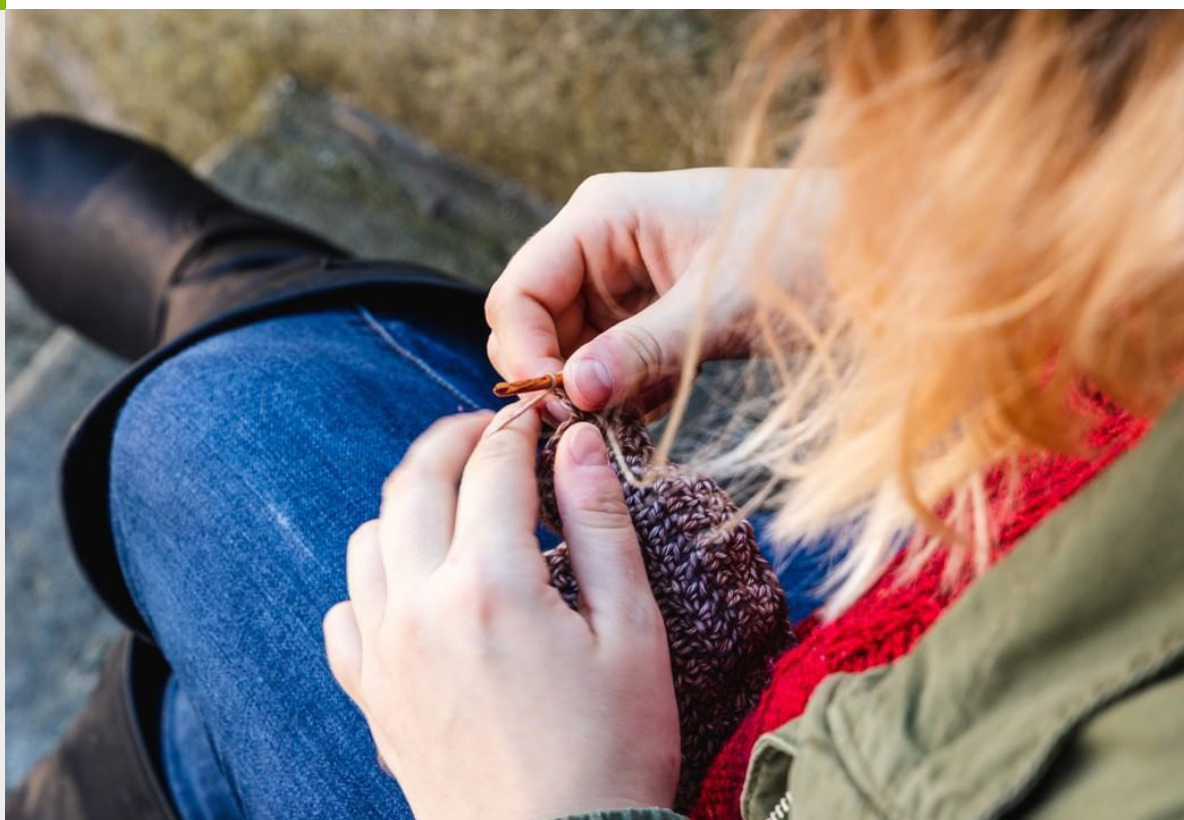


How WEBS - America's Yarn Store Leverages Customer Content to Enhance Brand Confidence

A case study on Customer Content Management
and Influencer Content Acceleration.

Learn more at
powerreviews.com



CASE STUDY

About the Company

As one of the premier yarn stores in the country, WEBS - America's Yarn Store fuels the creativity and passion of knitters, crocheters, weavers, spinners and other fiber enthusiasts. Since their inception in 1974, WEBS has been dedicated to providing customers with quality products, a wide selection of supplies, and outstanding customer service.



The Opportunity

WEBS wanted a solution to help them increase online customer engagement and create opportunities for yarn enthusiasts to share their product feedback and creations. Since 2011, WEBS has partnered with PowerReviews to collect authentic content, foster brand loyalty and enhance engagement with their community.

