

The logo for 'feals' is displayed in a white, lowercase, sans-serif font. The letters are bold and modern. A small 'TM' trademark symbol is positioned to the upper right of the 's'.

**Driving eCommerce Sales
With Social Proof**
Cannabis



Feals incorporates testimonials/reviews in 3 ways:


Website Stories

Quiet your mind and calm the storm.

When things get hectic and it feels like the sky is falling, the CBD in Feals can bind with certain receptors in your brain to calm you down so you can have a better day.

Natasha

"CBD has changed my life as a mother by just easing the anxiety, and I think it makes me a happier person because I'm not as out of control or overwhelmed."



[Click to view](#)

Reviews On Product Pages

What are people saying about Feals?

600mg 1200mg 2400mg

★★★★★ 1495 Reviews

★★★★★ (138)
★★★★ (17)
★★★ (4)
★★ (2)
★ (5)

[WRITE A REVIEW](#) [ASK A QUESTION](#)

Reviews (1495) Questions (2)

Dyna M. **Verified Buyer** 06/20/20
★★★★★
Great
The best CBD product I have tried. Helps me go to sleep and stay asleep.

[Share](#) Was This Review Helpful? 0 0

[Click to view](#)

Instagram Content

"Feals really helps me settle into my day."

— Karly O.

feals • Follow

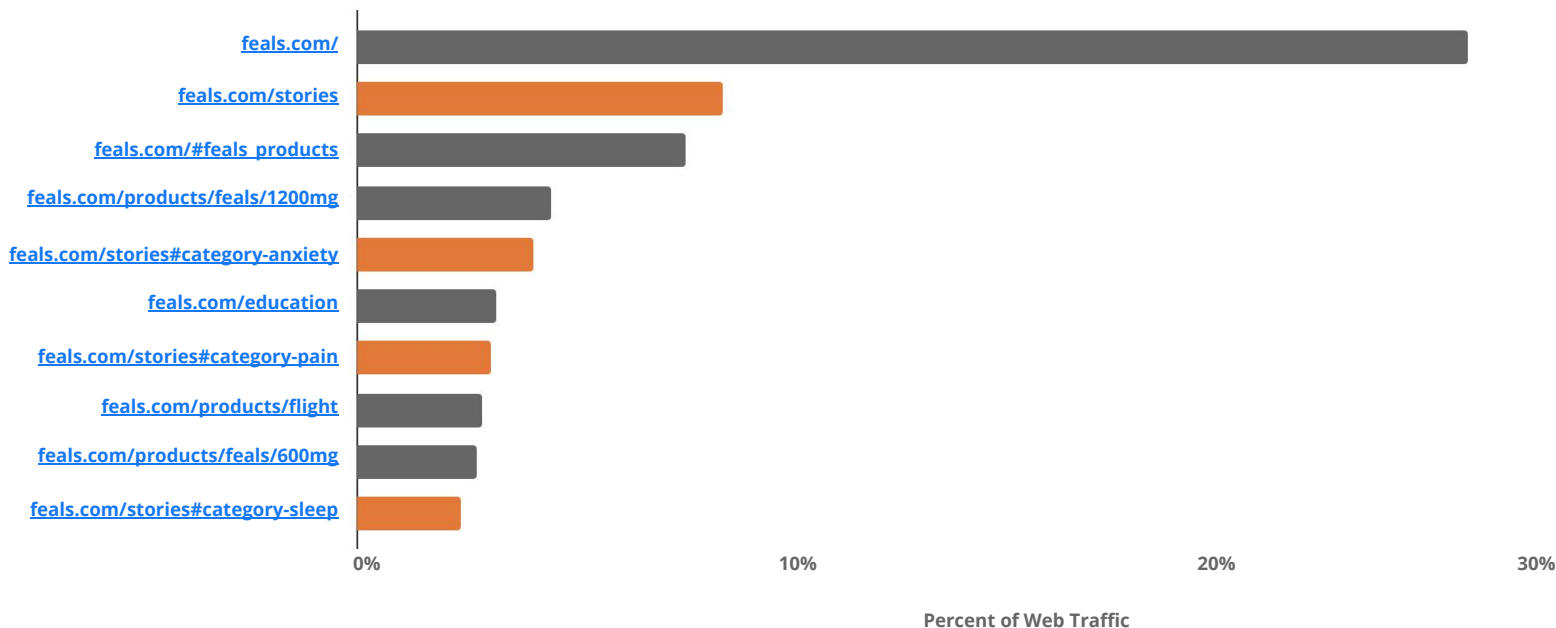
feals • Extra handy early in the week. #fealsbetter 8w

