

# BEER NUTS Remains Pandemically on Point with Shopify Plus® and PowerReviews

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Two vendors combine to help snack brand  
accelerate D2C transition

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# About the company

Providing exceptional snacking experiences since 1953, BEER NUTS is a family owned and operated company based in Bloomington, IL. The company's products include Original Peanuts, Cashews, Almonds, Original Bar Mix, and many more varieties. While BEER NUTS' product line has grown over the years, its original recipe remains the same, as does its commitment to producing the best quality snack products possible.



## Stepping up to the plate

In business for over 65 years, BEER NUTS has continued to evolve its routes to market, most recently expanding its eCommerce presence to sell direct to consumers. The company was looking for ways to get its brand in front of younger consumers. To achieve these objectives, BEER NUTS wanted to boost its user-generated content focus to make its website more interactive and engaging. Working with PowerReviews, the company was able to generate a significant conversion lift by building trust and relationships with consumers through user-generated content.

### Highlights

#### The company:

BEER NUTS® Brand Snacks

#### Industry:

Snack Foods

#### Challenge:

Expand eCommerce presence and grow consumer base.

#### Solution:

Incorporate the voice of the customer by increasing user-generated content collection and boosting display performance.

# The Opportunity

BEER NUTS' direct to consumer business has grown steadily in recent times, and the company aspires to continue this growth by reaching and cultivating new customers. After significantly reducing the potential for in-person sales, the COVID pandemic accelerated this transition and led to a far greater focus on the direct-to-consumer ecommerce channel.



"As a company that's been around since the 50s, we have a lot of grandparents and older adults that know our brand, but we're also interested in reaching a new younger generation. This demographic shops differently than previous generations, and we understood the value of ratings and reviews content in driving ecommerce sales," says Jonathan Strupek, Marketing Manager, BEER NUTS® Brand Snacks.

Considering the majority of its product reviews were dated – more than eight months or older – Jonathan and team decided a concentrated focus on ratings and reviews was in order. What's more, BEER NUTS had introduced new packaging so a key objective was to get the new product into consumers' hands and quickly collect user generated product imagery and feedback on the website.

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*Most consumers today shop by reviews and 'social proof' -- they care about what other people think. Ratings and reviews are a big part of building an ecommerce experience that consumers have come to expect via their interactions with companies such as Amazon and Walmart.*

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**JONATHAN STRUPEK**

MARKETING MANAGER,  
BEER NUTS® BRAND SNACKS



# More Reviews, Greater Results

BEER NUTS chose to partner with PowerReviews, due in part to the seamless integration it offered with Shopify Plus®, the cloud-based multi-channel enterprise platform used to run and drive its ecommerce operations.



The company went live with PowerReviews in March 2020 – right during the start of the COVID pandemic shelter-in-place mandates, which ushered in significant changes in consumer buying behavior. And now, having added extensive user-generated content on its website, they are well positioned to take advantage of this surge in ecommerce activity.

“PowerReviews has helped us garner reviews, which has helped us build more trust with consumers and stronger relationships,” says Strupek.

