



# Amplifying the Voice of the Consumer

*How to get your user-generated content in  
front of more shoppers in more places*

# Increase the Reach of Your User-Generated Content

By now, you've most likely heard the stats about how collecting and displaying user-generated content—such as ratings and reviews, photos, and videos—can improve your business' bottom line. But it's worth repeating. On average, when a product adds one or more reviews, that product experiences a 108% lift in traffic, a 65% lift in conversion and a 92% lift in sales<sup>1</sup>. And businesses that employ best practices experience even greater growth.

1. 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.

# Adding reviews to a product lifts traffic, sales, conversion

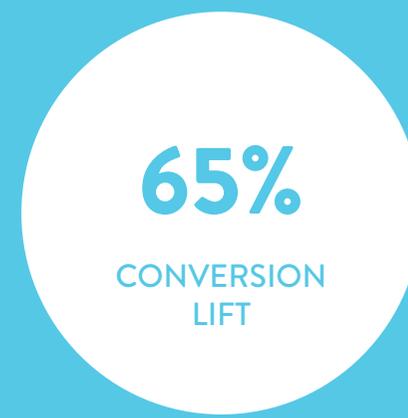
Average lifts when the number of reviews increases from 0 to > 0 reviews



*Average traffic increase to a product page when you start generating reviews.*



*Average sales increase once a product starts generating reviews.*



*Average conversion rate increase once a product starts generating reviews.*

You've probably heard the message loud and clear and have been collecting UGC for awhile. But that's just the tip of the iceberg. Now's the time to start getting the great, conversion boosting content you collect in front of more shoppers in more places. After all, consumers expect it—86% consider reviews an essential resource when making a purchase decision.

The following guide explores nine ways to start amplifying the reach of your user-generated content in order to break through the noise and reach more consumers in more places. Let's dig in!



# 1. Start with Your Product Pages

PowerReviews research on the path to purchase 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. An additional 25% will head to Amazon to find this content. In order to keep visitors on your website, make it as easy as possible for them to find the information they're looking for.

For starters, make sure the content you collect is prominently displayed on your product pages. Avoid hiding your review content behind tabs or requiring your visitors to aimlessly click around to find what they're looking for. Most likely, they'll click to another website instead.

Finally, remember that a growing number of consumers are making purchases via a mobile device. In fact, eMarketer<sup>2</sup> predicts that mobile-based purchases will increase by more than 50% this year. So make sure your review content is easy to find and read, regardless of the device shoppers are using to consume it.

2. eMarketer, Mobile Purchasing Keeps Ramping Up in the US.

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*45% of consumers will turn to a search engine if there aren't reviews (or enough reviews) for a product on a brand or retailer site.*



PR DEMO STORE

APPAREL ELECTRONICS BEAUTY FOOD HOME & GARDEN



## Logan Winter Hat

★★★★☆ 4.1

23 Reviews [Write a Review](#)

**Q&A** 4 Answered Questions

[Ask a Question](#)

~~\$25.00~~ **\$20.00**

**ADD TO CART**

Keep warm this winter with an organic wool beanie that offers a folded cuff for the perfect fit.

[Share](#) [Tweet](#) [Pin it](#)





## 2. Highlight User-Generated Content on Category Pages

There are many opportunities to feature UGC on your website, beyond the product page. For example, be sure to feature this content on your existing category pages to help guide your consumers' shopping journey. A best practice is to display star ratings next to each product so consumers can quickly determine which products rate well among other shoppers like them. Also, allow your visitors to more easily sift through their options by adding the functionality to sort products by star rating.

Finally, analyze your review content and use that information to build additional landing pages that you can use for different targeted campaigns. Here are some examples:

- Customer Favorites
- Top Rated Gifts
- Top [Category] Items



Browser window showing the JanSport website. The page title is "ALL BACKPACKS" with "SHOWING: 80 ITEMS". The navigation bar includes "JANSPORT", "BACKPACKS", "BAGS", "SHOP BY COLOR", "ACCESSORIES", "EXPLORE", and a search bar. A blue banner reads "FREE SHIPPING & RETURNS DETAILS".

Left sidebar filters:

- PRICE**
  - Under \$45.00 (29)
  - \$46.00 - \$60.00 (31)
  - \$61.00 - \$75.00 (15)
  - Over \$75.00 (31)
- COLOR PATTERN**
  - Grid of 28 color and pattern swatches.

Product listings (top row):

- KLAMATH 65 BACKPACK**: 5 stars, \$119.00 (was \$165.00)
- TAHOMA 75 BACKPACK**: 5 stars, \$310.00
- KATAHDIN 70L BACKPACK**: 5 stars, \$130.00

Product listings (bottom row):

- Blue backpack
- Black backpack
- Blue backpack

Right sidebar: Vertical navigation with icons for home, heart, and a "LIVE CHAT" button.



