



The Ultimate Guide to Generating More Product Reviews

Drive traffic, sales and insights with user-generated content

Why Reviews?

It's no secret that ratings and reviews have become a key part of the purchase journey. Nearly all consumers consult reviews, and 86% consider them an essential resource when making a purchase decision.

Reviews don't just help consumers make good purchase decisions. They also help businesses like yours drive traffic, conversion and insights.

More Traffic

More than a third of shoppers start the purchase journey on Google or another search engine. If your product pages aren't ranking well, that means consumers may never find you. The good news? Reviews can help ensure your product pages are displayed in search engine results. When a product without reviews generates and displays at least one review, the traffic to that product page increases by an average of 108%.

More Sales

User-generated content—such as ratings and reviews, photos and videos—gives shoppers the boost of confidence they need to complete a transaction. When a product without reviews adds one or more reviews, the conversion rate increases by an average of 65%.

More Insights

Reviews are full of insights that businesses can use to improve products and the customer experience. For example, if a clothing brand notices that the reviews for a certain skirt often mention a zipper that easily breaks, the brand can work with its manufacturer to make improvements to the product.

Start Generating More Reviews Today

Clearly, reviews are important for consumers and businesses alike. And if your website doesn't feature plenty of reviews for plenty of your products, you risk losing shoppers to a site that does. 45% of shoppers who can't find enough reviews (or any reviews at all) on a brand or retailer site will go to a search engine, and 25% will turn to Amazon.

The following guide explores eight things you can start doing today to begin collecting more content.

Let's get started!



1. Send Collect Emails

In a perfect world, shoppers would automatically submit reviews for your product. But the reality is, most shoppers need a reminder to do so. The best way to provide that reminder? Send out a collect email, asking every one of your shoppers to submit reviews, photos or videos of the products they've recently purchased. In fact, we've found that more than 60% of reviews are generated as the result of a collect email.

Short and Sweet

Use a direct, compelling subject line with 55 characters or less to entice recipients to open your email. And make sure the email itself is short and sweet, with a clear call to action. Personalize the email by using the shopper's name and including an image of the product she purchased, along with a link to write a review.

Mobile Friendly

More and more consumers are opening their emails on a mobile device. In fact, according to data from Litmus, more than half of emails are opened on a mobile device. So be sure your collect email is mobile friendly. That includes keeping the important elements in the upper portion of the email, avoiding font sizes smaller than 16 point, and using a single column layout that easily scales on small screens.

More than 60% of reviews are written as the result of a collect email.



Collect Email Checklist

- Compelling subject line with less than 55 characters
- Personalized
- Mobile friendly
- Short and sweet
- 16-18 point font
- Single column layout
- Clear call to action
- Image and link to product
- No other marketing or sales calls to action