Liked by drwtdd and 118 others
JUNE 23

[Click to view](#)

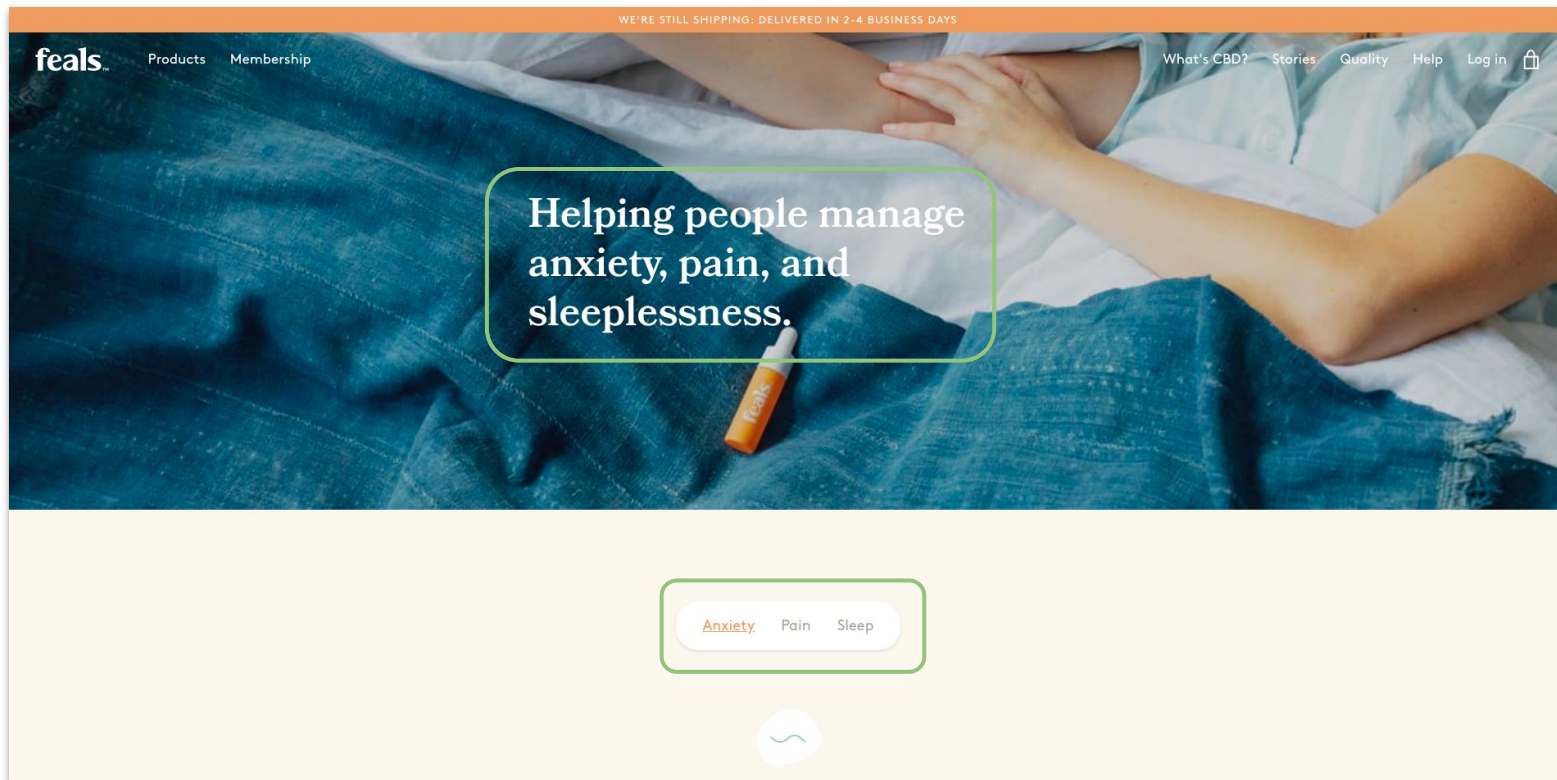


From Feb. 2020 to Jul 2020, the **feals.com/stories** landing page was the second highest visited page on the Feals' website—with all story pages accounting for a combined 18% of total web traffic for the period.





Feals' story page is split into three categories: anxiety, pain, & sleep.





Each category begins with a short description of how CBD can help with the respective ailment.

Anxiety



Quiet your mind and calm the storm.

When things get hectic and it feels like the sky is falling, the CBD in Feals can bind with certain receptors in your brain to calm you down so you can have a better day.

Pain



Ease your pain and soothe your joints.

When your back aches and your knees creak, the CBD in Feals can reduce inflammation and act as a pain reliever so you can feel like yourself again.

Sleep



Sleep tight and wake up refreshed.

When there aren't enough sheep to count, the CBD in Feals can help you fall asleep faster and ensure longer periods of uninterrupted zzz's so you can have a better tomorrow.



Each category contains high-quality interview-style video footage of people from all different backgrounds, ages, genders, etc. In the videos, the subjects explain what is ailing them and how CBD has helped.

Kate & Matty

"I'd been to five doctors over seven years and nothing worked. I took this, and instantly, I felt better. I turned to Kate and said I like this, I like this, it's good - it works!"



Christopher

"Around 2008 or 2009, after I had separated from the Navy in 2007, I realized that I was having episodes of severe back pain. I went and got some CBD, took the CBD and I'll never forget, I was standing on the porch and about a minute later that unrelenting nerve pain that I have in my back that just doesn't go away - was gone."





A short quote from the person highlighted in the video is also included next to the video and summarizes how CBD has helped them manage their ailment.

Kate & Matty

"I'd been to five doctors over seven years and nothing worked. I took this, and instantly, I felt better. I turned to Kate and said I like this, I like this, it's good - it works!"



