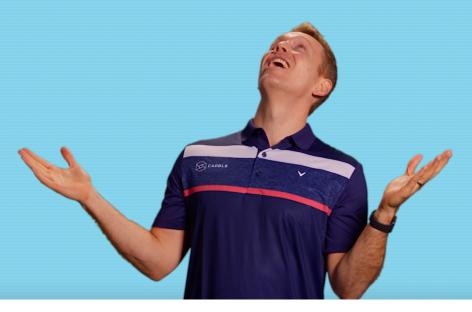# REVIEWS-AS-A-SUBSCRIPTION.™

# Ratings & Reviews: Essential Factors for Driving Sales

Not all reviews are created equal. Here are the essential factors in driving better Ratings & Reviews for your brand.

CADDLE

Get better insights, faster, with Caddle. Contact us today.

# Contents

# Introduction

A question many of our clients ask is, "What is more important: Star-rating or number of reviews?" There is no simple answer, because recency, number of reviews and star rating are all important to the consumer and for SEO. Caddle is incredibly excited to announce our newest innovative solution that will deliver on all of these important things... Reviews-as-a-Subscription (RaaS)!

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

Whether you need reviews for targeted strategic, seasonal, new, or niche products, or need consistent, fresh reviews for your entire product portfolio, Caddle has a solution for you starting at $550 per product.

In a targeted ROI study over 4 weeks, Caddle's targeted Ratings & Reviews solution was able to achieve a 44% increase in star rating, 1373% increase in # of reviews, and 25% increase in ATC (add to cart) growth across a test group of 10 SKUs of grocery items.

As an exclusive first-time offer, we are offering to waive the first product campaign fee when you launch a multiple SKU campaign. Contact us today!

REVIEWS-AS-A-SUBSCRIPTION.™

Ransom Hawley
CEO at Caddle

## 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!

## Factor 2 : Star Ratings

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.**

## Factor 3: 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).

## Factor 4: Volume

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!

## Factor 5: Recency of Reviews
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
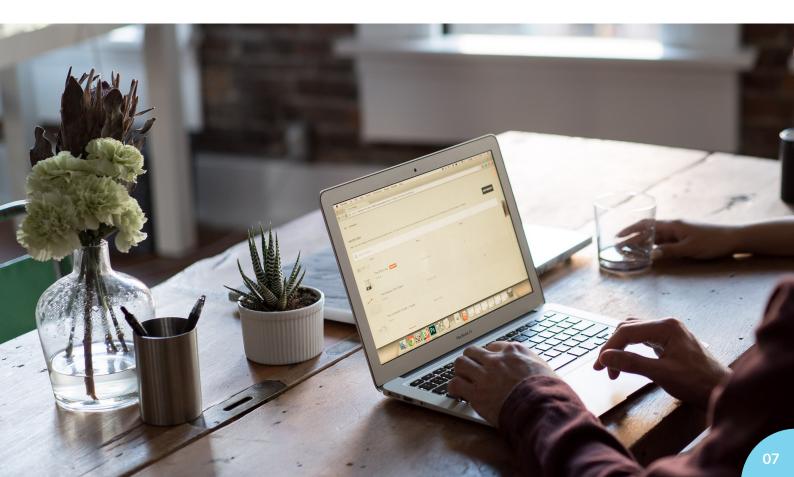
## 10 - 49

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!**

# 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.

## 100K+

**reviews collected using the Caddle platform**

## 1000+

**unique product SKUs collected through Caddle**

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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*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

## About Caddle Inc.

Founded in 2015, Caddle's mission is to create a transparent and friction-free marketplace for consumers and brands to exchange data for value. Founded by former consumer packaged goods (CPG) leader and Canadian Grocer 2016 Generation Next award winner Ransom Hawley, Caddle® is the largest daily and active consumer panel in the Canadian marketplace.

Designed to help brands make better decisions, faster, our mobile-first insights platform incentivizes Canadians for sharing data and engaging with brands. Leveraging Caddle's suite of tools, we reward panel members for actions ranging from survey, receipt and photo capture, to reviews and more.

Now working with Canada's biggest CPG brands and retailers, Caddle provides rapid insights at every stage of the consumer journey.