

Phoenix Bats + Zingtree

Helping customers find and choose the right products
in an interactive way



The Phoenix Bat Company has been crafting high-end game, training, and award bats for over 20 years. Using only premium-grade woods with the most advanced bat-making machine in the world, they deliver the most consistent and high-quality bats to their customers, including pro baseball players. With painstaking attention to detail and custom manufacturing, Phoenix Bats produces some of the best bats in the country.

Phoenix Bat's Challenge

With customers at all skill levels and various requirements, visitors to the Phoenix Bats website were confused by the difficulty of researching and selecting the right bat for their needs. In search of a better solution, Phoenix Bats wanted to find an easy way for potential customers to find and select a wooden bat tailored to both the customers' game and hitting style.

Zingtree's Solution:

Building a decision tree bat selector tool has enabled Phoenix Bats to guide customers to the baseball bat perfectly suited to their needs. With this interactive platform in place, customers are now able to quickly find a bat, leading to an increased conversion rate and improved sales. Phoenix Bats is also enhancing the end-user experience by using the Zingtree API.

"Without Zingtree, our customers would have to read through a number of different bat descriptions in order to figure out which bat is the best fit," says Seth Cramer, General Manager and Co-Owner of Phoenix Bats. "Now, they get the answer in seconds."



Zingtree is the most user-friendly platform for creating and implementing interactive decision trees that deliver answers faster. Quickly create a decision tree that your site visitors, leads, trainees and/or customers navigate by clicking buttons to answer questions, and receive detailed analytics on how trees are being used. Zingtree makes it easy to guide anyone through complicated processes - there's no better way to help people get answers and solve problems.