

Factor 4 & Factor 5: Volume and Recency of Reviews

How Caddle's Reviews-as-a-Subscription (RaaS) is optimized to help brands collect reviews at scale and naturally syndicate to your retailers as they come in!

Being Relevant Applies to Reviews Too

54%

of consumers think reviews older than 6 months are considered "outdated".

46.5%

of consumers will sort reviews by recency when reading product reviews.

This means that when consumers are searching for a product,

close to half take into consideration how new the most recent review is, even if you have stellar reviews from one year ago.

At Caddle, we ensure your product always has new reviews with our Reviews-as-a-Subscription (RaaS) service that collect reviews using receipts from verified purchasers and syndicate from the Caddle platform to wherever your reviews need to live online!

There's a Sweet Spot on How Many Reviews You Need

Did you know?

41%

of consumers would switch to another retailer or brand if reviews weren't on their website. But one review is not enough. The minimum number of reviews consumers need to see in order to have confidence in making a purchase decision is between

10 - 49

In other words, around 35 reviews is the ideal number needed in order to make a decision. More, therefore, is not necessarily better... but you definitely need more than one.

At Caddle, we recommend 30-50 reviews using steady syndication of core SKUs through our Reviews-as-a-Subscription (RaaS) service to deliver on brand-wide #s (1000's per month).

Plus, Caddle has seen that 30-50 recent and relevant reviews can provide a

25%+

lift in add-to-cart conversion! What's more, there's no sampling involved in the Caddle solution, AND we put everything on autopilot.

All you have to do is set it and forget it. Sit back and watch your Share of Voice and Discoverability grow!

REVIEWS-AS-A-SUBSCRIPTION.™



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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