Ratings + Reviews with Walmart.ca

Why Walmart is Doubling Down

CADDLE | Walmart

Make better decisions, faster, with access to rapid insights at every stage of the consumer journey

CADDLE

Who We Are

Shariq Hasan

Walmart Canada

eCommerce UGC Lead

Walmart

Colleen Martin

Caddle

Chief Revenue Officer

CADDLE

Agenda

03 Why Walmart is Doubling Down

01 About Caddle ®

04 Early Success Case Study

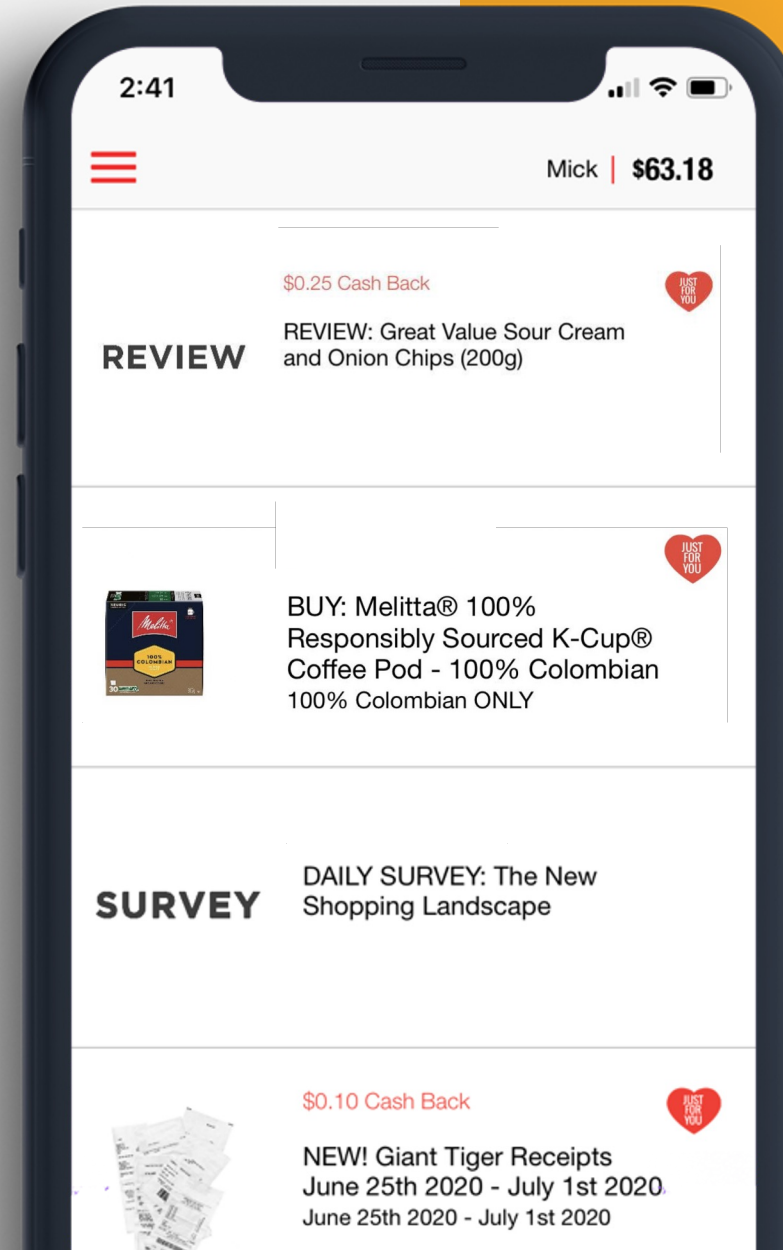**02** Why Ratings + Reviews Are Crucial for Consumers and Business

**05** Reviews-as-a-Subscription (RaaS)

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AskCaddle®

Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.

How It Works

Capture relevant insights for any challenge or opportunity. Engage seamlessly with shoppers at every stage of the consumer journey by leveraging the **Caddle suite of tools**.

