POWERREVIEWS
2017 DIGITAL
COMMERCE
— **SUMMIT** —

transparency
economy

PowerReviews Summit 2017

Uncover Insights that Matter Most to Your Business

Arend Henderson

175896348004512351894743285932154968221778326598787309060304

4778526598787432**8593**
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00451235189309060304

Agenda

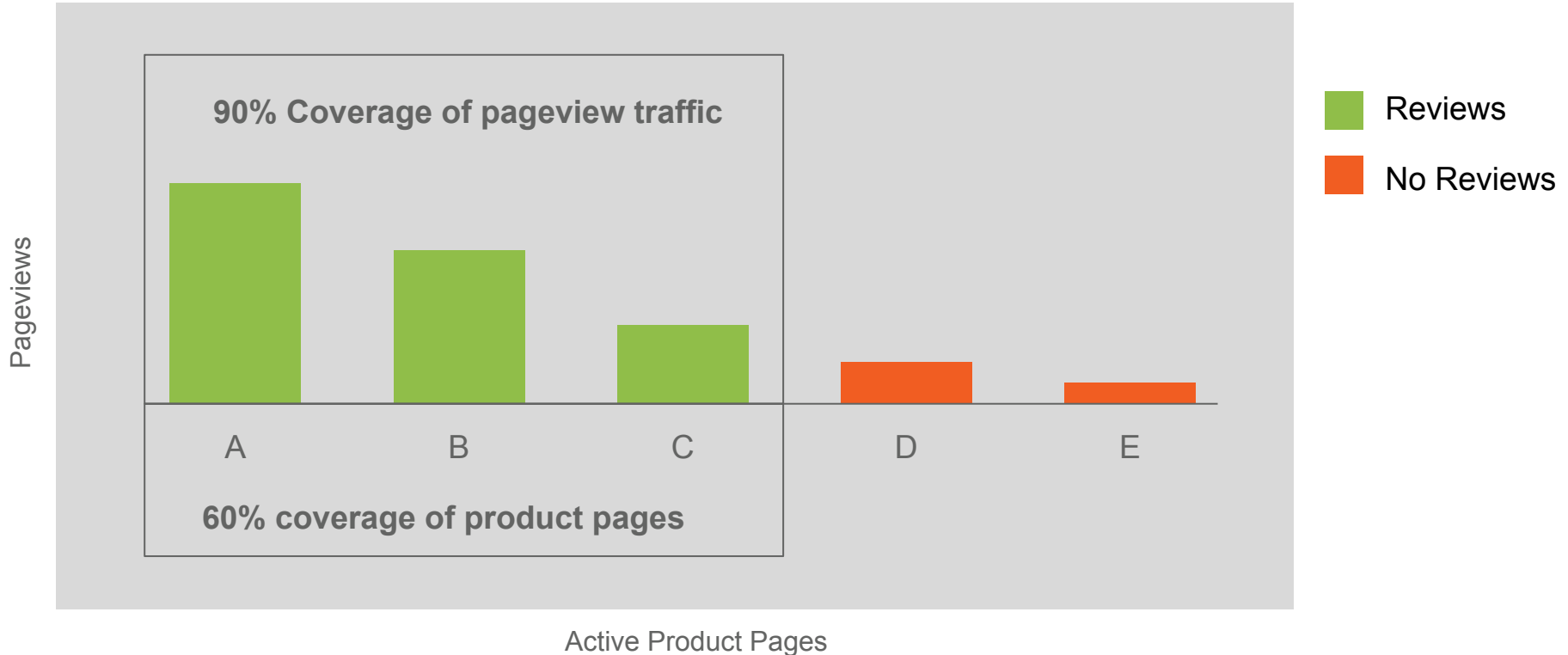**1**   Top 4 KPIs that matter most
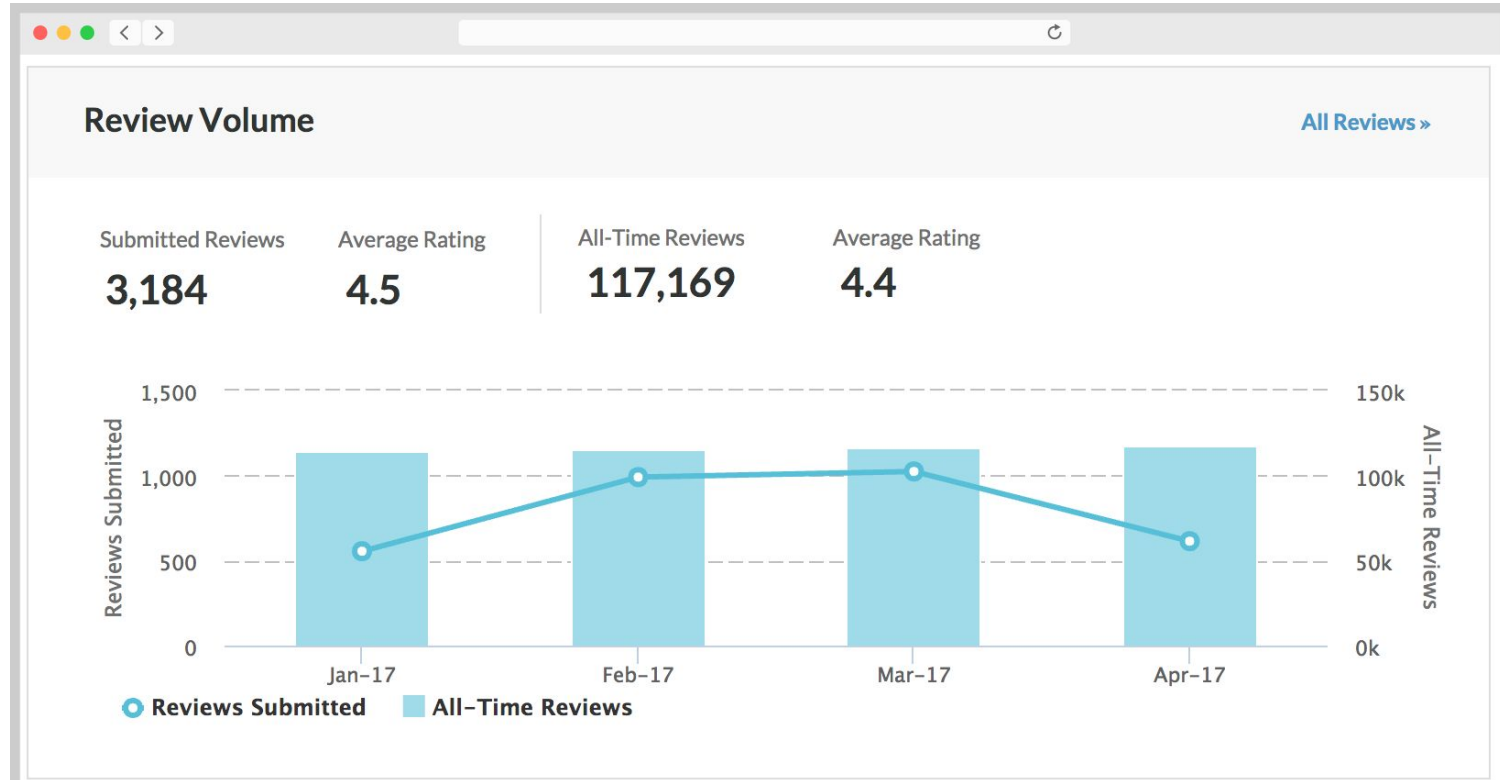
2   Where and when to look