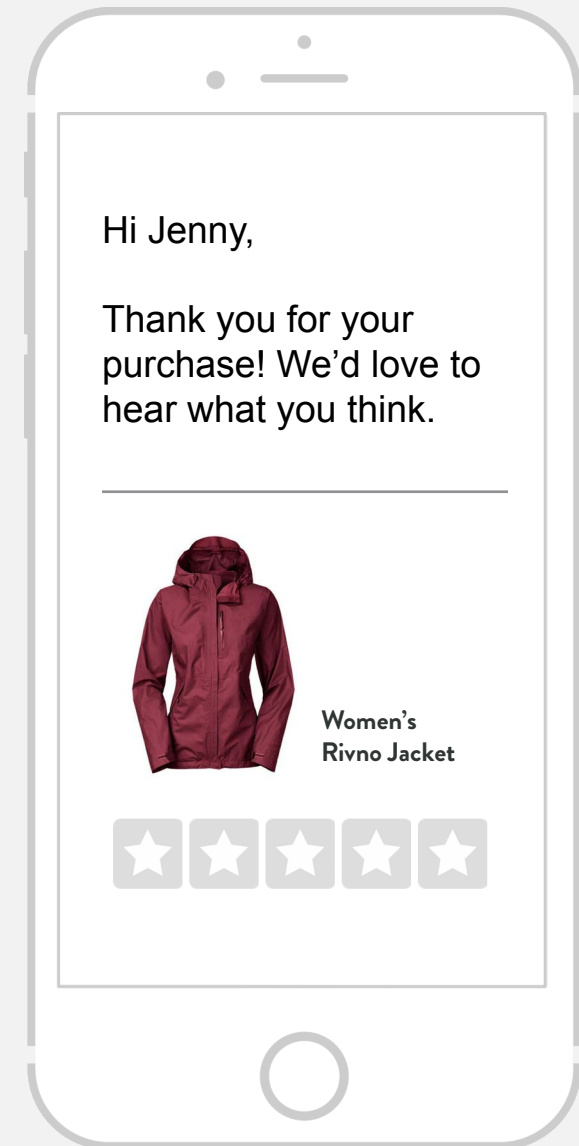


2. Optimize Your Collection Process for Mobile

Today's shoppers are doing just about everything from their mobile devices — including checking their email, browsing and buying products, and yes, even writing reviews. In fact, PowerReviews has found that the number of reviews written on mobile has more than doubled year over year.

Make sure the entire process for writing a review — from the collect email to the write-a-review form — is mobile friendly and can easily be completed on a small screen. If consumers have to pinch, scroll and zoom to write a review, they'll likely abandon the process altogether.

evo, a leading online retailer of outdoor gear and fashion apparel, increased the number of reviews written on mobile by 204% when they switched to a mobile-friendly post purchase email.





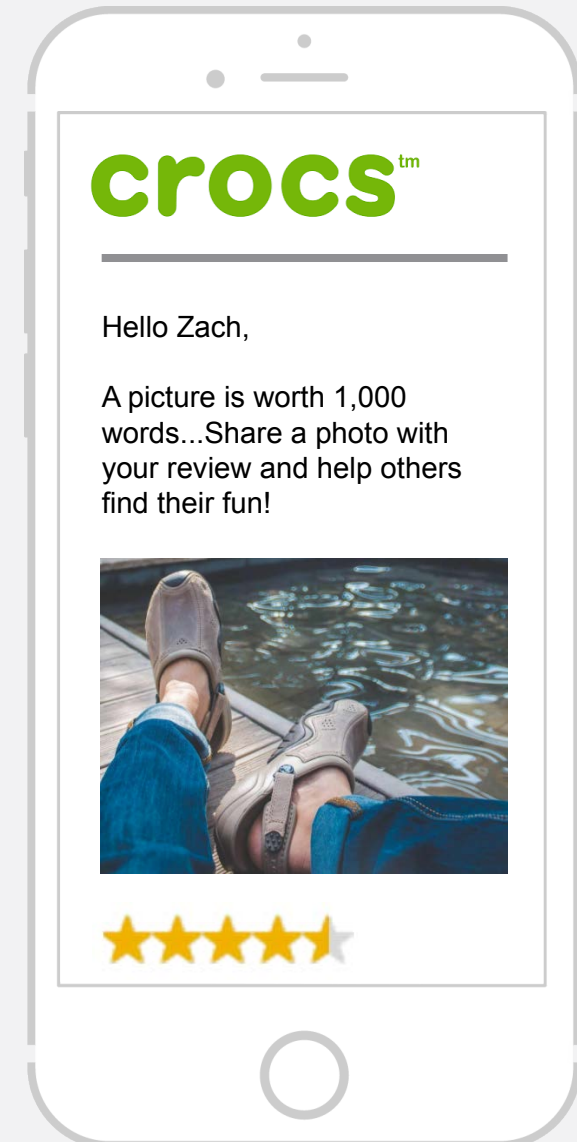
3. Collect Photos and Videos

Visual content — such as photos and videos — is becoming an increasingly important part of the path to purchase. And while the professional visual content you produce has a role to play, 88% of consumers specifically look for visual content submitted by other consumers prior to making a purchase.