## 3. Feature UGC on Your Homepage

PowerReviews research found that 21% of shoppers start their online purchase journey on a brand or retailer website. Once a consumer lands on your website, the content that's featured on your homepage can influence your visitors' behavior. So think about ways you can enhance your homepage with ratings and review content and entice visitors to stay on your site.

For example, if you're a brand that makes frozen meals for children, include a selection of your top rated products on your homepage. Or, highlight a seasonal product on your homepage, alongside its average star rating and the text from a recent customer review. For example, if you're a luggage brand and it's back to school season, prominently feature one of your top rated backpacks.

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*21% of shoppers  
start the purchase  
journey on a brand  
or retailer website.*

The screenshot shows the Kid Cuisine website homepage. At the top left is the Kid Cuisine logo with a cartoon penguin character. To the right of the logo are navigation links: "OUR FOOD", "PROMOTIONS", "OUR STORY", and "WHERE TO BUY". Below the navigation are three main promotional tiles. The first tile features Disney Frozen characters and says "COLORING PAGES! Get Them Started". The second tile features Star Wars robots and says "PROMOTIONS See What's New". The third tile features a woman and a child and says "MEALS KIDS & MOMS LOVE Find Out More". On the right side, there is a "TOP RATED PRODUCTS" section listing three items: "Spaghetti with Mini Meatballs" (5 stars, 81 reviews), "Popcorn Chicken" (5 stars, 298 reviews), and "All Star Chicken Nuggets" (4.5 stars, 334 reviews).

# Kid Cuisine

WHERE TO BUY

OUR FOOD PROMOTIONS OUR STORY

**Disney FROZEN**  
**COLORING PAGES!**  
Get Them Started

**STAR WARS**  
**PROMOTIONS**  
See What's New

**MEALS KIDS & MOMS LOVE**  
Find Out More

## TOP RATED PRODUCTS

-  **Spaghetti with Mini Meatballs**  
★★★★★ (81)
-  **Popcorn Chicken**  
★★★★★ (298)
-  **All Star Chicken Nuggets**  
★★★★☆ (334)



## 4. Enhance Targeted Digital Advertising

The typical consumer sees hundreds of advertisements a day. To make yours stand out, add star ratings and review snippets to social media, display, email and other digital marketing campaigns.

For example, let's say you're a toy retailer promoting a new toddler learning toy that you've released in time for the holidays. You create a Facebook advertising campaign targeted at parents of toddlers. When you design the ad, include the average star rating of the toy, as well as text from a review written by a parent like them. You can also feature star ratings and review content in retargeting ads for products that a consumer has recently browsed to entice them to return to your site.



## 5. Add Star Ratings to Cart Abandonment Emails

Unfortunately, cart abandonment is an all too common occurrence for ecommerce brands and retailers. According to data from SalesCycle<sup>3</sup>, during the second quarter of 2017, more than three quarters (77.3%) of retail consumers added items to their online shopping cart, but left the website before making the purchase.

Cart abandonment emails are one effective way to bring shoppers back to your site to complete the transaction. What can make these emails even more effective? Including star ratings and review snippets for the items the consumer has in her cart. Hearing about the experiences of others like her will likely give her the confidence she needs to convert.

3. SalesCycle, The Remarketing Report

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*More than three quarters of retail consumers abandon their online shopping carts.*

**crocs™**

[new arrivals](#) [women](#) [men](#) [girls](#) [boys](#) [sale](#)



classic clog

★★★★★ (2837)

[shop now >>](#)



## 6. Highlight UGC in Print and Outdoor Ads

If you're running any print advertising campaigns, such as magazine and newspaper ads, think about ways you can integrate user-generated content into these ads. For example, our friends at Duluth Trading Company tout the number of five-star reviews they have for their Buck Naked Underwear, which quickly catches consumers' attention.

And think about ways to integrate consumer-submitted photos and videos into your advertising campaigns, too. For example, Apple does a great job running billboards and other print ads that include photos real consumers have taken on their Apple devices.

IF UNDERWEAR'S A POPULARITY CONTEST,  
**BUCK NAKED IS THE BIG WINNER**

OVER  
**12,000**

**5** STAR  
REVIEWS



ADD 'EM ALL UP  
AND THAT'S OVER  
**60,000**  
STARS!