3   Taking action

4   What's next? Areas of focus

Analyze coverage by product pages & page traffic

Monitor ratings and review volume trends

Review Volume

All Reviews »

Submitted Reviews	Average Rating	All-Time Reviews	Average Rating
3,184	**4.5**	**117,169**	**4.4**

○ Reviews Submitted   ▦ All-Time Reviews

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Impact
Sales and Traffic Influence

Sales Influence

Sales from Reviewed Products	Pageviews on Reviewed Products	Impressions on Reviewed Products
$14,456,168	3,503,093	18,696,835

Self-serve Reporting

Home

★★★★½ `4.3`   162,698   **Reviews Submitted**

Ratings & Reviews   Questions & Answers

Save & Share | Subscribe | Export PDF

Sales Influence

Sales from Reviewed Products	Pageviews on Reviewed Products	Impressions on Reviewed Products
$81,723,714	**12,975,576**	**217,531,576**

Review Volume   All Reviews »

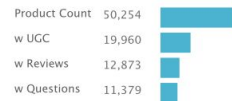| Submitted Reviews	Average Rating	All-Time Reviews	Average Rating
162,698	**4.3**	**1.91 M**	**4.2**

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Email Subscriptions

Monthly Summary Report - From 2016-12-01 to 2017-02-28

Active Products
Products that have pageviews/UGC during timeframe

Product Count	50,254
w UGC	19,960
w Reviews	12,873
w Questions	11,379

Product Recency
Based on most recent date of activity (pageviews/UGC)

Past 30 Days	34,169
30–60 Days	8,276
60–90 Days	6,129
90–120 Days	1,680

Reviews
Includes Native & Syndicated Reviews

Active Product Count	50,254
Approved Reviews	641,412
Average Rating	4.49
Breadth	25.6%
Percentage Verified Buyers	0.%

Review Coverage

Dec-16	Jan-17	Feb-17
41,647	39,153	36,432
27%	28%	30%

Traffic Coverage

Dec-16	Jan-17	Feb-17
571,452	581,714	496,347
52%	52%	54%

Review Quantity Distribution

1–5	6–10	11–50	51–100	101+
50.6%	6.2%	12.7%	5.3%	25.1%

Reviews per Product

Dec-16	Jan-17	Feb-17
66	75	84
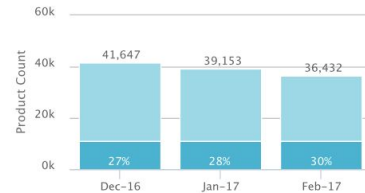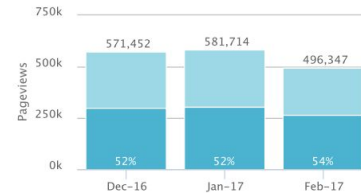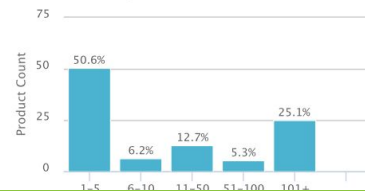
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Email Alerts

Average Rating
Drop

Volume Drop
Alert

Keyword
Alert

Review Volume Drop Alert

Test Volume Drop Alert

Hello,

This alert was triggered because review volume collected for Verified Review content over the past seven (7) days (review volume: 0) has dropped below 80% compared to your account 52-week average (weekly average: 3527). If this drop is unexpected, we recommend that you determine if your email service provider has had recent issues sending review solicitation emails for your recent orders.

If you have any questions or issues, please reach out to
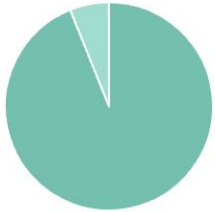
High Traffic/ Low Reviews
Where to find

Review Coverage   Details »