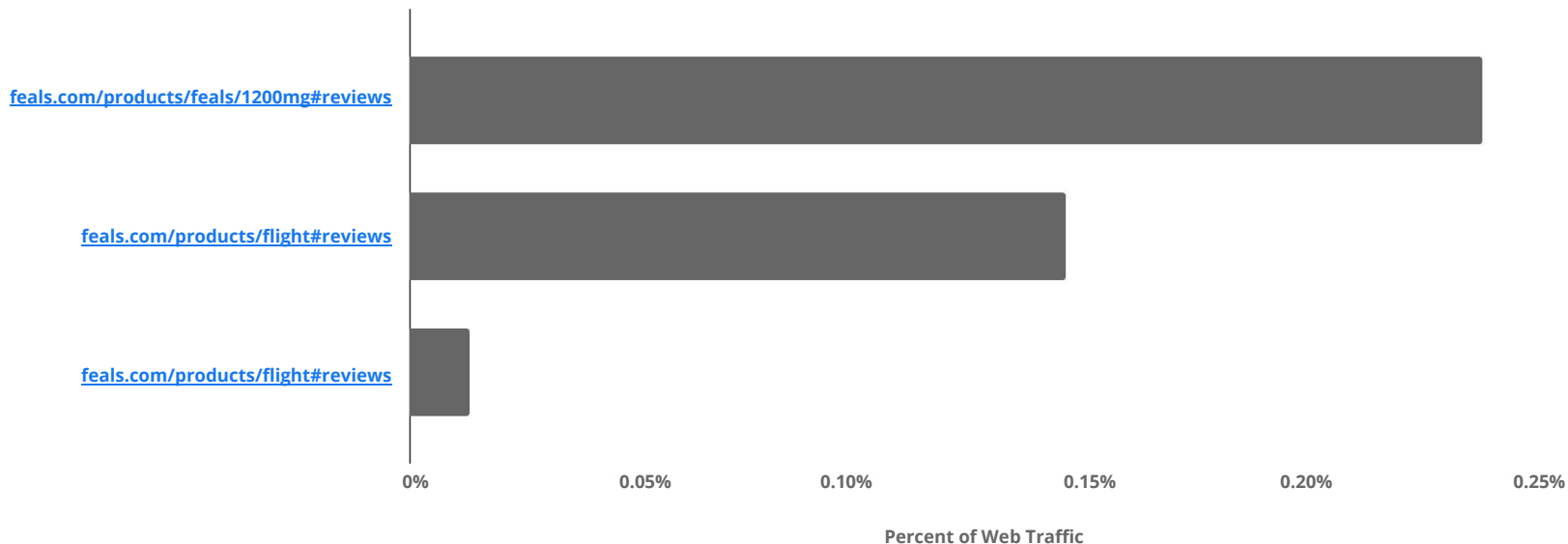
Christopher

"Around 2008 or 2009, after I had separated from the Navy in 2007, I realized that I was having episodes of severe back pain. I went and got some CBD, took the CBD and I'll never forget, I was standing on the porch and about a minute later that unrelenting nerve pain that I have in my back that just doesn't go away - was gone."



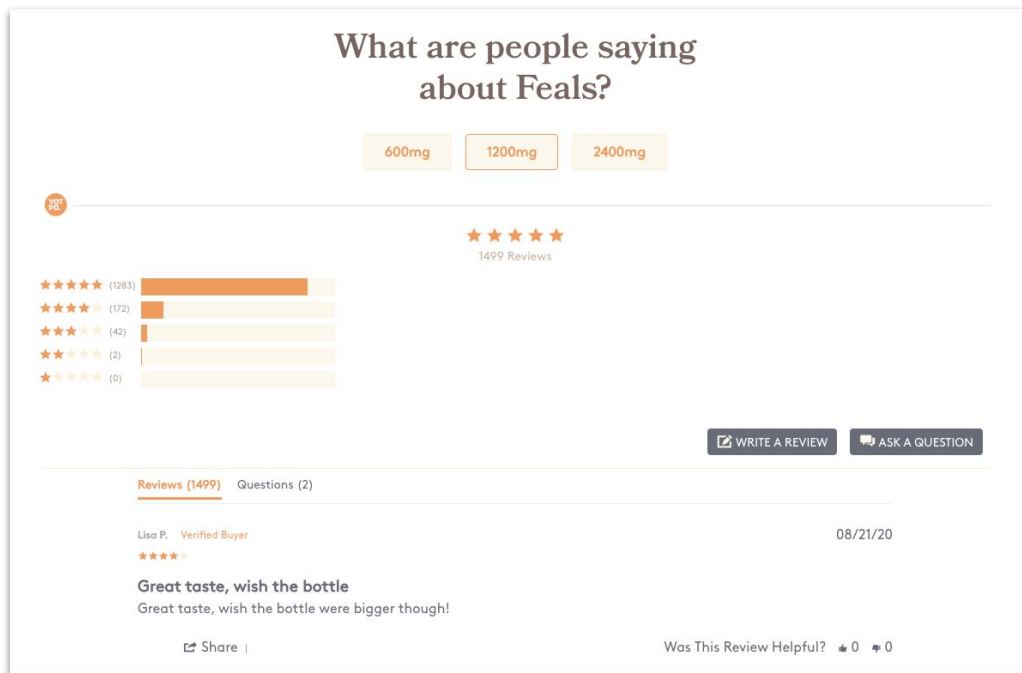


As a collective, the product review pages accounted for 0.4% of web traffic from february 2020 to july 2020.