BUCK NAKED  
HAS BEEN  
REVIEWED IN  
**ALL 50**  
STATES



## 7. Include Ratings and Reviews in Print and E-Catalogs

Include star ratings and reviews in print and digital catalogs to capture attention for key products. For example, if you're a retailer preparing to send a holiday catalog, include written reviews that mention your key items being great gifts. This content will help shoppers more easily find products for both themselves and others.

4. Direct Marketing Association

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*90 million  
Americans make  
purchases from  
catalogs.<sup>4</sup>*



uncommongoods

search keyword or item n

| [checkout](#)

gifts fun home kitchen & bar art jewelry women men kids sale this just in

**TABLETOP CORNHOLE**

A backyard staple gets the tabletop treatment. To play, catapult beanbags across the wooden board into your opponent's goal. Adjustable launch pads accommodate all skill levels. Handmade in Ohio. Exclusive. 36" L x 5-5" W. Ages 14+. 27357 \$45

**FLIPPIN' GREAT GIFT!**

Loved it! [My recipient] lives in a small house with a small yard so this was a perfect mini version of a fun game.  
- SMOM  
Port Townsend, WA

**COLLEGE LICENSED FOOTBALL STADIUM BLUEPRINTS**

Remember your alma mater's homecomings and big wins with a collegiate stadium rendering, showcasing your school spirit in classic style. Made in Oregon. Framed. 20" H x 26" W. 40300 \$185 College Basketball 41907 \$185

**WEST COAST IPA BEER BREWING KIT**

This premium kit is packed with all the tools and ingredients to brew your own craft IPA. Assembled in Florida. Exclusive. Yields approx. 1 gallon. Ages 21+. 23473 \$45

Thirsty for more? Try our entire line of regional USA brew kits.



## 8. Display Reviews In-Store

Ecommerce continues to grow rapidly. In fact, the National Retail Federation predicts that online retail will grow 8-12% in 2017. But the fact remains that today, the majority of transactions happen within the four walls of a brick-and-mortar store.

At the same time, consumers want access to the same information, regardless of whether they're shopping online or in-store. In fact, PowerReviews research found that 70% of shoppers want access to product ratings and reviews while shopping in-store.

If you have physical store locations, catch your shoppers' attention by including ratings and review snippets on your in-store signage. Doing this doesn't have to be a big investment. Take a page out of Amazon's book and display star ratings and customer reviews on signs alongside your products.

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want to access  
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## 9. Syndicate Your Content

Sometimes, a consumer will purchase an item directly from a brand's ecommerce site. But in other cases, a consumer will make the purchase on the website of a retailer that carries the product. Review syndication—which is the distribution of user-generated content collected on brand sites to retail ecommerce sites—allows you to reach both types of consumers.

If you're a brand who syndicates reviews, you'll benefit from increased reach—your reviews get in front of more consumers on more websites. On the other hand, if you're a retailer that accepts syndicated brand content, you benefit from having reviews on your site without having to generate that content yourself. On average, retailers receive 58% of their review content from syndication.<sup>5</sup>

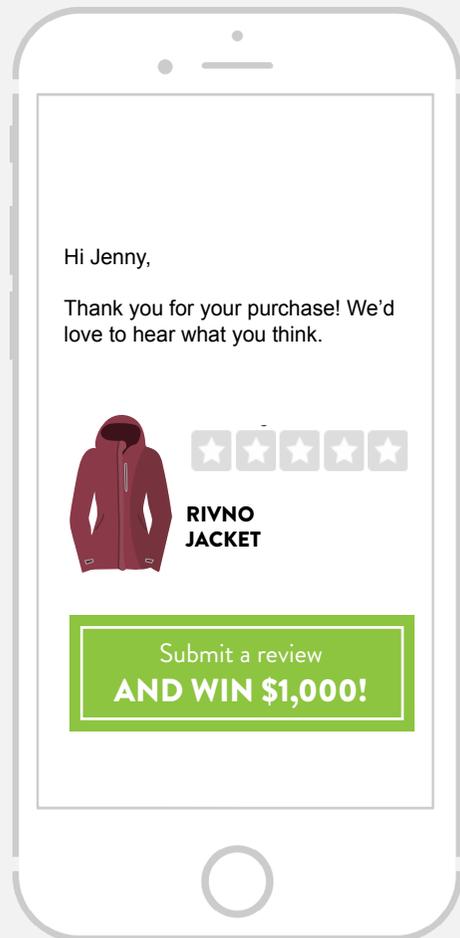
5. Average across PowerReviews retailers that receive syndicated content.