When sending out collect emails, be sure to specifically ask for the top content you'd like — for example, a photo or a video. And allow your shoppers to submit this visual content directly from their phones to your website, rather than requiring them to navigate to a third party site such as YouTube.

This visual content will give future shoppers the confidence they need to finalize a purchase. After all, 72% of shoppers say they're more likely to buy a product that has reviews featuring photos and videos in addition to written text.

88% of consumers look for visual content submitted by other consumers prior to making a purchase.

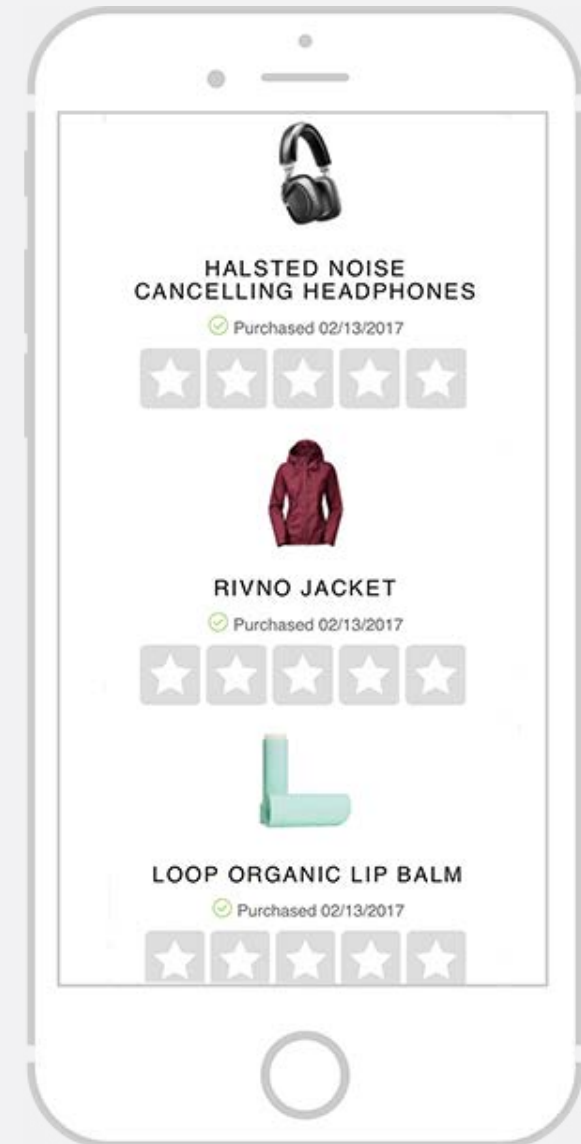




4. Collect Reviews for Multiple Items

Oftentimes, shoppers purchase more than one item at a time. In fact, 60% of consumer orders coming through the PowerReviews network include more than one item. In addition, you likely have loyal shoppers who have purchased many items over time. Make it easy for these shoppers to review all items they've purchased by streamlining the review collection process for multi-item transactions.

Rather than requiring shoppers to navigate to separate pages to write each review, allow them to review all products they've purchased on one, mobile-friendly page. At PowerReviews, we've found that customers who do so have increased review volume by 92% year over year, compared to just using a standard, one product review form.





