Factor 2 & Factor 3: Star Ratings & Review Quality

How these factors help drive sales by leveraging Ratings & Reviews for your products

★★★★⯪

4.3

stars is Caddle's average star rating!

Of course, consumers want to see a high star rating to be assured that the product is of quality and approved by other consumers.

How do we achieve this?

This doesn't mean that bad reviews are bad news for your business though. Caddle discovered that among those who read Ratings & Reviews, 65% want to read both high and low star ratings before making a decision.

Caddle targets and screens for engaged Canadian consumers in the relevant product category, which is why we are able to generate an average star rating quality of 4.3 stars on the Caddle platform!

Are Consumers Sorting by Star Rating?

We also asked consumers how they navigate reviews online, and found that sorting high to low by star-rating is how

50%+

of consumers use reviews in their purchase decisions. This means **quality reviews with high star ratings will increase product sales.**

Review Quality: The More Helpful, the Better!

Consumers value helpful reviews, which means they want reviews that have content and context! In fact,

80%

of Canadians think an ideal length is at least 1 to 3 sentences in order to consider it helpful in making a purchase decision.

Caddle's reviews are helpful because we hold them to a strict qualifying process.

Caddle has a review moderation service included in our Reviews-as-a-Subscription (RaaS) solution that ensures compliance with community guidelines and has a minimum character count to capture helpful reviews.

This translates to 1-3 robust sentences per review!

Did a Paying Customer Leave this Review?

8 in 10

consumers also want to know whether the source of a review is from an actual buyer. With this in mind, Caddle has a unique approach in creating authentic reviews by **targeting actual buyers of your products by leveraging our robust consumer receipt data.**

Both our Targeted Reviews solution and our Reviews-as-a-Subscription (RaaS) solution captures **authentic receipt-validated consumers that have the relevant product(s) on their weekly shopping list.**

This ensures they are engaged and loyal consumers of the product and therefore leave more valuable reviews. These loyal consumers tend to be more helpful since they are a regular purchaser of the product(s).

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 get actual helpful reviews from real paying customers.

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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*Disclaimer: all data presented is owned by Caddle and has a Margin of Error of 1% or lower unless otherwise stated.
Source: Caddle Custom Survey | February, 2022 | n = 2,459