



POWERREVIEWS  
2017 DIGITAL  
COMMERCE  
— SUMMIT —



# The open network: More content, more reach, more value

*Rebecca Grimes - Vice President, Product Marketing*

*Danny Harris - Vice President, Network*

# Agenda

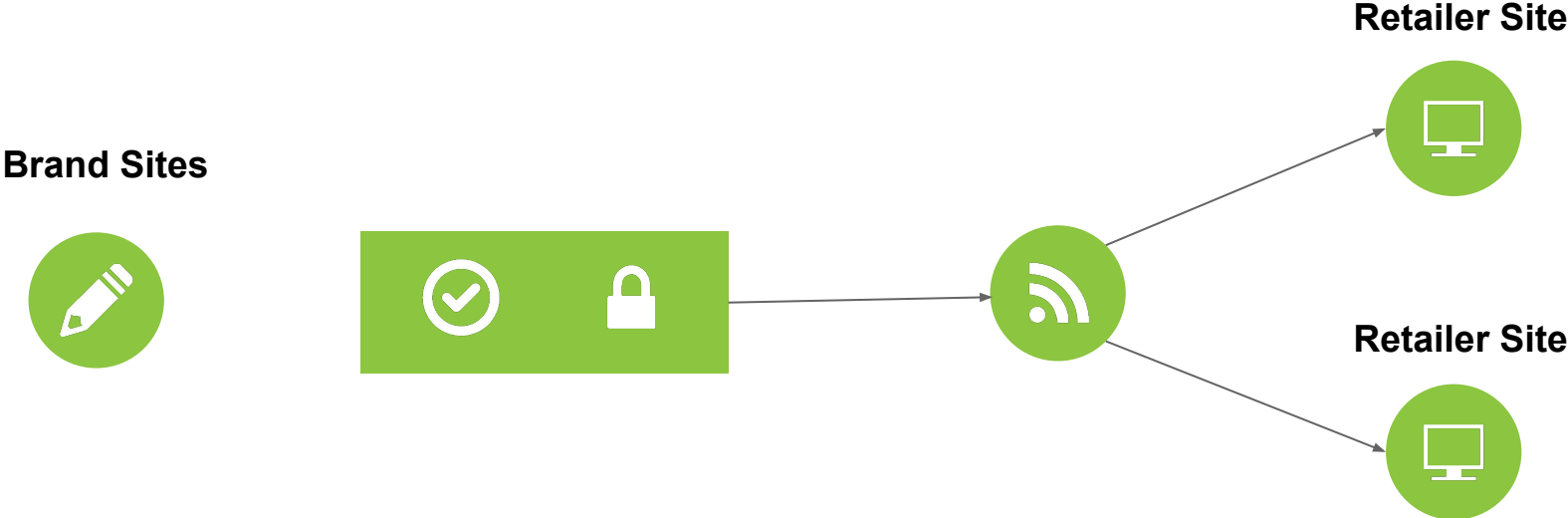


- 1 Syndication Network Today
- 2 Syndication Network Tomorrow
- 3 Network Initiatives

# Syndication - what it is and why it's important



# Syndication - how it works



COLLECTION



PRODUCT MATCHING



AUTHENTICITY & MODERATION



SYNDICATION



DISPLAY

# Review coverage matters

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

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80,000,000

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**58%**

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*Average across PowerReviews retailers that receive syndicated content*

# Retailers representing \$1T+ revenue have joined the PowerReviews Open Network





# Agenda



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# Syndication Network 2012 - 2017



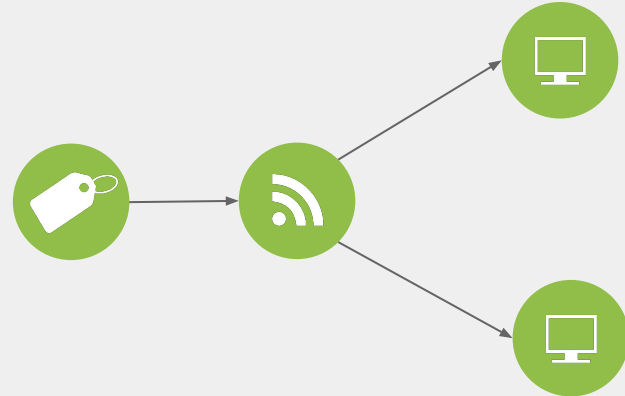
Two Platforms



Reviews




Brand to Retailers




# The PowerReviews Open Network



### Platform Agnostic



### Content Diverse



### Multi-Directional



**Insightful**

# The PowerReviews Open Network



Platform Agnostic



# Retailers representing \$1T+ revenue have joined the PowerReviews Open Network







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# The PowerReviews Open Network



Content Diverse

- 
- 
- 
- 

# Expanding Content Types



## Headlines

The best rain jacket I've owned!

