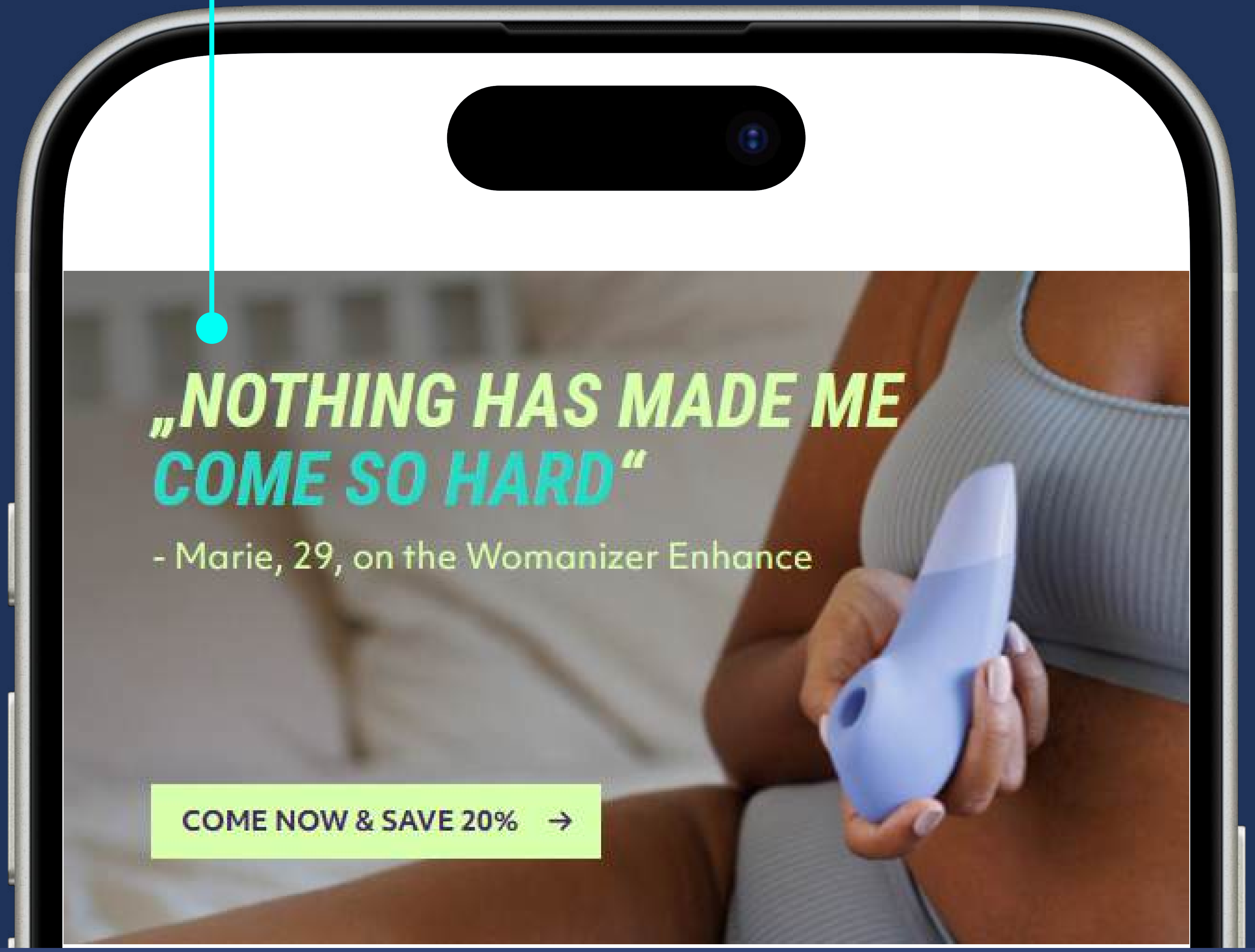
Vibrations and Air Pressure combined with the Womanizer Enhance

COME NOW & SAVE 20% →

Now:

Replace banner headline with review

+13.7% CTR



„NOTHING HAS MADE ME COME SO HARD“

- Marie, 29, on the Womanizer Enhance

COME NOW & SAVE 20% →

Other Channels

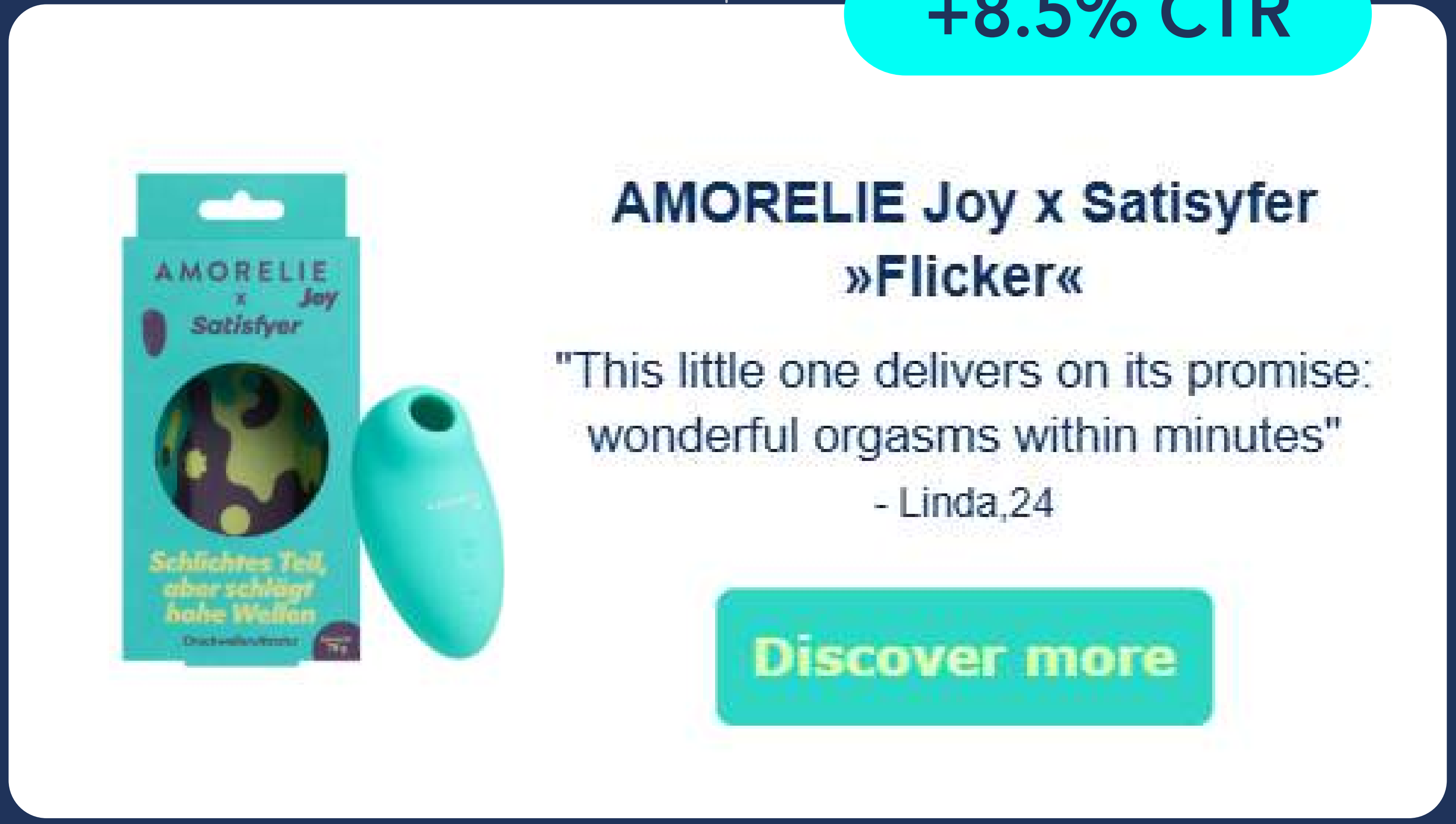
PDP

Banners

Newsletters

Paid Ads

+8.5% CTR

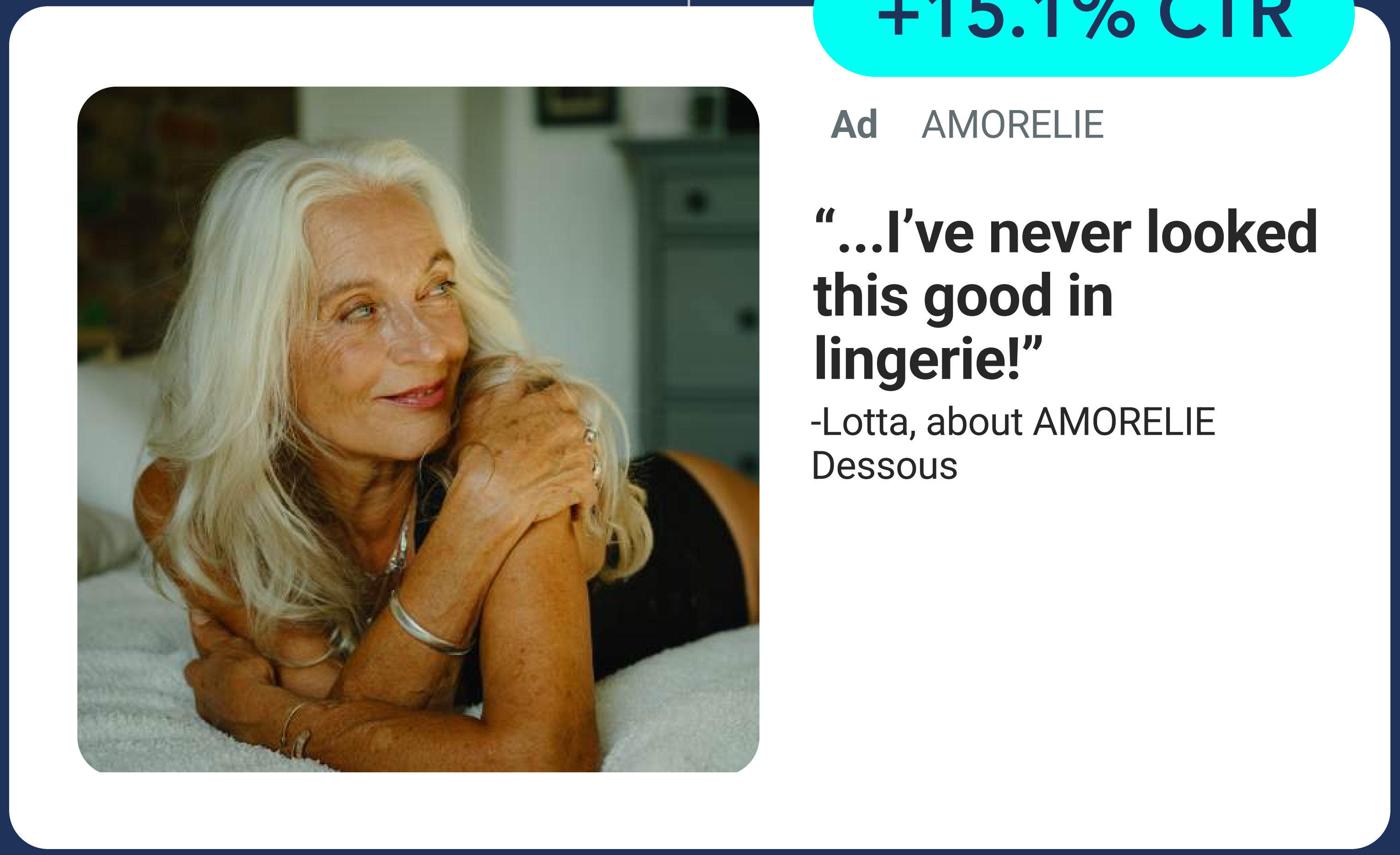

AMORELIE
x Joy
Satisfyer
Schlichtes Teil, aber schlägt hohe Wellen

AMORELIE Joy x Satisyfer »Flicker«

"This little one delivers on its promise: wonderful orgasms within minutes"
- Linda,24

Discover more

+15.1% CTR



Ad AMORELIE

"...I've never looked this good in lingerie!"

-Lotta, about AMORELIE Dessous

Conclusion

Conclusion

Move from
specs to sensations

Conclusion

What feelings
are your customers chasing?

> “In the age of AI, understanding human emotion becomes your biggest competitive advantage

Thank you!

Let’s connect

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