SUCCESS STORY
FASYLITY X ACTIYON

FaSylity

How Fasylity improved the performance of its website thanks to the feedbacks from their prospects.

As an agency specializing in event marketing, Fasylity's areas of expertise are manifold: putting professionals in touch with each other, lead detection, community animation and the full range of digital marketing and communication tools.

RESULTS

250+	19	15+
User feedbacks received	Testers engaged Status: actively working Age: 25 - 50 y.o.	Technical bugs identified and corrected

CONTEXT

As part of the launch of Fasylity, Fabienne Palmas, co-founder of the company, wanted to get a fresh, outside look at the new website, and understand its strengths, as well as its areas for improvement.

The challenges:

- Obtain authentic feedback from testers on the website.
- Easily manage test administration, from design to tester feedback.

ACTIYON

TEST

Using ACTIYON SaaS platform, Fasylity activated 19 testers in its target user base.

The main points of analysis were:

- Accessibility via different operating systems and browsers.
- Level of usability and user experience of the home page.
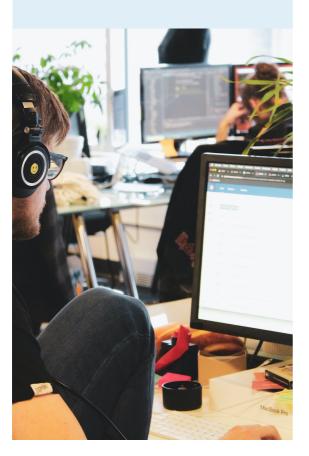- Clarity of the offer.

PROCEDURE

Test: 14 questions
Test completion time: 30 minutes
Delay to deliver test report: 12 days

RESULTS

Time saving

In 12 days, Fasylity was able to connect with 19 qualified testers and receive detailed reports on the usability of its website prior to launch.

+250 user feedbacks

Thanks to feedback from testers, Fasylity improved the usability of its website before its official launch. In the end, the website was co-constructed with the testers and according to the target audience.

15+ technical corrections made

The testers identified technical problems that had not been identified by Fasylity, and these were quickly rectified.

TESTIMONIAL

Our collaboration with Actiyon has enabled fasylity.fr to improve its performance thanks to unique tests and highly professional feedback.

FABIENNE PALMAS
Co-founder

ACTIYON