Highlights

The company:

WEBS - America's Yarn Store

Industry:

Home and Garden

Challenge:

Collect and leverage authentic content to showcase real-life consumers on their site.

Solution:

Incorporate customer-generated content into the ecommerce experience to foster brand loyalty and enhance engagement.

The Challenge

Over the years, the WEBS team noticed their customers were increasingly using social media as a platform to share their creations, made with WEBS' products. The team looked for a way to leverage their customers' creative work on their own site, showcasing real-life consumers on product pages. To achieve this goal, WEBS looked for a visual content collection and curation solution that would require little effort to implement.



Finding the right partner that closely understood their challenges was a key requirement for the WEBS team. As the company grew and its business needs evolved, WEBS wanted a partner that would also scale alongside them to help maximize reach and results.

"What has stood out about PowerReviews is their focus on their clients' pain points and improving the platform to address those needs," said Dena Childs, Ecommerce Manager at WEBS - America's Yarn Store. "They've been very receptive to our feedback and constantly work towards creating products that suit our needs."

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We spent a few years looking for a platform that could collect what our customers were sharing on social media and display it on our own site. When PowerReviews introduced their social collection capabilities, the easy implementation of the features and clean integration with our site fit what we were looking for in a solution.

DENA CHILDS

ECOMMERCE MANAGER,
WEBS - AMERICA'S YARN STORE

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Enhancing the Online Experience

Since partnering with PowerReviews, WEBS has natively collected and displayed over **4,000 images on their site**, enhancing the review collection experience. And in just a few months, the team collected hundreds of images from Instagram by tapping into the large pool of visual content many customers were already creating and sharing. The images are added to galleries displayed on their product pages, enriching the shopper experience with unique examples from customers.

The visual content, along with **over 54,000 reviews with an average star rating of 4.5** across multiple product categories, gives customers the information they need to make an informed purchasing decision.

PowerReviews' visual and social capabilities allows the team to leverage customer content on their own social media platforms, opening new opportunities to further engage their fans.

"Reviews and visual content are critical in helping our audience understand how our yarn will look and feel before they buy online," said Childs. "The ability to display content from other customers who have first-hand experience in our products has been vital in facilitating the shoppers' decision-making process."

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With Social Collection, we've seen a significant increase in our social media engagement, which has a positive impact on our customer retention and brand loyalty. We've seen more of our customers engage in conversations around our products, which allows us to strengthen our relationship with our fans and build trust.

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SOCIAL MEDIA COORDINATOR,
WEBS - AMERICA'S YARN STORE

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“Reviews and visual content build confidence, and PowerReviews has allowed us to showcase that social proof on our site, facilitating the path to purchase for our customers.”

DENA CHILDS

ECOMMERCE MANAGER, WEBS - AMERICA'S YARN STORE

Maximizing Impact from Customer Feedback

By leveraging PowerReviews' content collection capabilities, WEBS effectively collects a steady flow of valuable feedback on their products across multiple channels, enabling them to showcase their brand, no matter where their customers shop.

One valuable method that WEBS leverages is to syndicate valuable product ratings on Google, which displays ratings and customer feedback in Product Listing Ads. Through PowerReviews, **the team collects an average of 500 seller ratings each week**, further increasing their review volume. In addition to maximizing return on ad spend, this social proof allows WEBS to uncover product insights and emerging opportunities into improving the customer journey.

As customer-generated content becomes an increasingly vital component in a purchasing decision, WEBS is ready to meet that demand, all while building a strong relationship between consumer and brand.



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The ability to collect and review seller ratings has made the biggest impact on my day-to-day responsibilities. We read through all our reviews and seller ratings, and that immediate feedback from our customers is helpful in discovering pain points we may have missed with our online experience.

DENA CHILDS

ECOMMERCE MANAGER,

WEBS - AMERICA'S YARN STORE

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A Clear Path Forward

“You never want a customer to leave your website, hoping to find the information they need somewhere else,” Childs concluded. “**Customer content builds confidence**, and PowerReviews has allowed us to showcase that social proof on our site, facilitating the path to purchase for our customers.”

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