

## Factor 1: The Powerful Impact of Ratings & Reviews on SEO

Drive SEO performance for your product category to boost sales and build trust. We asked the largest Daily Active Panel of Canadian consumers how they research and qualify products online for purchase. Here's what they had to say:

# 88%

of Canadians will use Google to actively search for information on products.

Caddle's Reviews-as-a-Subscription (RaaS) helps brands generate more sales through Ratings & Reviews while driving better SEO for your products. Being listed first when a consumer searches online for your product category means increasing conversions.

Plus, Caddle's solution boosts your product's add-to-cart rate by an average of 25%!

## Do Canadians Search for Reviews When Considering Purchasing Using a Search Engine?

### When it comes to Ratings & Reviews,

consumers use search engines to find relevant peer reviews before making a buying decision.

# 2 in 3

Canadians will use search engines "Often" or "Always" to find information and reviews of a product.

## How Do Reviews Improve Your SEO?

Google's search algorithms are complex. But, there is one thing for sure: Reviews <6 months old

that have a star rating of

# 4.0+

will drive organic search results on Google when present on both retailer and brand sites. The same is true for search within the retailer site!

## REVIEWS-AS-A-SUBSCRIPTION.™



Ransom Hawley  
CEO at Caddle



## Caddle's Track Record in Ratings & Reviews

Caddle's Reviews-as-a-Subscription (RaaS) is optimized to help brands capitalize on reviews.

Caddle has spent 5+ years building a trusted panel of Canadian consumers, and now you can get access to our panel through our Reviews-as-a-Subscription (RaaS) service.

# 1000+

unique product SKUs collected through Caddle

# 100K+

reviews collected using the Caddle platform

Ratings & Reviews are necessary to optimize searchability, whether it be organic search on Google, or searching on a retailer's website for your product to appear 'above the fold'.

## Why Choose Caddle's Reviews-as-a-Subscription (RaaS) Solution

- Most competitive Cost per Review in Canada
- Large and diverse 1st party Canadian panel
- Trusted by fortune 500 brands
- A complete and turnkey annual solution
- Simple and easy set-up and execution
- Up to 90% in time-savings and 50% in cost-savings
- The most environmentally sustainable solution
- Syndication through Walmart.ca
- Bazaarvoice partner

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