93.9%
Coverage on viewed products

Top 5: High Traffic/Low Reviews

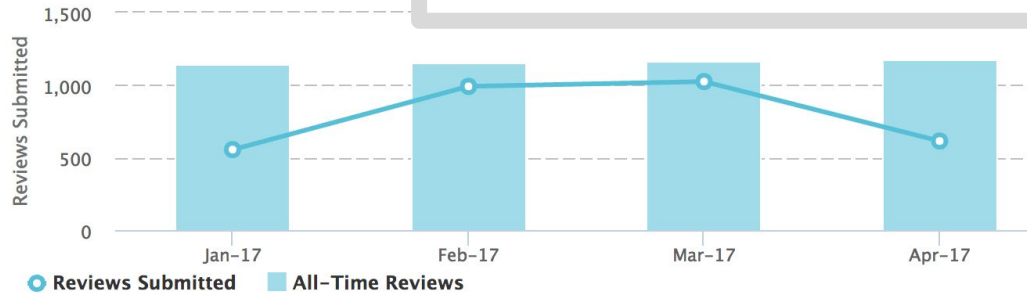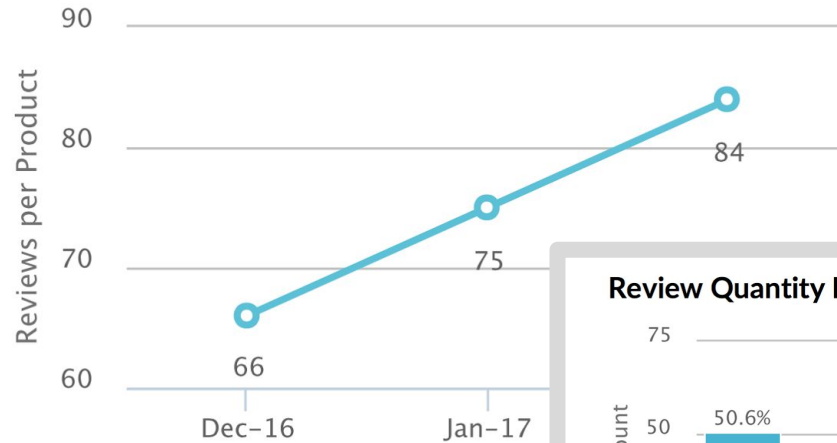| Product Name	Pageviews	Reviews
55" Class 4K LED SUHDTV	1,332	1
13.3" MacBook Pro with Retina Display 8GB	1,091	2
Brio Air Fryer	1,089	1
Rotator Powered Lift-Away Speed Vacuum	1,055	3
50" Class 4K Full-Array LED Home Theater	1,001	3

Volume Trends
Where to find

Reviews per Product

Review Volume

Submitted Reviews	Average Rating
3,184	**4.5**

○ Reviews Submitted ▢ All-Time Reviews

Review Quantity Distribution
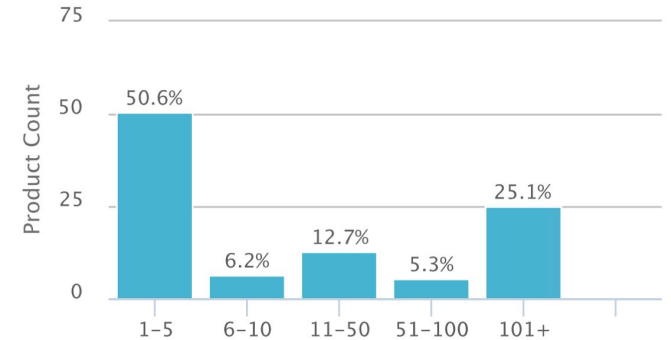
Ratings Trends/Outliers
Where to find

R

Find Categories

Highest-Rated   See all »

Category	Count	Rating	Score
4K Ultra HD TV	203	★★★★★	4.6
LED TV	95	★★★★★	4.5
Gas Dryers	88	★★★★★	4.5
Gas Ranges	79	★★★★★	4.5
Water Filters	76	★★★★★	4.6

Lowest-Rated   See all »

Category	Count	Rating	Score
Commercial Washers	7	★★☆☆☆	1.7
Commercial Dryers	6	★★★☆☆	2.9
Ice Maker Kits	4	★★★★☆	3.5
Memory Cards	4	★★★☆☆	3.0
Dinnerware & Drinkware	3	★★★☆☆	3.0

Investing in Data Architecture

Improved Reporting Visuals

Self serve reporting capabilities

Storytelling approach

Visually compelling

Less navigation

Benchmarks
Providing context

How does your Category/Brand/Product compare to the entire network?

Enhanced Text/Sentiment Analytics
Going beyond the rating to quantify consumer feedback

★★★★★ **5** **Simplicity**   9/28/2014

The top fridge is easier for us older folks!, and the bottom freezer easier to use. My one complaint is that there isn't as much space for tall items. I'd rather not have milk in the door, but there is not room in the fridge. Otherwise, we're very happy with this purchase.

Ease of Use 👍   **Capacity** 👎

Summation

1 Top 4 KPIs that matter most

2 Where and when to look

3 Taking action

4 What's next? Areas of focus

Questions?

Arend Henderson
arend.henderson@powerreviews.com