



# The PowerReviews Open Network

## Open. Innovative. Trusted. Expanding.

### **EXECUTIVE SUMMARY**

Ratings and reviews have become a key part of the purchase journey. In fact, **86% of consumers won't make a purchase without reading reviews**. Furthermore, PowerReviews research shows that 25% of shoppers will go to Amazon when they can't find reviews on a brand or retailer site.

In addition to helping consumers make better purchase decisions, ratings and reviews help ecommerce retailers and brands increase traffic, drive sales and increase conversion rates. Optimizing review coverage (the number of products that have reviews) and review depth (the number of reviews per product) is essential for retailers and brands looking to connect with consumers and compete and win against Amazon.

### **Syndication Increases Reach**

Review syndication is the distribution of user generated content, including ratings and reviews, collected on brand sites to retail ecommerce sites. Syndication is a key way for brands and retailers to achieve optimal review coverage and depth, while also empowering consumers to share their experiences with specific products using their own words, photos and videos.



Brands that syndicate content to retail ecommerce sites benefit from increased reach, and retailers that accept syndicated brand content benefit from increased review coverage and depth. Today, retailers receive an average of 58% of their review content from syndication. And when a product without reviews adds one or more reviews, the conversion rate for that product increases by 65%.

### **Major Retailers and Brands Are Committed to the PowerReviews Open Network**

Walmart, Jet.com, Walgreens, Sam's Club, and many of the world's largest retailers, accounting for more than \$1 trillion in online and offline revenue, have pledged their support and signed open syndication agreements with PowerReviews. In addition, major brands including GlaxoSmithKline, The North Face, Ugg and World Kitchen have committed to continue syndicating their reviews to retail ecommerce sites through the PowerReviews Open Network.

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*“Brands and retailers own their reviews and control their sites. We are committed to expanding the PowerReviews Open Network to make more authentic content available to consumers on more ecommerce sites, regardless of their rating and review technology platform.”*

*-Matt Moog, CEO, PowerReviews*

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## **ORIGINS OF REVIEW SYNDICATION**

In order to freely distribute content between brands and retailers on two different rating and review technology platforms, review syndication was created by PowerReviews and Bazaarvoice in 2012 when the companies briefly combined. In July 2014, the Department of Justice (DOJ) ordered the divestiture of PowerReviews from Bazaarvoice and mandated the continuation of syndication for four years. To date, more than 35 million reviews have been syndicated across the network from PowerReviews' brands.

## **EXPANDING ACCESS TO THE OPEN NETWORK**

The PowerReviews Open Network is committed to the broad distribution of authentic reviews to ecommerce retailers. Retailers using PowerReviews or Bazaarvoice who have direct syndication agreements with PowerReviews receive syndicated brand content at no cost.

In addition, the PowerReviews Open Network is now making authentic brand content available to major retailers that use other technology platforms to collect and display reviews. By supporting multiple technology platforms, PowerReviews is making product reviews available to more consumers on even more ecommerce retailer sites.

## **ANSWERING THE INDUSTRY'S DEMAND: AUTHENTIC CONTENT AND AN OPEN NETWORK**

PowerReviews will continue to distribute authentic content among Bazaarvoice and PowerReviews brands and retailers to make more authentic content available to consumers on more ecommerce sites, regardless of their rating and review technology platform. With the PowerReviews Open Network supporting multiple technology platforms, including in-house solutions, PowerReviews is innovating to support the industry's demand for an open, expanded network.



PowerReviews ensures the authenticity of reviews through advanced anti-fraud technology, automated filters, and 100% human moderation, including specialized moderation for regulated industries such as finance and pharmaceuticals. Furthermore, reviews are never rejected based on a negative star rating.

Brands and retailers also have access to SKU-specific data about user generated content, impressions, conversion and shopping behavior. This helps businesses improve product descriptions, online and in-store shopping experiences, products and services.

## PRODUCT COVERAGE AND DEPTH MATTER

**Thirty-eight percent (38%) of shoppers begin their search on Amazon**, and our most [recent study of 1,000 American consumers](#) found that 70% of shoppers browse on a retailer or brand site, then go to Amazon to purchase. Earlier PowerReviews research found that after variety and price, reviews were a key reason shoppers began on Amazon, with 55% citing reviews as a primary driver. Shoppers who can't find reviews for the product they are considering will leave a brand or retailer site; and 25% of them will go to Amazon to find reviews. Second only to Amazon, search engines are the starting point for 35% of shoppers.

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*25% of shoppers who can't find reviews on a brand or retailer site will go to Amazon to find reviews.*

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Reviews have a positive impact on search. When a product without reviews adds one or more reviews, traffic increases an average of 108%. The top 10% of customers see a lift of 239%.



When brands and retailers increase review coverage and depth, they also see a big impact on conversion. Mobile optimization and continuous innovative solutions such as [Review Your Purchases](#), which is a way for consumers to rate several products at once, have more than doubled native review collection rates. And generating more reviews has a direct impact on sales. When a product without reviews adds one or more reviews, sales increase 92% and the conversion rate increases by 65%. The top 10% of customers see a 126% conversion lift.

## **REVIEW SYNDICATION: MAKING REVIEWS AVAILABLE TO SHOPPERS ON MORE ECOMMERCE SITES**

Collecting authentic reviews is the first step in driving traffic, sales and conversion. The next step is expanding the reach of that content so more shoppers can find the content they're looking for—regardless of where they shop.