Caddle rewards panel members for actions ranging from video, survey, receipt capture, reviews, and more.
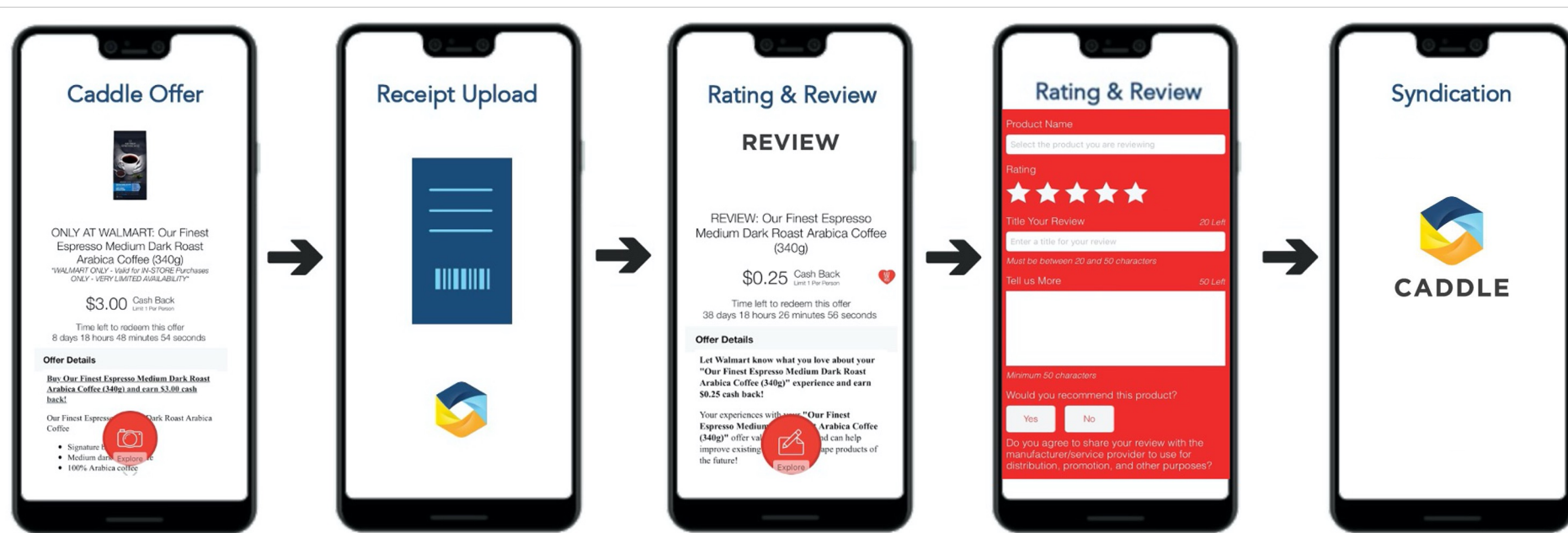
VIDEO