## Star Ratings



## Comments

I was lucky enough to get one of these jackets and I am so happy I did. The color is so cute and the fit is figure-flattering. I do wish that the hood was adjustable (tighter), but I can get over that because the rest of the jacket is fabulous.



# The PowerReviews Open Network





★★★★★ 4/7/2017 BY DeeDeeDetroit FROM Westland, MI, USA

### GREAT FITTING PANT FOR THICK WASTE

YES, I WOULD RECOMMEND THIS TO A FRIEND

I wear a size 16 medium in these pants and have a 38 inch waste. The regular length fits ok, but it could be about one inch longer. I am 5'6". They are stretchy. They are soft and wash well. I have to put on a belt because the waist does loosen up. I might try a size 14, but my blubber probably would hang out. Ha ha.

REVIEWED AT  
**KOHL'S**

WAS THIS REVIEW HELPFUL? Yes / No [flag this review](#)

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★★★★☆ 4/6/2017 BY Lalame FROM Columbus

### COMFORTABLE FIT

YES, I WOULD RECOMMEND THIS TO A FRIEND

Comfortable fit. The waist is a little gappy, but will be OK. Length (tall) is good - I'm 5'10" & this length works fine!

REVIEWED AT  
**KOHL'S**

WAS THIS REVIEW HELPFUL? Yes / No [flag this review](#)



About this item

Customer Reviews

Item Recommendations

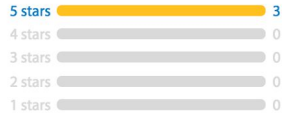
Policies & Plans

## Customer reviews

5 out of 5



see all 3 reviews



Write a review

Sort by: Most relevant

Cool Mario



by mommydaddy6 Verified purchaser

My 6 year old son loves it

3/17/2017

Was this review helpful?

Yes (0)

No (0)

Report

Best RC car ever!!!



by Grammytimesthree Verified purchaser

My five year old grandson wanted an RC like his brothers. I saw this, the price was great so I bought it for him! Now his nine and 7 year old brothers wish they had one too!! The "hover" ability is way cool too!

2/22/2017

Was this review helpful?

Yes (0)

No (0)

Report




Written by a customer while visiting jet.com


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# Brand Engage



TechStuff

Benjamin Linus Support Logout

### Content from Retailers

Question Volume  
**435** ▲ 4.6%

### Content Channels

**Unanswered Questions**  
Questions without any Answers

**Questions without Brand Answers**  
Questions that may have some Answers but no Brand Answers

Looking for something specific? Ask us about [Custom Channels](#).

### Looking for help?

This is Jessica Teji, your Client Success Director. Please reach out with any questions you may have.  
[jessica.teji@powerreviews.com](mailto:jessica.teji@powerreviews.com)

TechStuff

Benjamin Linus Support Logout

Channels

Questions Search

Answers Search

## Q&A / Channels / Unanswered Questions

### Vacuum Brand x360

4.0

**Q** **Is this a good vacuum for pets? Heavy shedders specifically?**  
Submitted on 04/15/2016 by Pete from Fort Lauderdale, FL  
[Meta Info](#) ▾

No Other Answers

**A** Add an Official Brand Answer to this question...

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[Meta Info](#) ▾

No Other Answers

Question Source  
**TechStuff**

**Save**

[Forward this Question](#)

# Brand Activation Program



Create  
co-marketing tools



Offer special  
promotional  
pricing



Brands sign up,  
content collection  
begins



Content  
syndicates  
to your site

# Scalable solution and offering





# The PowerReviews Open Network



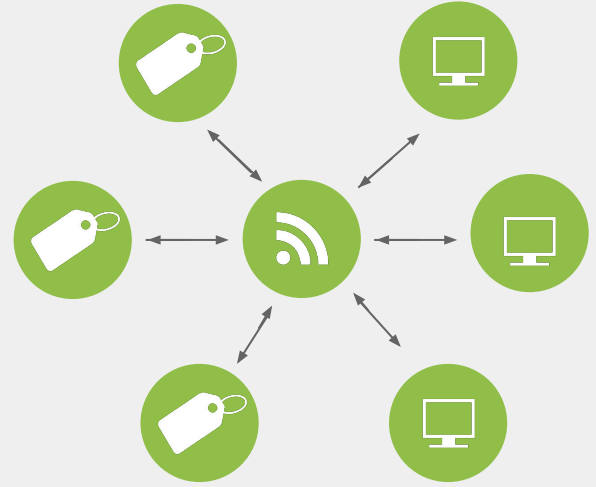
## Platform Agnostic



## Content Diverse



## Multi-Directional



Insightful

# Questions?

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