Review syndication makes more reviews available to shoppers on more ecommerce sites. Syndication enables the distribution of reviews collected on brand sites to retail ecommerce sites to make that content visible to more shoppers. On average, retailers receive 58% of their review content from syndication.

To ensure consumers benefit from reviews throughout their shopping journey, PowerReviews also syndicates ratings and review content to Google for impact on organic search, Product Listing Ads and Seller Ratings.

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*Today, retailers get 58% of their review content from syndication.<sup>1</sup>*

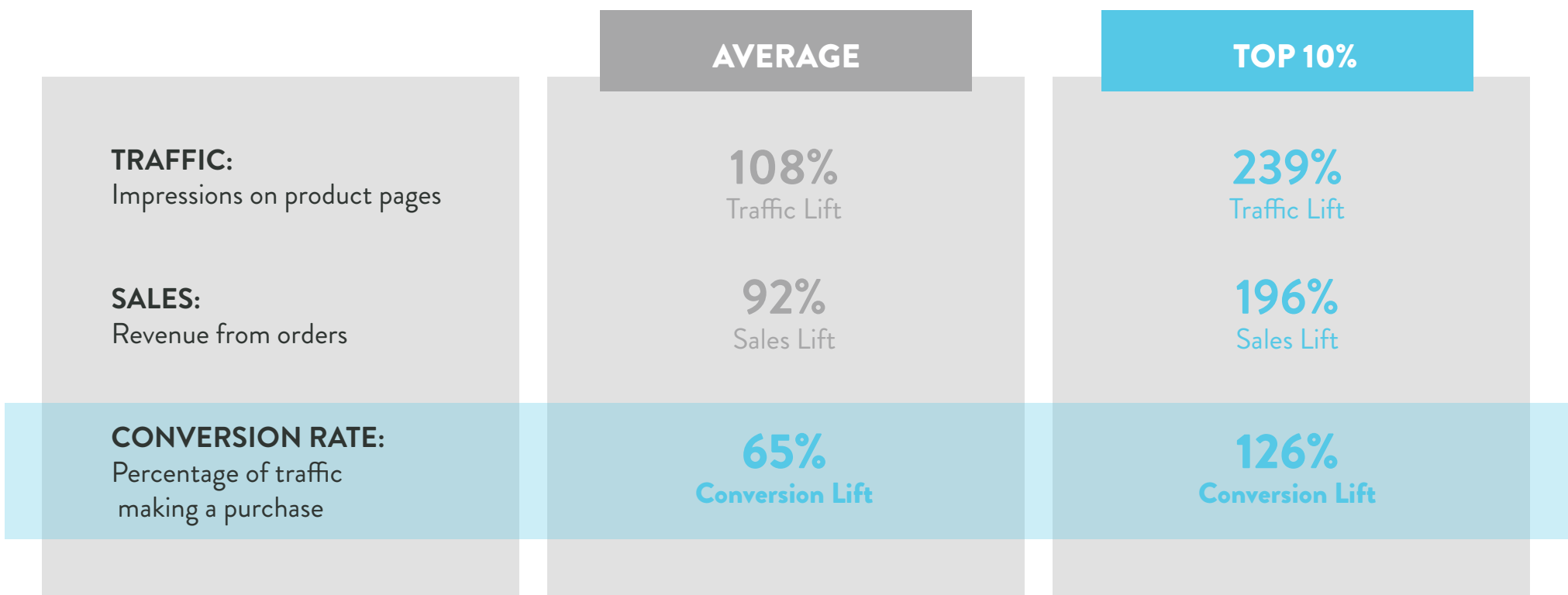
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1. Average across PowerReviews retailers that receive syndicated content.



## ADDING REVIEWS TO A PRODUCT LIFTS TRAFFIC, SALES, CONVERSION

When the number of reviews increases from 0 to > 0 reviews



Based on a representative sample of 14,000+ products across 100+ retailers in the PowerReviews Network that went from 0 reviews (for a minimum of 30 days) to > 0 reviews (for a minimum of 30 days) over a 6-month period. Traffic (impressions), sales (dollar value of orders) and conversion were measured and averaged daily for each product, then averaged by merchant and across the network.



## **OUR COMMITMENT**

PowerReviews is committed to extending and expanding an open network where retailers, brands and ultimately consumers win. We believe retailers should control what content appears on their sites, and we facilitate the syndication of content among brand and retailer sites, regardless of the technology platform that the content originated on. That's why PowerReviews is committed to the continued distribution of content between Bazaarvoice and PowerReviews brands and retailers, and expanding the network to help brands and retailers drive traffic, sales and insights. The industry is asking for a open and expanding network—and PowerReviews is delivering.

## **ABOUT POWERREVIEWS**

PowerReviews works with more than 1,000 global brands and retailers to deliver cloud-based software that collects and displays ratings and reviews and questions and answers on websites. PowerReviews unifies and amplifies the voice of the consumer throughout their journey, across all channels to help consumers make better purchase decisions and to help businesses drive conversion and improve products and services. Ratings and reviews solutions from PowerReviews are essential for consumers as they search and shop online and in-store, driving traffic on more than 5,000 websites, creating actionable insights to improve products and services, increasing conversion, and growing online site-wide sales. The PowerReviews Open Network reaches more than 1 billion in-market shoppers every month, giving retailers and brands the power to reach shoppers wherever they are. For more information, visit [www.powerreviews.com](http://www.powerreviews.com).