SURVEY

RECEIPT

REVIEW

RE-ENGAGE
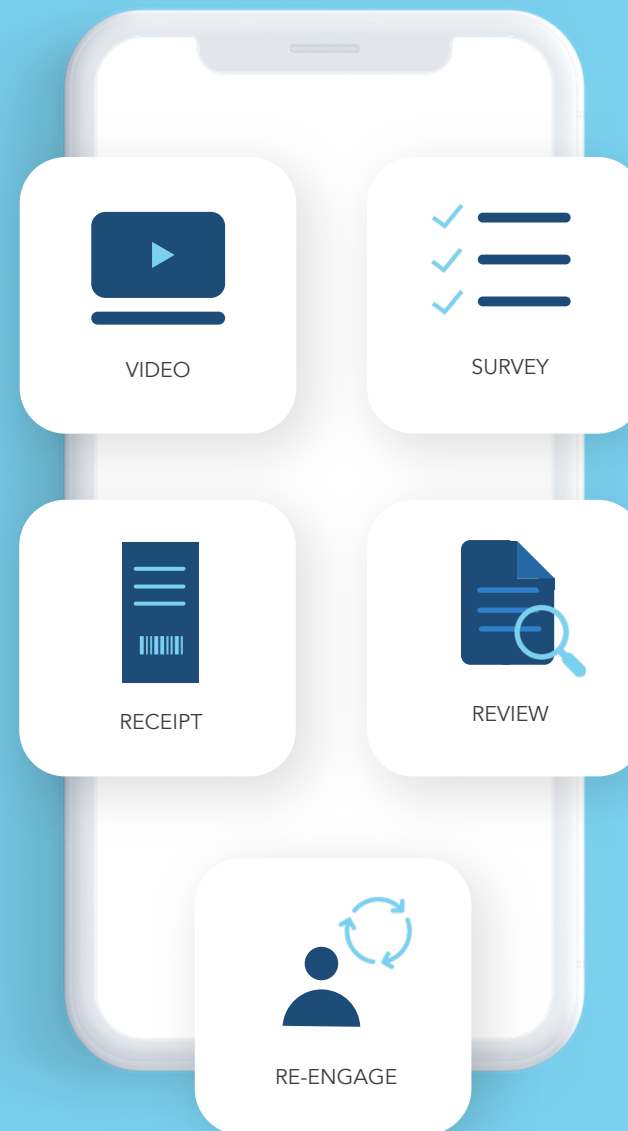
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Walmart Canada teams up with Caddle

How It Works

A seamless experience by driving in-store purchase, validation via receipt upload, and Rating & Review collection and syndication. **No Samples, No shipping costs, Faster**

Walmart Shoppers offered incentive to buy your product in-store or online, they upload receipt into Caddle app. Upon receipt validation, the Walmart shopper is offered another incentive to complete a Rating and Review which syndicates seamlessly to Walmart.ca

Why Ratings +
Reviews
Are Crucial for
Consumers and
Business

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**Word of Mouth Marketing results in 5 times the sales that paid media does.**

Consumers are more likely to trust and buy a product recommended by a friend or peer

5X

90%

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95.2% of consumers report that online reviews are important.

With the rise of ecommerce, online R&Rs have grown significantly in importance

How important are Ratings & Reviews (R&Rs) when you are buying something new online?