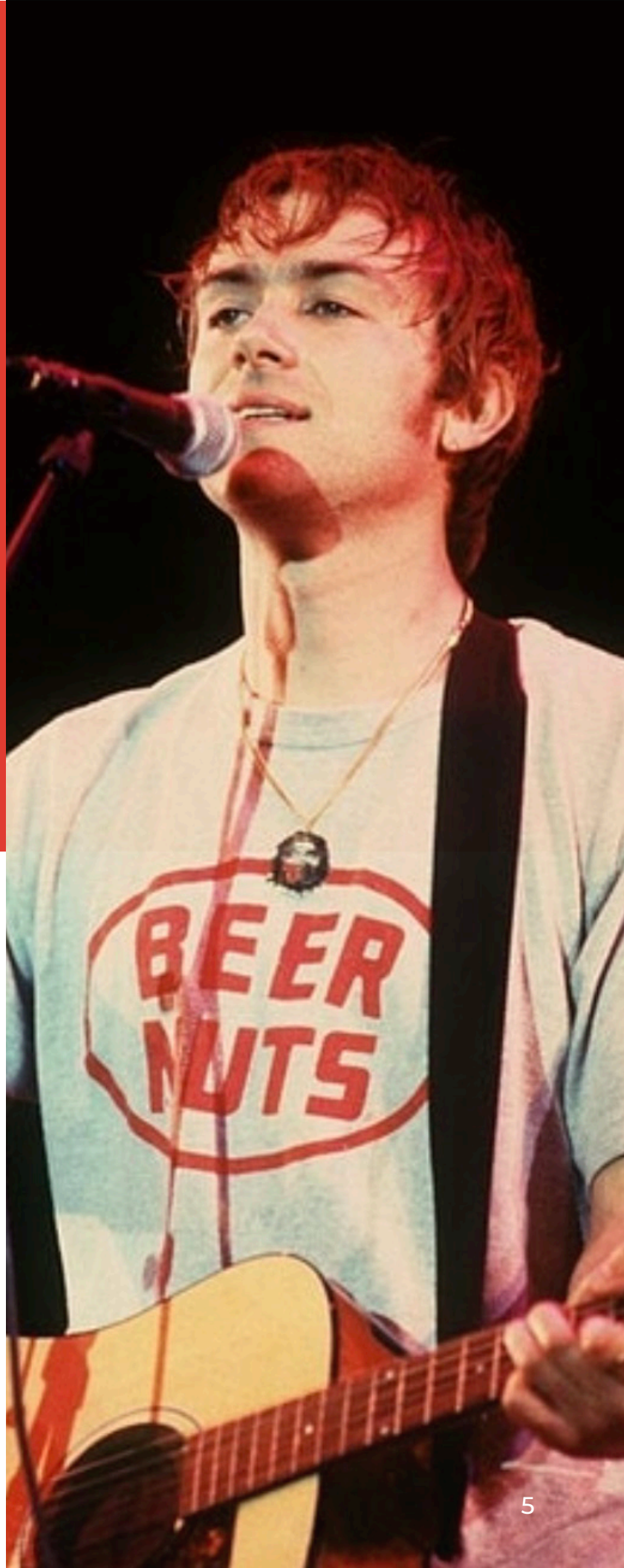
PowerReviews’ analytics shows the influence of user generated content on BEER NUTS sales in the 6-month period post PowerReviews implementation, with a 2.5% conversion uplift for shoppers who interacted (expanded, filtered, searched etc.) with at least one piece of user generated content (i.e. review, Q&A, video, images). And when it comes to user generated images and videos, the results are especially potent – **BEER NUTS experienced a 9.8% increase in conversion when website visitors interact with media specifically.**

PowerReviews also executed a BEER NUTS product sampling campaign distributing 200 samples across eight different products, resulting in a **92% review completion rate with a 4.7-star average rating.** “That absolutely would not have been possible without PowerReviews,” says Strupek.

# Easy Implementation

Strupek appreciated PowerReviews' easy set up and implementation process that enables the solution to be implemented without the need for developers. PowerReviews has a direct integration for Shopify Plus® customers that enables users to inject the display and collect code on product website pages to support easy product data sharing.

"There were a ton of step-by-step instructions and the PowerReviews team was there to answer any questions we had – they were very helpful and hands on," Strupek explains. "Overall, the Shopify Plus® PowerReviews integration was seamless. It's the type of implementation experience we want with all of our partners. We launched on time and that was a big thing."



“ PowerReviews has been critical to our successful transition to direct to consumer and the metrics really speak to this. They have been a great vendor to work with, enabling us to get a high volume of quality user-generated content on our site quickly, which in turn has had a significant impact on sales growth. ”

ANDY SHIRK

*PRESIDENT, BEER NUTS® BRAND SNACKS*



# Keeping Pace with Shifting Consumer Buying Behaviors

PowerReviews has helped BEER NUTS engage with consumers and align its ecommerce efforts with how the next generation shops today and provide the type of experience they want. To achieve this objective, the company leverages the **deep intelligence delivered by PowerReviews' UGC Analytics product**. This provides insights for product and CX optimization.



“We know that five seconds is the average attention span,” said Strupek. “So how much content can we give them in a well-organized manner and in a format that is as high-level or in-depth as they like, along with transparency in highest versus lowest reviews? This creates multiple touchpoints with the customer and gives them confidence to purchase.

“We wanted to understand how consumers buying habits were shifting post-COVID so we could put forward the best pricing and product availability and Shopify Plus® and PowerReviews helped with our understanding of that. **Consumer behavior is always changing – having the ability to have our finger on the pulse of that is critical**,” says Strupek.

“As we are building BEER NUTS’ direct-to-consumer business, we are taking advantage of this significant opportunity to have a conversation with consumers that our giant retail sales arm doesn’t have. They can’t get real-time feedback or understand what consumers are saying about our products. This is incredibly vital to tap into this Voice of the Customer since we physically can’t be across the nation,” he says.



# A Trusted Long-term Partner

BEER NUTS sees PowerReviews as a long-term strategic partner that can help drive business growth.

“There’s always more to be done when it comes to refining your ecommerce business and customer experience. **We’re always looking at new ways to do things and PowerReviews is there to help.** We see PowerReviews as a key partner for the long-term; we know we can depend on them to help us grow,” concludes Strupek.

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