Despite the small amount of traffic, these pages play an important role in providing social proof about the products and helps to inform the customer's decision process.





Feals has seamlessly integrated the product review section into their website and have include some interactivies elements such as the ability to filter between dosages, ask a question, and even rate the helpfulness of reviews.

The screenshot displays the 'What are people saying about Feals?' section. At the top, there are three dosage filter buttons: 600mg, 1200mg, and 2400mg. Below these is a star rating system showing 1499 reviews with a 4.5-star average. A horizontal bar chart shows the distribution of star ratings: 5 stars (1283), 4 stars (172), 3 stars (42), 2 stars (2), and 1 star (0). On the right, there are buttons for 'WRITE A REVIEW' and 'ASK A QUESTION'. Below the star ratings, a specific review by 'Lisa P.' is shown, marked as a 'Verified Buyer' with a 4-star rating. The review text is 'Great taste, wish the bottle' followed by 'Great taste, wish the bottle were bigger though!'. At the bottom of the review, there is a 'Share' link and a 'Was This Review Helpful?' section with thumbs up and down icons.

What are people saying about Feals?

600mg 1200mg 2400mg

Filter between reviews for different dosage reviews in one place

1499 Reviews

★★★★★ (1283)
★★★★☆ (172)
★★★☆☆ (42)
★★☆☆☆ (2)
★☆☆☆☆ (0)

Verified buyer tag to show the review is genuine

Reviews (1499) Questions (2)

Write a Review Ask a Question

Ask a question

Verified Buyer

08/21/20

Great taste, wish the bottle

Great taste, wish the bottle were bigger though!

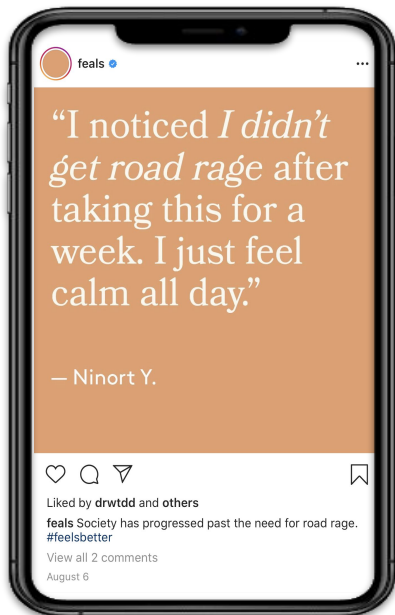
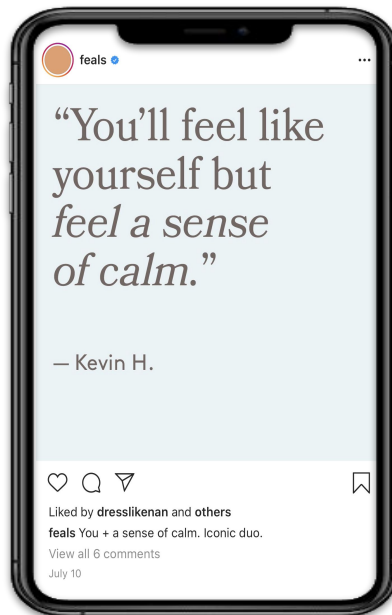
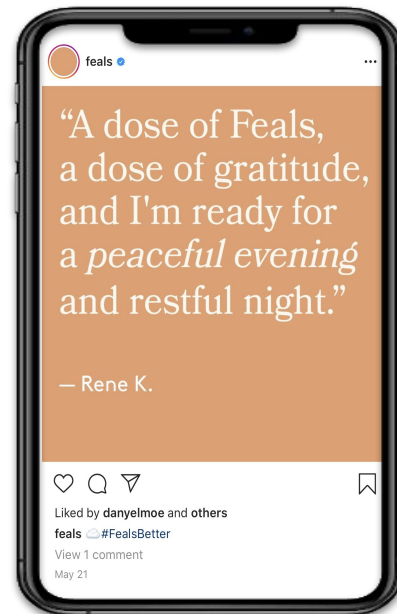
Share |