4.8%

95.2%

Unimportant Important

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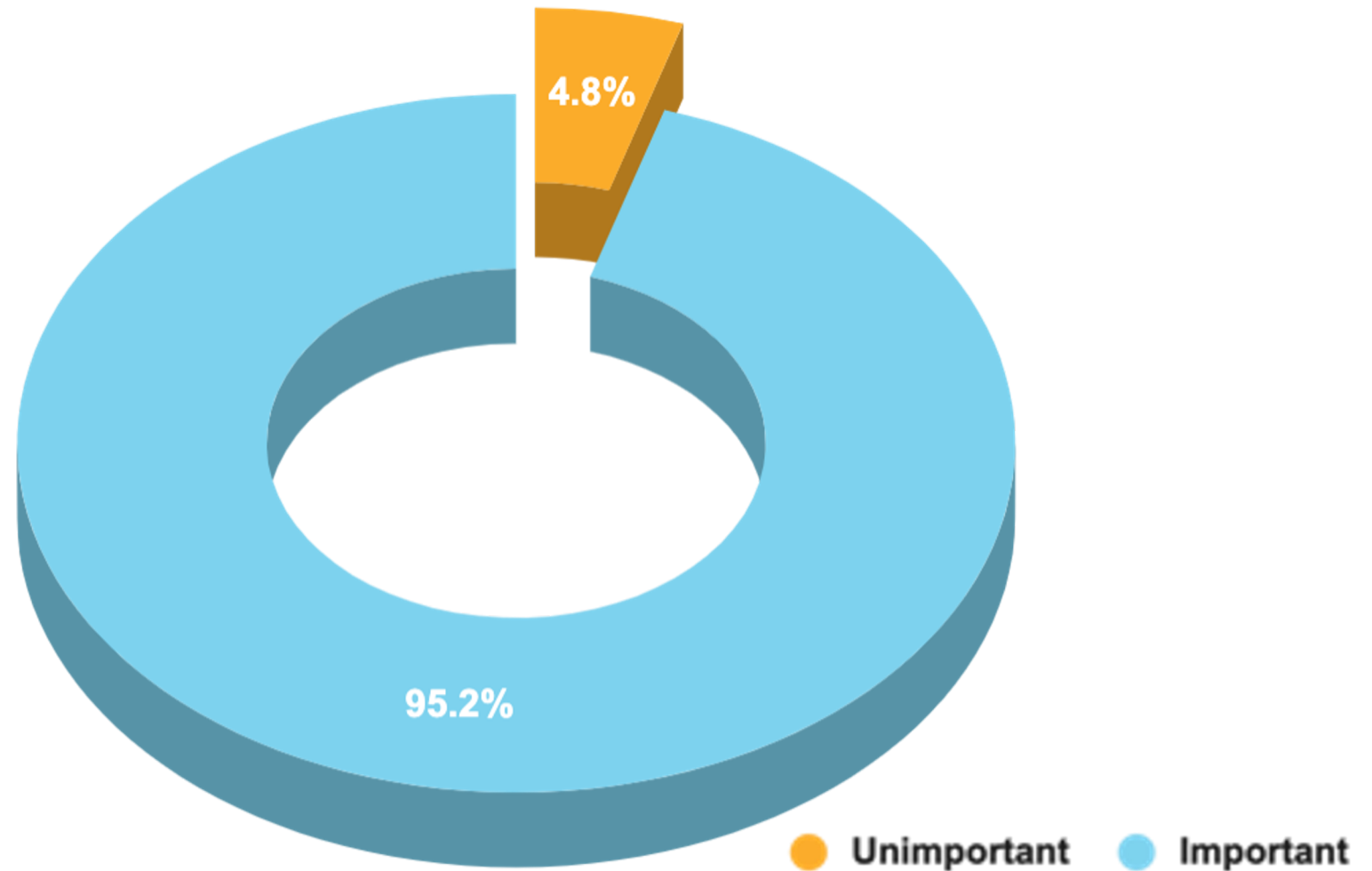
88% of in-store shoppers are checking online reviews to aid purchase decisions at shelf.

Even when shopping in-store, online reviews are influencing purchase decisions at shelf