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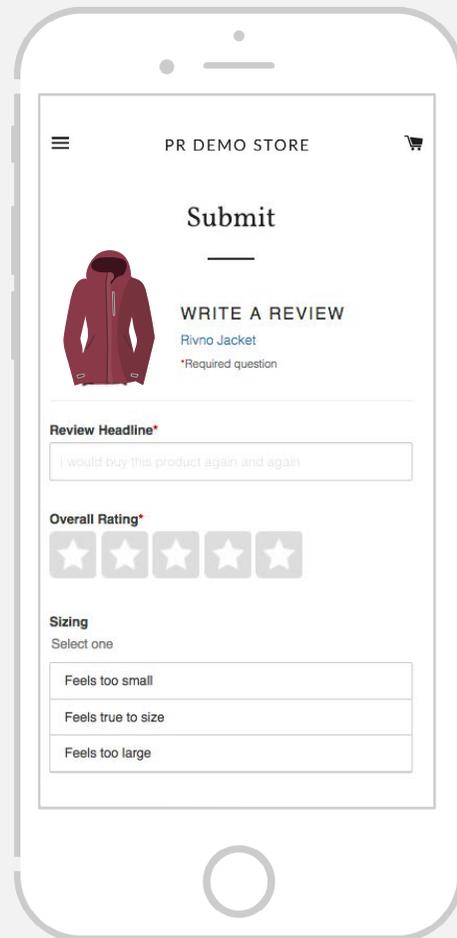
*58% of UGC  
on retailer sites is  
syndicated from  
brands.<sup>5</sup>*



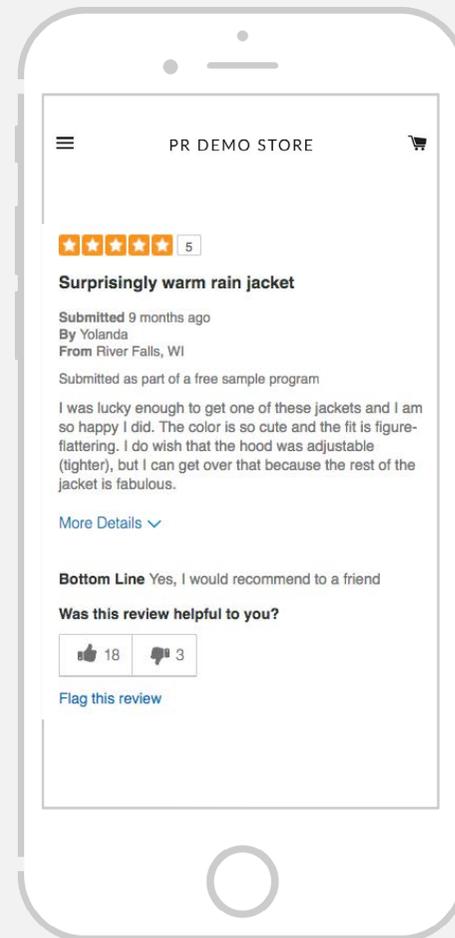
# Syndication: Review sharing to retail sites



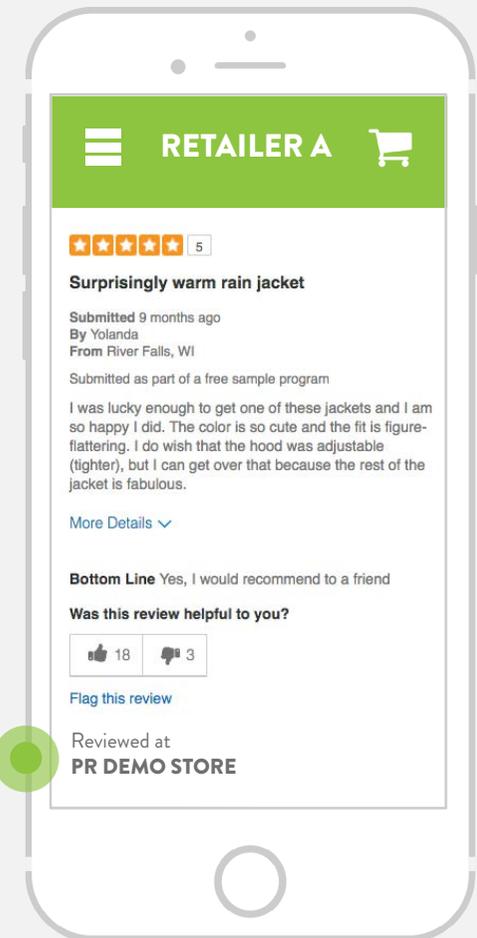
COLLECT



SUBMIT



DISPLAY



SHARE

# Start Collecting and Leveraging Reviews

Ready to start reaching more consumers in more places with user-generated content?

## Existing PowerReviews Customer?

Contact your Client Success Director to learn best practices for generating even more reviews and amplifying the reach of your content.

## 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.