

**10.0**

out of 10

"Stayed here many times. Enjoy it everytime."

Real reviews by [Robertson](#)

**9.0**

out of 10

"Nice size and weight quick and easy to set up and use."

Real reviews by [Baker](#)

**9.0**

out of 10

"The control you have and the instant transparency."

Real reviews by [Hendricks](#)

**10.0**

out of 10

"Love the detail to the straps perfect size and ideal weight!"

Real reviews by [Gibson](#)

**6.0**

out of 10

"Would like to see vehicle fitted with fog lights at the front."

Real reviews by [Hendricks](#)

**8.0**

out of 10

"So comfortable and supports all the right places."

Real reviews by [Hendricks](#)

**9.0**

out of 10

"Handy and light weight and a good price."

Real reviews by [Thompson](#)

**10.0**

out of 10

"We found everything about the Penthouse simply wonderful."

Real reviews by [Carpenter](#)

**7.0**

out of 10

"Nice to drive, hard seats comfy, easily readable dashboard."

Real reviews by [Baker](#)

**9.0**

out of 10

"Very easy to apply, medical records reviewed and approved."

Real reviews by [Gibson](#)

# reevoo™

Real reviews, from customers like you.

From the first days of free markets, the recommendations of others have been by far the most persuasive form of advertising.





We're social creatures – people love to share ideas and opinions. Family, friends, 'people like us'... they're all hugely influential in the way we live, and more importantly for you – shop.

As the world and the market changes, so does the way we connect – but no matter how technological we get, the sentiment remains the same.

*'I want to hear  
the opinions of  
**people like me**'.*



# THE POWER OF A VOICE



## TO WHAT EXTENT DO YOU TRUST THE FOLLOWING FORMS OF ADVERTISING?

GLOBAL AVERAGE - PERCENT COMPLETELY/SOMEWHAT TRUST



FORM OF ADVERTISING	2013	2007	DIFFERENCE 2013 VS. 2007
Recommendations from people I know	54%	28%	26%
Branded websites	49%	34%	15%
Consumer opinions posted online	48%	31%	17%
Editorial content such as newspaper articles	47%	*	*
Ads on TV	34%	25%	9%
Brand-sponsored	31%	22%	9%
Ads in newspapers	23%	22%	1%
Ads in magazines	22%	21%	1%
Advertisements on television	14%	1	13%

*'Recommendations from people I know' and 'consumer opinions posted online' are two of the top three forms of advertising.*

A young woman with long, wavy brown hair and a bright smile is the central focus. She is wearing a vibrant blue short-sleeved top. In her arms, she holds a stack of neatly folded clothing items, including a yellow top, a light pink top, and a blue patterned top. The background is a blurred clothing store with various garments hanging on racks, creating a sense of a busy retail environment. The lighting is soft and warm, highlighting her features and the colors of her clothing.

# TODAY'S SAVVY CONSUMERS



We used to share our opinions via, *literally*, word of mouth. People relied on talking to others to make the right decision about what to buy. They still do – however, the Internet has put the voice of the customer into our pockets.





## THE POWER OF RATINGS & REVIEWS

*81% of shoppers read reviews before buying.*

Source: YouGov 2013

*According to the website profitguide.com the **#1 trend for 2014-2015 is online reviews.***



# 80%

Research shows that 80% of online shoppers feel more trusting of reviews displayed by a neutral, credible third party.

**THE WALL STREET JOURNAL.**

Source: The Wall Street Journal (Dec. 9, 2013) - USA & UK



A low-angle, slightly blurred photograph of a diverse crowd of people walking on a paved city sidewalk. The focus is on the lower half of the individuals, showing their legs, feet, and the bags they are carrying. The scene is brightly lit, suggesting a sunny day. The overall atmosphere is one of busy, everyday urban life.

**NO ONE  
SHOPS ALONE.**

# THE SOCIAL ECONOMY

Our thirst for information, the ease of its availability online and our willingness to share makes it easier than ever for word of a good purchase experience to spread.

That's the good news.

But what about those customers who've had bad experiences?

Don't worry...



A man and a woman are sitting on a couch, looking at a laptop screen. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a pink top. They appear to be in a professional or collaborative setting. The background is a bright, out-of-focus indoor space.

**NEGATIVE  
REVIEWS CAN  
HELP YOUR  
BUSINESS**

As a marketer, it might be scary to think that there are people talking negatively about your brand, and even scarier to consider encouraging and facilitating it.