How important are Ratings & Reviews (R&Rs) when you are buying something new in-store?
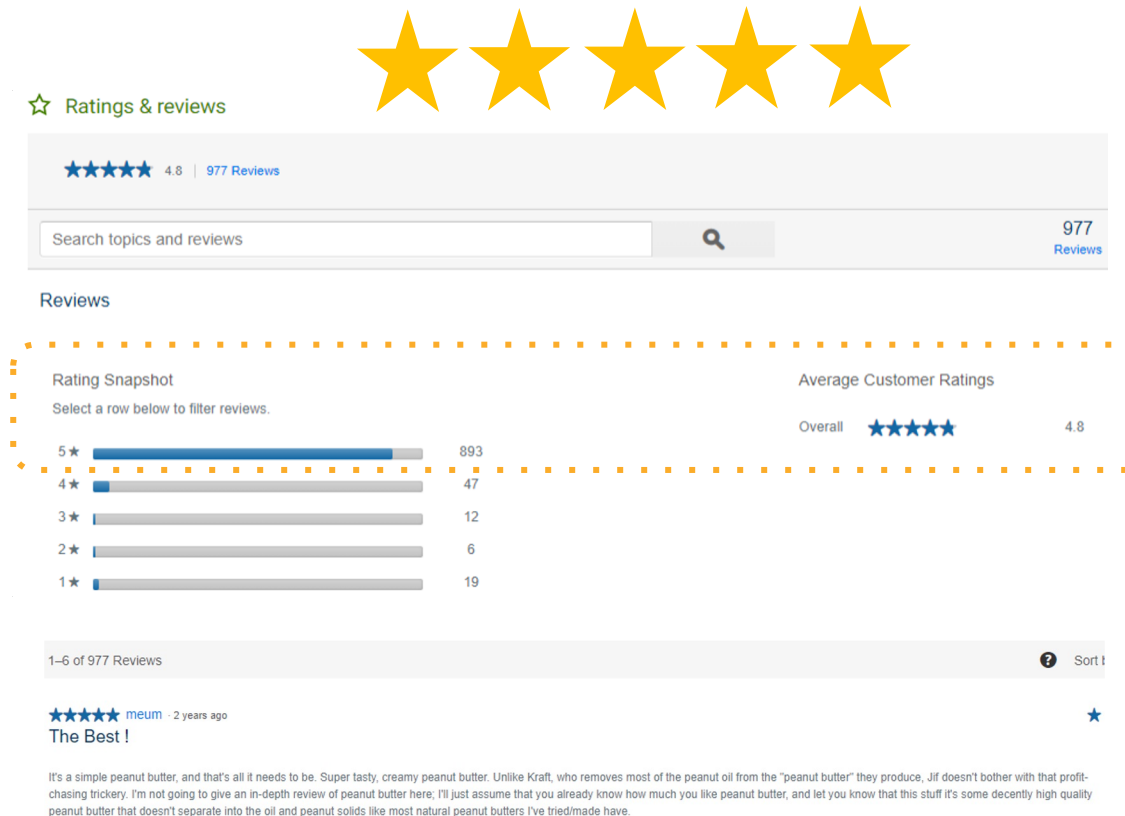
12.2%

