



**POWER
REVIEWS**

Review Platform

This solution would be implemented on your website to collect, display, analyze, and share reviews to retail partner sites.

Required to Implement On Your Site

- ★ Innovative Collection Methods to Increase Review Count
- ★ Google Partnership (SEO benefits)
- ★ Customizable Display and ADA Compliant
- ★ Fraud Review Protection and 100% Human Moderation
- ★ Share Reviews to Retail Partners and Amazon.com
- ★ PDP Site Analytics Reporting to Track Conversions & ROI
- ★ Lightest Code in the Industry = Better UX
- ★ Full Customer Support and Account Team

Syndication Only

Share your current website reviews to PowerReviews' network of retail partners

No Development Work Required

- ★ No Development Work and No Requirement to Switch from your Current Review Vendor
- ★ Share the Reviews Already Collected on your Website to your Products Listed on Retail Partner Sites
- ★ Ensure Relevant, Safe, and Appropriate Content Presence and Control your Brand's Narrative on Digital Shelves
- ★ Manual Imports for Review Uploads
- ★ Customize your Review Upload Dates to Align with Upcoming Product Launches and Marketing Campaigns

Product Sampling

Send products to our community of sampling participants in exchange for reviews on existing products and new product launches.

No Development Work Required

- ★ Community of 1.5 Million Sampling Participants
- ★ Narrow Down Your Ideal Customer Demographic
- ★ 85%+ Review Submission Rate on Average
- ★ Increase Review Volume On Existing Products
- ★ Enhance Current Star Rating On Your Products
- ★ Collect Unbiased Reviews to Uncover Optimizations
- ★ Reviews Prepared to Display for New Product Launches
- ★ Reviews Can Be Shared to Retail Partner Sites
- ★ Full Ownership Rights to Repurpose the Content
- ★ Utilize Reviews For Your Website & Marketing Initiatives

Andjela Radovanovic
PowerReviews Account Executive

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ABOUT POWERREVIEWS:

PowerReviews offers a la carte solutions to integrate with each step of the purchasing journey to collect, display, share, and analyze product reviews and customer feedback.

Review Platform

Collection & Display

Advanced collection methods & custom display

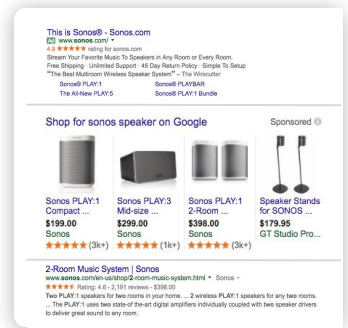
Collect reviews through eCommerce and non eCommerce methods. Custom CSS allows you to maintain the look and feel of your site



SEO

SEO benefits

PowerReviews is a Google partner and provides rich snippets to crawl in organic search results, as well as reviews to populate for seller ratings and PLAs



Moderation

Human moderation & fraud detection

Every review, question, answer, image and video is run through a profanity filter, fraud detection filter, and then viewed and analyzed by our moderation team for relevancy, appropriateness, and safety

Amazon

Share to Amazon (+Fresh)

After submitting their reviews, customers are given the option to share their review to Amazon. We see **40%** of customers share reviews to Amazon.



Syndication and PowerTiles

Automated review sharing

Reviews from your website will be automatically shared to your products on retailer's sites that PowerReviews has a direct partnership with



Q&A

Question & Answer collection and display

Have your brand experts address questions submitted by customers.

88%

increase in conversion

6x

more order revenue

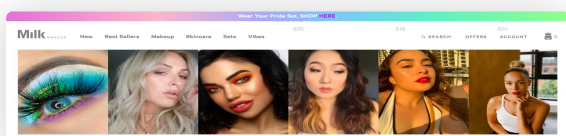
82%

conversion rate

Images & Videos

Visual & Social content curation

Images and videos can be submitted at the bottom of the Write A Review form, as well as curated from Instagram



Insights & Analytics

User-friendly backend dashboard

Gain insights into the feedback collected at a summary, category, or product level. All reports can be customized and shared throughout the organization on demand. Track how customers interact with your review display and convert on your PDPs through our Site Analytics report.

Syndication Only Program

Control the narrative of your brand by sharing your current website reviews to your products listed on the digital shelves on retail partner sites *without* switching from your current review provider.

How it works

- 1 Confirm your Service Order Details**

How many reviews are you looking to share to retailers? Which retailers would you like to syndicate to?
- 2 Execute your Service Order**