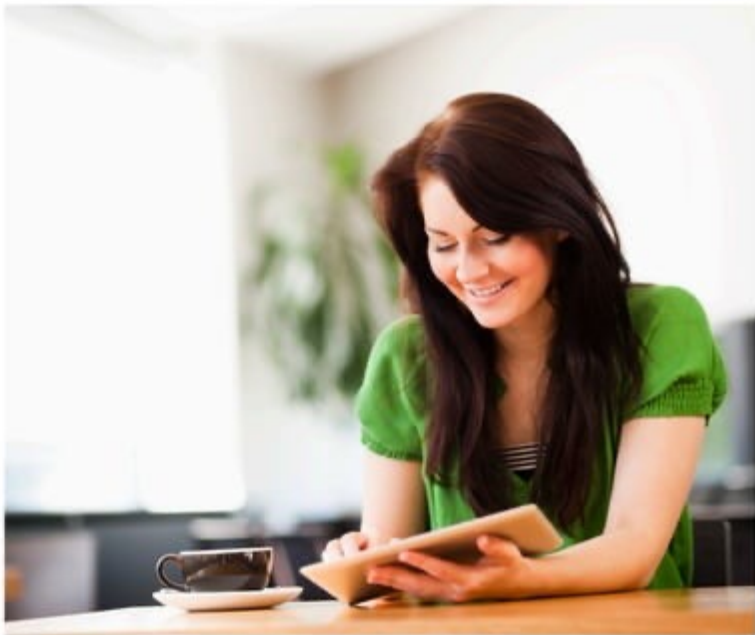
But, the surprising truth is – bad reviews and negative feedback actually bring a host of benefits.

You can't please everyone – there's not a business around that hasn't gotten some bad reviews. The key is how you choose to deal with them.



# 5x

Consumers spend more than five times longer on site when they interact with bad reviews.







# 85%

Customers convert 85% more often when they interact with bad reviews.

Source: Revoov 2013

# **SO WHY ARE BAD REVIEWS SO GOOD FOR BUSINESS?**

**TRUST.**

The funny thing about trust is that *you can't ask for it* – you have to earn it quietly.

How do you earn it?

By being completely honest with your consumers and showing the good and bad sides of your product.



# 95%

of customers suspect  
censorship or faked reviews  
when they don't see bad scores.

*Source: Dimensional Research,  
2013*

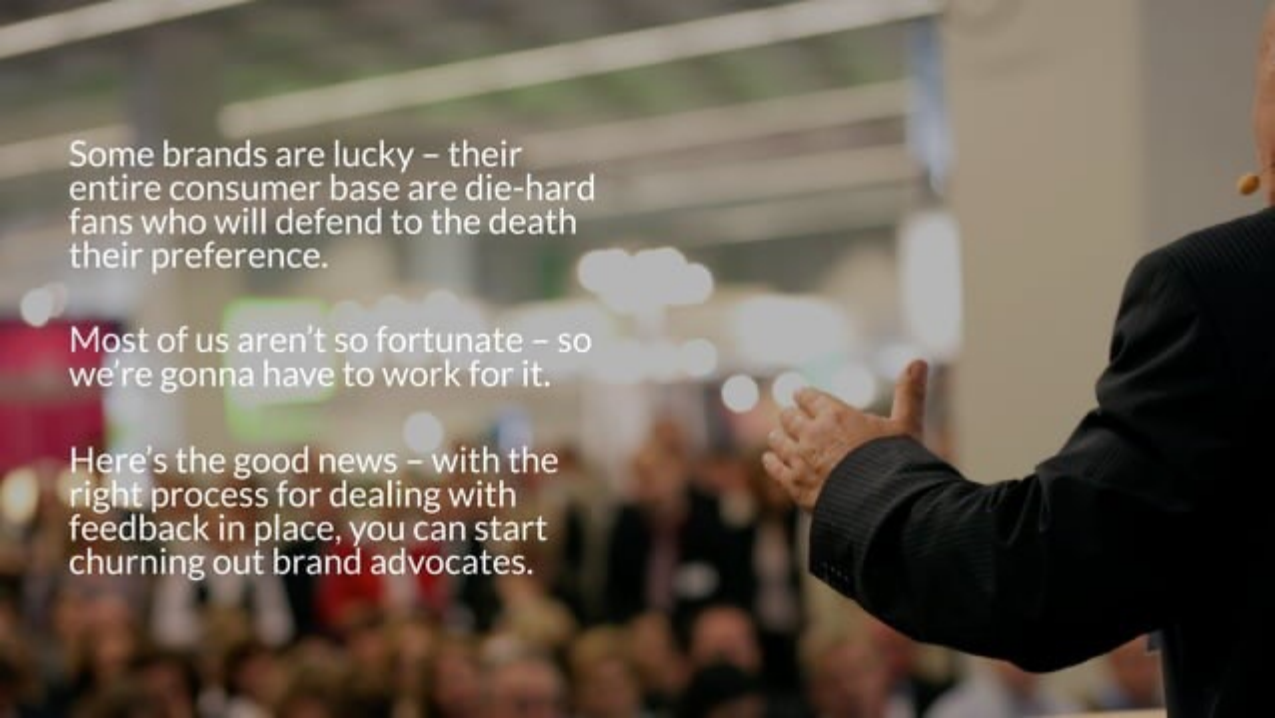
**People will put more of  
their trust in your brand,  
and you're on the way to  
turning them into your  
advocates.**



**NEGATIVE  
REVIEWS  
CREATE  
BRAND  
ADVOCATES**







Some brands are lucky – their entire consumer base are die-hard fans who will defend to the death their preference.