87.8%

Unimportant   Important

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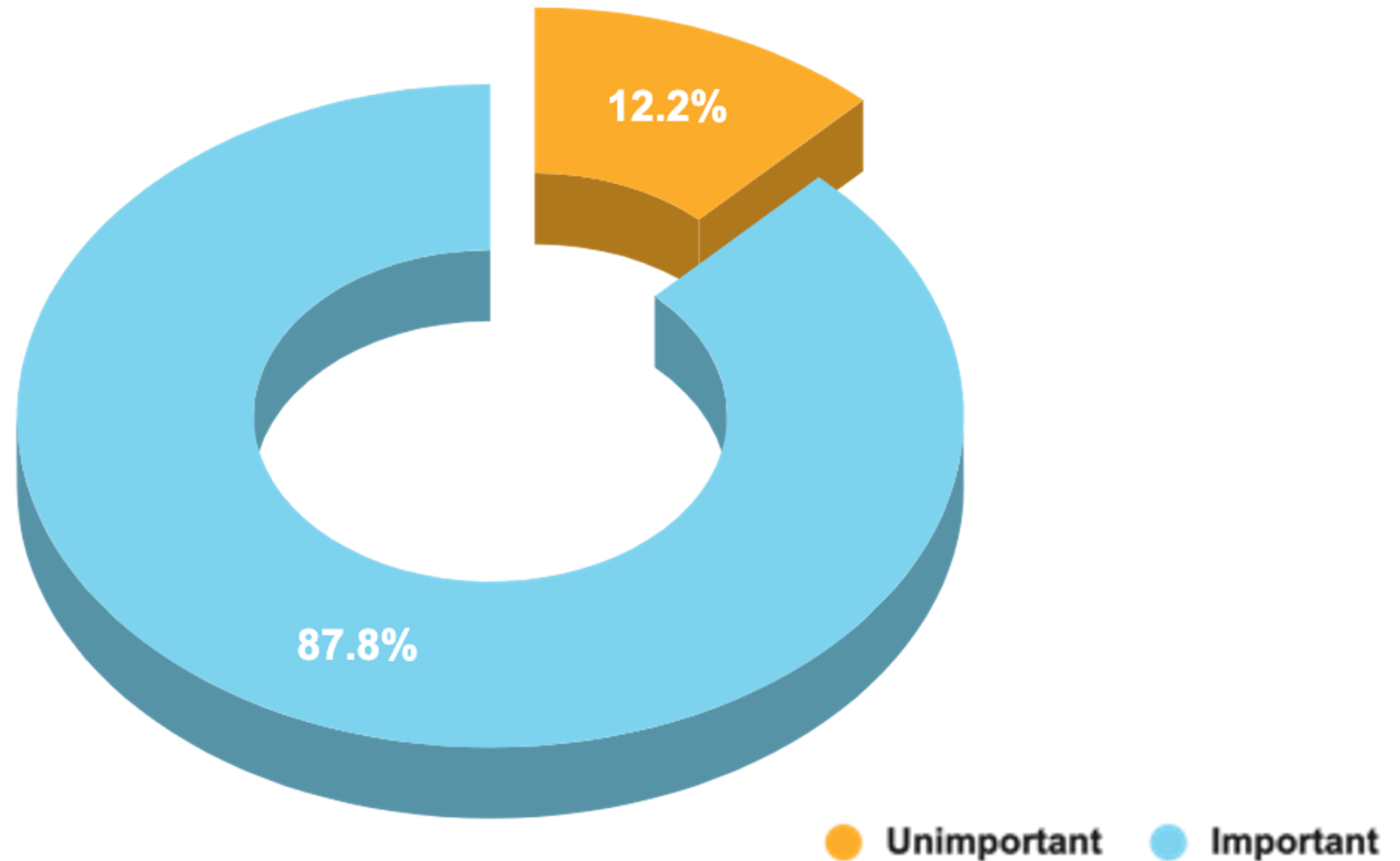
Why Walmart is Doubling Down on Ratings & Reviews
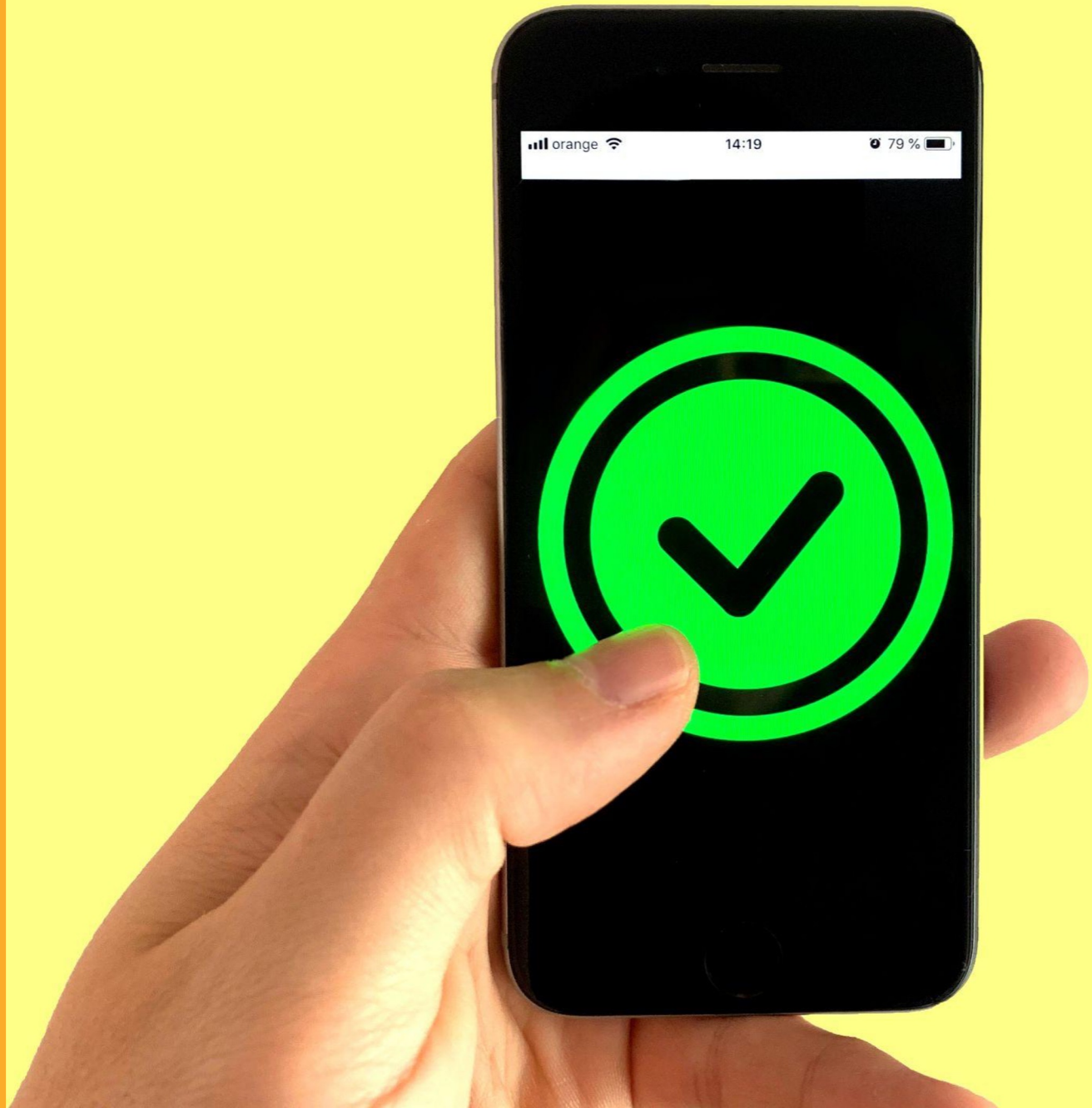
What's User-Generated Content (UGC)?