5. Offer an Incentive

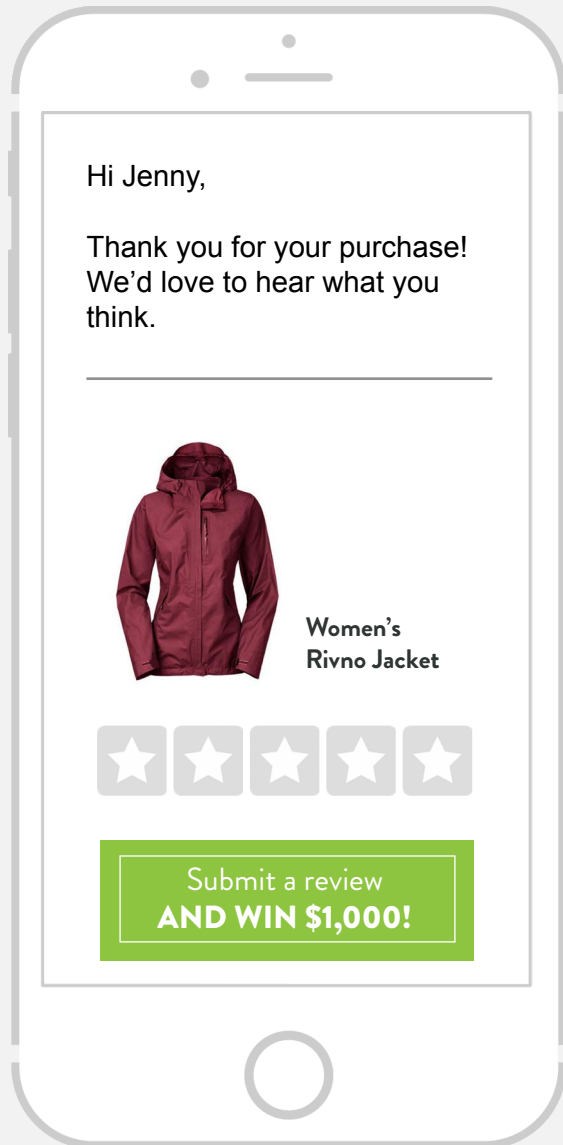
If you're sending out collect emails but not getting as many reviews as you'd hoped for, consider offering an incentive. PowerReviews research found that 55% of consumers who aren't writing reviews cited needing motivation to do so.

Incentivizing your customers doesn't have to be an expensive endeavor. Here are a few different types of incentives that have been successful for PowerReviews clients.

Sweepstakes: Offer your shoppers an entry into a sweepstakes in exchange for writing a review. This is proven to increase review generation by up to 83%. If your team doesn't have the bandwidth to develop a sweepstakes, ask your ratings and reviews partner if they have a sweepstakes offering that you can leverage to generate more reviews.

Loyalty Points: If you already have an established loyalty or rewards program, use it to encourage reviews. For example, if a customer in your loyalty program writes a review, she'll get 10 loyalty points. Once she accrues a set number of points, she'll receive some sort of promotion, like free shipping or a discount code.

Free Shipping or Discounts: Offer your shoppers a discount or free shipping to thank them for writing reviews. Not only will you generate more reviews, you'll also give shoppers an excuse to shop with you again.



Transparency Tip:

In order to preserve the trust you've worked hard to build, be sure to appropriately badge any reviews that were written as a result of an incentive.

Including a sweepstakes in your post purchase email can increase review generation by up to 83%.



6. Execute a Sampling Program

If there are products on your website that have a low number of reviews — or no reviews at all — consider a product sampling campaign. PowerReviews customers who execute a sampling program find that an average of 84% of consumers who receive a free sample will write a review.

Product sampling is especially effective for three types of products:

1. New Products: A recent PowerReviews study found that 45% of shoppers will turn to a search engine if there aren't reviews (or aren't enough reviews) for a product on a brand or retailer site. Generate those first critical reviews for a new product through product sampling. Then, the reviews you generate through sampling will help convert more shoppers. We've found that when a product without reviews adds one or more reviews, the conversion rate for that products increases by an average of 65%.

*An average of 84%
of consumers who
receive a free sample
write a review.*



2. Seasonal Products: The window for purchasing seasonal products — such as holiday-themed merchandise — is generally quite short. That’s why it’s important to generate reviews for these seasonal products as quickly as possible. How can you generate these reviews? With a sampling campaign, of course. Consider a pre-season sampling campaign so that your seasonal product will have plenty of reviews available when consumers start actively shopping for it.

3. Targeted Products: You most likely have key products on your website that have high traffic but a low volume of reviews (or no reviews at all). Run a sampling campaign to generate reviews for these products so more of your traffic converts as they see a high number of reviews.

