



A Case Study on Mobile Reviews



Case Study: evo

40-50%

of evo customer emails
are opened on a mobile
device

204%

increase in reviews
written on mobile year
on year

23%

increase in reviews
written, year over year

As customers move toward mobile, evo increases mobile reviews with PowerReviews

evo is a leading online retailer of outdoor gear and fashion apparel, headquartered in Seattle. As a retailer selling to a passionate customer base, evo has focused on creating an engaging and enjoyable experience for its in-store and online visitors. In 2006, evo chose PowerReviews to further connect with customers, enhance the online user experience and offer the most relevant and helpful information to buyers. Currently, over 23,000 products on evo's website display user generated content.

“Reviews are a core component of our eCommerce site and they’re also among the most engaged-with content on the product detail page. Reviews have been one of the most important tools to drive conversion for us.”

— Nathan Decker, eCommerce Director at evo



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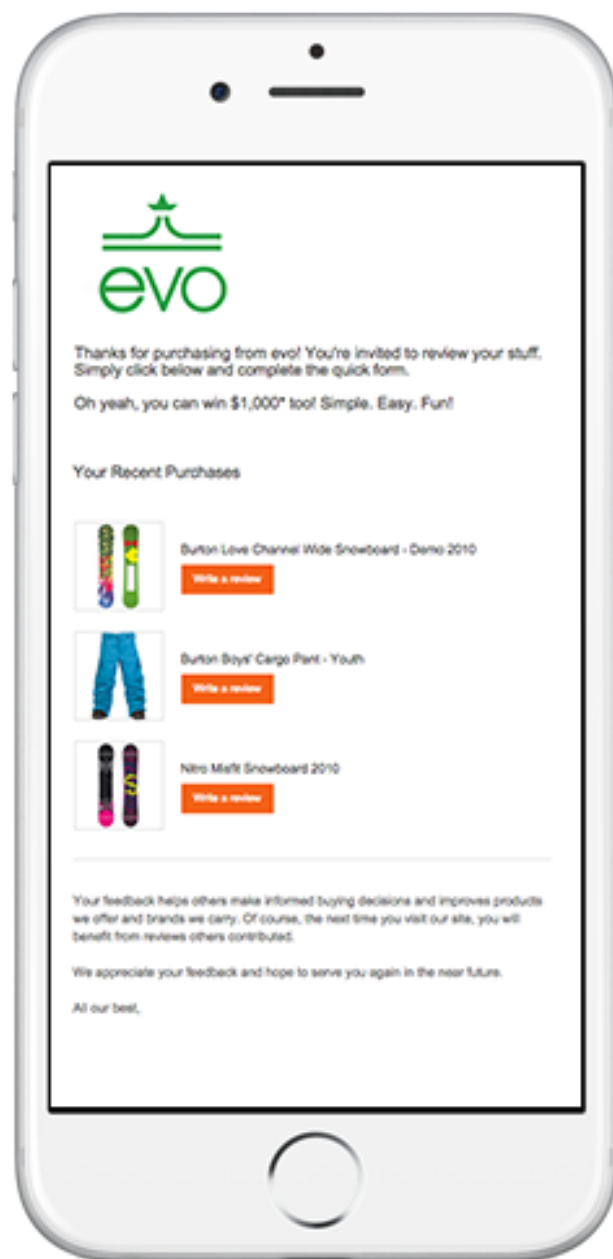
The Opportunity

As a retailer selling to an active, on-the-go customer base, evo was not surprised when their site traffic began to move to mobile devices. The team at evo observed that 40-50% of their customers were opening their emails on mobile devices and saw this migration as an opportunity to improve the mobile user experience and increase the number of reviews written on mobile devices.

The Solution

To capitalize on the move toward mobile, evo worked with PowerReviews to update their post purchase email template. evo implemented a new, fully responsive and mobile-friendly email. They viewed this update as an opportunity to enhance their brand look and feel on smaller devices to ensure that all evo visitors, whether they use a desktop computer or a mobile device, have a great experience and write a review.

Additionally, deploying the new email took little effort on evo's side. "Implementing the new email update was extremely easy on our end. We had to do nothing and there was virtually no burden on my team," said Decker.





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The Results

- 23% increase in reviews written, year over year
- Comparing June 2014 and June 2015: 204% increase in reviews written on mobile

With the new email template in place, evo saw a 23% increase in reviews written on all devices in the months following the update. Additionally, the number of reviews written on a mobile device increased by 107% in the first month using the new email, and increased 204% in the second month, as compared to 2014.

“In addition to seeing an increase in mobile reviews, we also were able to enhance our brand image with the customizable and fully responsive email template,” said Decker.

Innovation

“The latest developments to the PowerReviews platform have been extremely positive. All of the updates in the last year have been targeted and smart and everything has been easy to turn on and begin using.”

— Nathan Decker, eCommerce Director at evo