- It's the voice of the customer!
- Reviews & ratings, review responses, questions & answers, etc.
- Walmart Canada strives to improve our customers' confidence and build a stronger digital relationship with our customers

More Reviews = More Sales ⭐

- Product pages with reviews have 3x more sales than pages without reviews
- First 50 reviews provide +30% lift in orders
- Reviews make products more discoverable on Google
- Nearly half of consumers read ratings and reviews before purchasing in-store (content matters in-store and online)!
- Expansion of Ratings and Reviews is Walmart Canada's TOP PRIORITY!

% of consumers who read Ratings and Reviews before making a purchase

45 54

- Online
- In-store
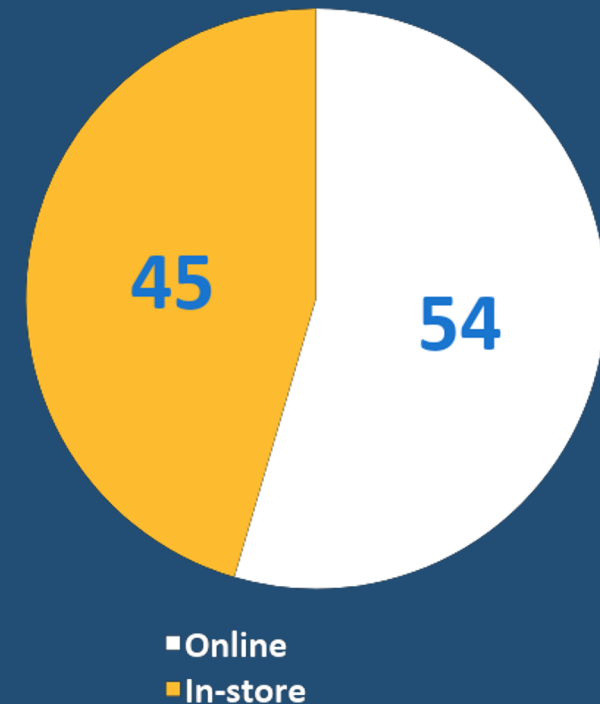
An enhanced content scorecard is rolled out and available to suppliers!