Was This Review Helpful? 0 0

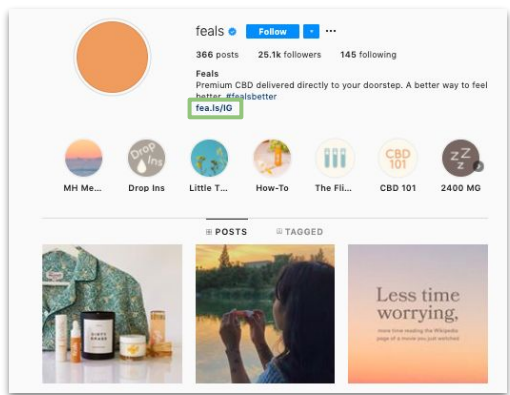
Rate helpfulness of a review



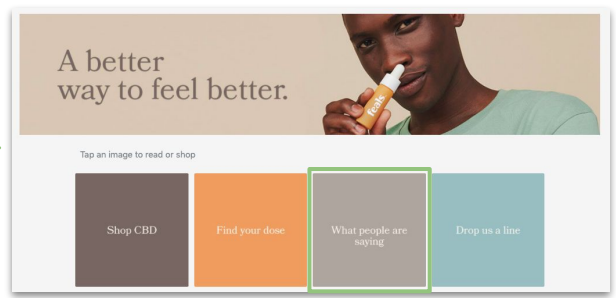
On Instagram, Feals repurposes the reviews to use as content featuring a quote and a background colour that matches their brand colours.

[Click to view](#)[Click to view](#)[Click to view](#)

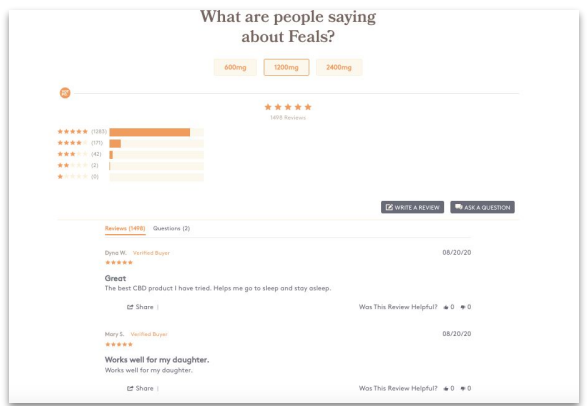
Feals links to their stories page from their Instagram link in bio which directs customers to their review page. Testimonials and reviews are a critical part of Feals' customer acquisition strategy.



[Click to view](#)



[Click to view](#)



[Click to view](#)

Takeaways

Key Findings

Feals is using a combination of testimonials & reviews to provide social proof and real-world examples of how their product has helped people manage anxiety, pain, and sleep problems to acquire new customers: Feals' approach is multifaceted, using testimonials on their website stories page, reviews on their product page, and quotes as content on Instagram with a link in their bio that links to their stories page.

What Brands Should Be Thinking About

Look for ways to incorporate testimonials & reviews on your website & social to establish trust around your product offering: Testimonials & reviews provide social proof that your product is high quality and helps bolster brand perception. Look for ways to incorporate reviews in non-traditional ways such as in social posts or in Instagram stories.