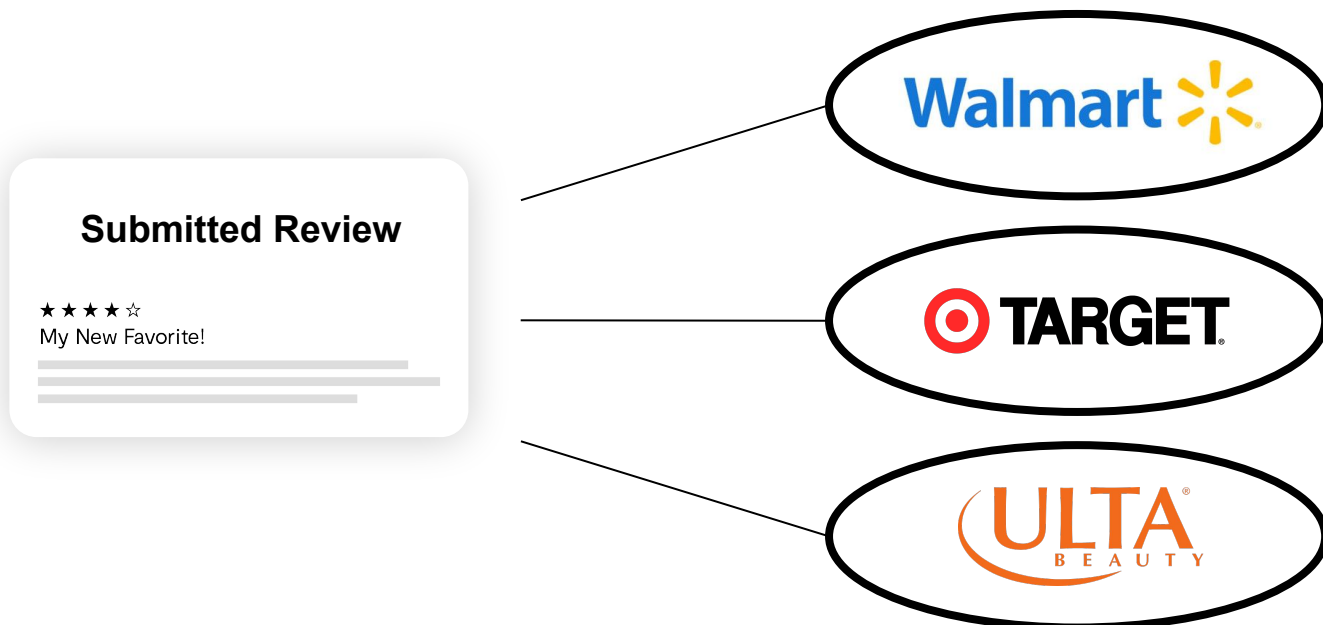
Sign the contract and officially get started with the PowerReviews Syndication Only Program
- 3 Provide the Import Files**

We will require your brand to provide a Product Feed File & Review Import File with templates provided
- 4 Review Moderation**

PowerReviews will use human moderation to ensure all content is safe, relevant, and appropriate before publication
- 5 Syndication Set Up**

PowerReviews will activate syndication to the retailer(s) selected and reviews will populate to the PDPs
- 6 Next Review Import(s)**

Your brand will reach out to establish your next import(s) throughout the contract term



Product Sampling Campaigns

Our extensive community of global consumers – known as BzzAgents – are passionate and highly engaged. Combine them with a proven, predictable, and repeatable methodology, and you get the best outcomes EVERY time.

Existing Products

- Increase overall star ratings
- Enhance review volume across your product catalog
- Refresh the most recent content

New Product Launches

- Launch the new products with reviews
- Provide credibility and social proof

Innovations

- Get unbiased feedback on products
- Identify potential product optimizations

What's Included?



85%+ Average Response Rates

Save budget by getting a higher conversion rate on less products.



Review Syndication

Share your Ratings & Reviews across brand.com and retail partners.



Advanced Targeting

Target by purchase behavior, demographics, lifestyles, affinity groups, geographics and more.



Fulfillment & Shipping

All campaigns include a fulfillment list. Ship products from your warehouse, or utilize our fulfillment partner (additional)



End-to-End Management

Turnkey campaign management and fulfillment services by an expert team.



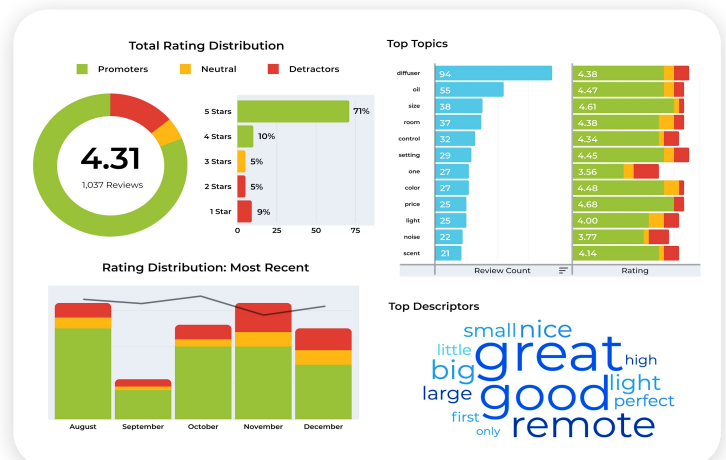
In-Depth Reporting

Product level sentiment analysis included with every campaign.

END-OF-CAMPAIGN REPORTING

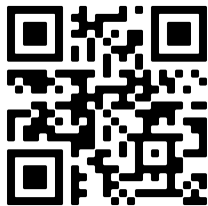
Uncover actionable insights with an end-of-campaign Product Pulse report.

Measure campaign performance
Receive product-level sentiment analysis
Visualized data creates actionable insights



Additional Information & Resources

PowerReviews
Solutions Overview:



PowerReviews
Case Studies:



Review Platform
Overview:



Syndication Only
Program Overview:



Product Sampling
Overview:



The Power of Product Reviews

Going from 0 to 1+ reviews on a brand or retailer site provides
on average a

108%

Increase in
Site Traffic

65%

Higher Conversion
Rate

92%

More Sales



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