

CREATE ADVOCACY

LEVERAGE ON THE VOICE OF YOUR CUSTOMERS

Ratings and reviews provide information that consumers look for when making their purchase decision.

Reviews by consumers for consumers are a powerful and trustworthy channel to promote your products and services and to gain insights for continuous improvement.

Convert customers into passionate brand advocates!



▶ BENEFITS

BOOST TRUST AND SALES

- Up to 20% sales increase
- Grow SEO results
- 75% of shoppers read reviews pre-purchase
- 39% of shoppers do not trust offers without online reviews

▶ CASES & OPPORTUNITIES

- Product & service reviews
- Stars, texts, pictures, clips
- Media content
- Google ratings
- Always-on
- Collection along the customer journey
- Display across all marketing channels
- Comment to foster community building

▶ HOW TO START, HOW WE HELP

- Requirements management
- Draft a review strategy
- Implementation of activities
- Review collection
- Display reviews across respective channels
- Measure and improve