Most of us aren't so fortunate – so we're gonna have to work for it.

Here's the good news – with the right process for dealing with feedback in place, you can start churning out brand advocates.

# LEMONADE FROM LEMONS

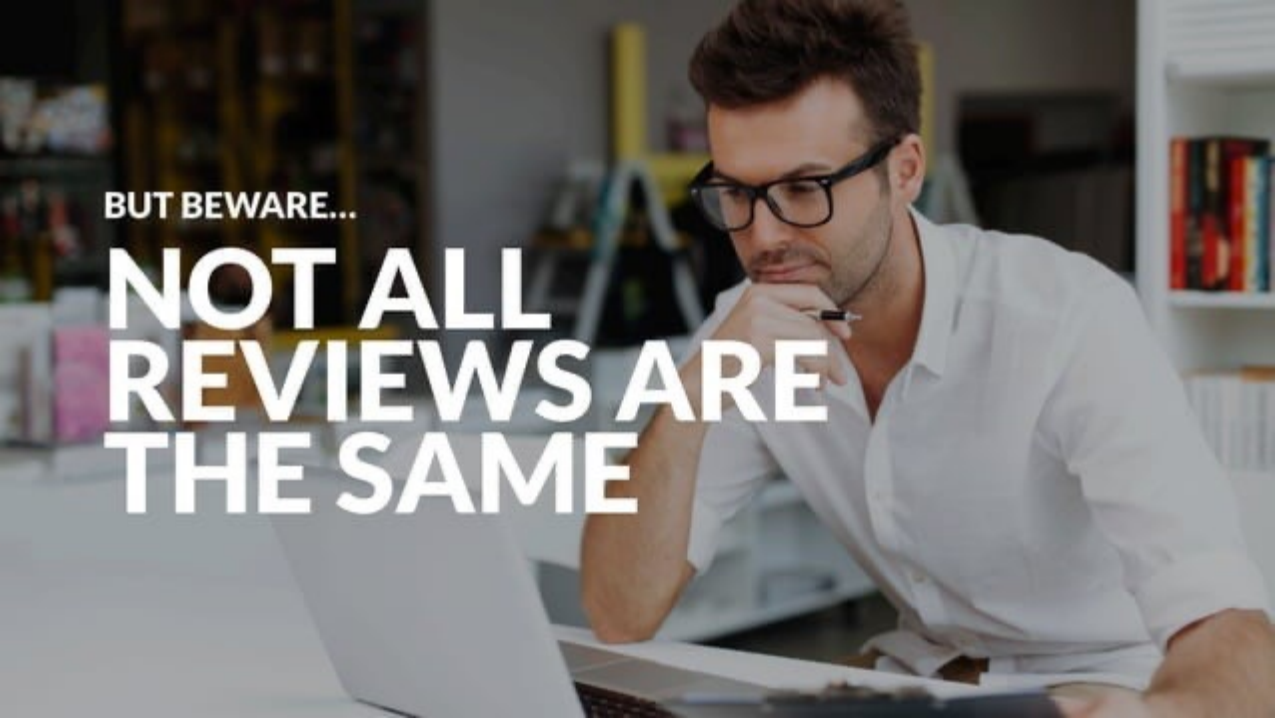


# 18%

18% of consumers became loyal repeat customers after receiving a brand response to negative feedback

(Right now retailer consumer report, 2011)

**Being visible and replying to negative reviews builds trust and establishes a human connection between brand and customer.**

A man with dark hair and glasses, wearing a white button-down shirt, is sitting at a desk. He is leaning forward with his chin resting on his hand, looking at a laptop screen. The background is a blurred office or library setting with bookshelves and a yellow chair.

BUT BEWARE...

**NOT ALL  
REVIEWS ARE  
THE SAME**

# THE IMPORTANCE OF BEING PROACTIVE

Different methodologies and processes can make a huge impact - good or bad - in the results you get.

Passive review systems, like the ones you see on sites like Amazon, TripAdvisor, Yelp etc, let anyone write a review. There's no proof of purchase, limited fraud screening, and an open possibility of fake reviews.

Proactive collection is the act of actually contacting all of your past customers and requesting an honest review. It's a bit of work (although, not if you use a third party) but the rewards are much greater.



# PICKING THE RIGHT PARTNER

*Will benefit your brand's:*

- Traffic
- Engagement
- Conversion
- Loyalty
- Innovation
- Brand perception
- TRUST



# REEVOO AMPLIFY™



- Proactively requests reviews
- Validates every review against purchase feeds
- Ensures human moderation in native language
- Removes all bias



# Thank you!

We are Reevo.

reevo. 