Transparency Tip:

Be sure to badge all reviews that are generated as the result of a sampling campaign so future shoppers understand who wrote each review.



7. Ask In-Store Shoppers

Though online retail sales continue to grow, many shoppers still prefer to purchase in a physical store location. According to a study from the Pew Research Center, with all things being equal, 64% of U.S. consumers prefer making a purchase from a physical store rather than online. And [PowerReviews research](#) found that while nearly all Generation Z shoppers do their shopping research online, 46% prefer to make the actual purchase in store.

Don't miss out on the opportunity to collect content from in-store shoppers. Leverage your rewards or loyalty program to send collect emails to your in-store shoppers, asking them to submit reviews, photos or videos. Or, include a call to action on store receipts, asking shoppers to write reviews for the products they purchased.

46% of Generation Z shoppers prefer to make purchases in-store.



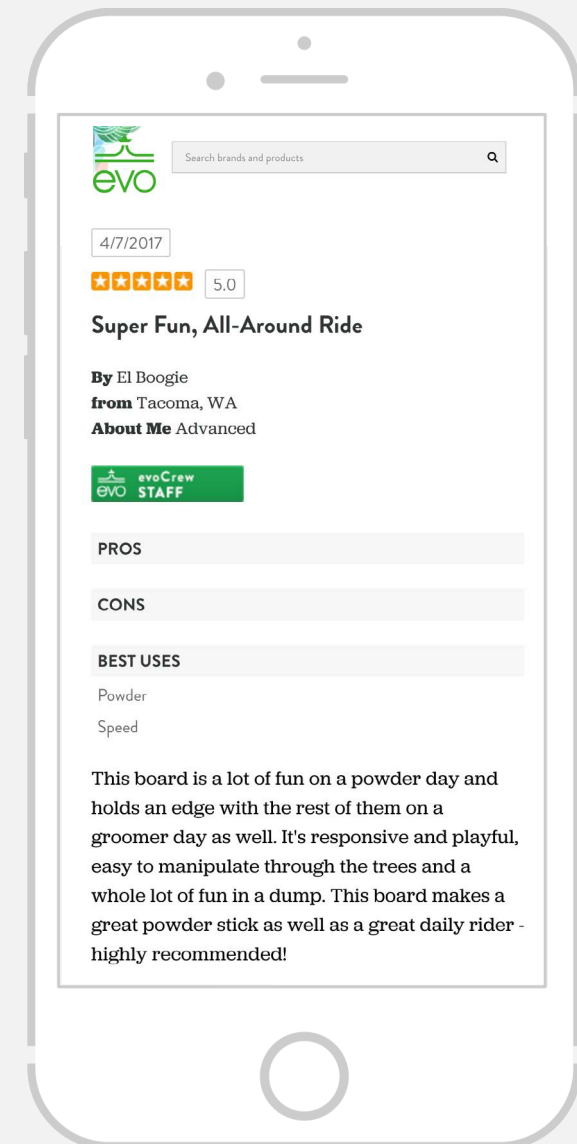
8. Request Staff Reviews

Members of your staff are likely some of your best customers. So ask them to write reviews for the products they own. Room & Board has found that asking staff to write reviews for the products they have purchased has been a great way to generate additional review content.

If you solicit reviews from your staff, be sure to appropriately badge these reviews so future shoppers understand that they were written by a member of your team.

“Adding staff reviews offers another layer of validity for our customers.”

-Kimberly Ruthenbeck, Director of Web Experience at Room & Board



Start Collecting More Reviews

Ready to start collecting more reviews that'll attract and convert more shoppers?

Existing PowerReviews Customer?

Contact your Client Success Director to learn best practices for generating even more reviews.

Not a PowerReviews Customer?

[Contact us to schedule a live demo today.](#)

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. Ratings and reviews solutions are essential for consumers as they search and shop online and in-store, and they are proven to increase online site-wide sales.