Walmart Canada

CONTENT SCORECARD

CONTEXiO — YOUR DIGITAL COMMERCE PARTNERS

SUPER DEPARTMENT	BRAND	SUB-CATEGORY	UNIQ. SKU COUNT	REPORT CREATED ON
GROCERY & PANTRY	ALL	ALL	56	February 28, 2021

27% SHARE OF VOICE
48%	Rating: Average product rating (out of 5 stars)
5%	Review: Total count of reviews

61% CONTENT QUALITY
100%	Brand name exists
63%	Feature Bullets: Min. 4 feature bullets to be present
82%	Primary Image: Background is white
30%	Images: 80 percent coverage of canvas
100%	Images: Correct DPI
75%	Images: Minimum Pixel - 750 x 750
16%	Meta KW: KW Density greater than 2 percent
61%	Title: Presence of primary attributes
48%	CSA: Presence of secondary attributes
32%	Description: Presence of primary attributes

OVERALL CONTENT HEALTH

62%
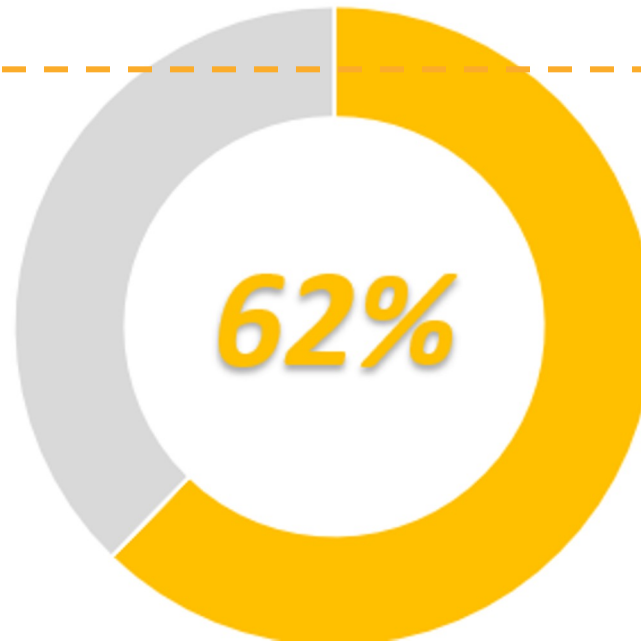
78% DISCOVERABILITY
80%	Google: Present in Top 20 search results
75%	Walmart.ca: Present in Top 60 search results

85% LISTING STANDARDS COMPLIANCE
100%	Product name and Description should be different
14%	Description Word Count
73%	Images: Minimum 2
100%	English: Product name and short description should be d
100%	English: Short description: Is Present
91%	English: Short description less than 30 characters
100%	French: Product name and short description should be d
100%	French: Short description: Is Present
89%	French: Short description less than 30 characters

Timely Reviews Are Critical

Maintaining consistent, timely, relevant reviews are critical to attracting and retaining consumers

Score Is Everything

Not only should R&Rs be timely, they also need to meet the minimum criteria to gain consumer confidence

57%

of consumers think R&Rs older than 4 months are considered "outdated"

62%

of consumers look for a 4.0 star-rating or higher when purchasing a product online

Caddle has an average star-rating of 4.3 due to our hyper- targeting and screening process

Source: Caddle report on Ratings & Reviews | April 7-10, 2021 | n = 1,048

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No Reviews Costs You Money

Decreased basket sizes and losing consumers to competitors

57%
of consumers will have decreased intentions to purchase when there are no R&Rs

41%
of consumers would switch to another retailer if R&Rs are not on their website

One Review is Not Enough

Our data tell us 30-50 reviews every 4-6 months is needeD

87%
read at least 1 review before making a product purchase

64%
read 3+ reviews before committing to purchase

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Early Success Case Study: Walmart Marketplace, Private Brands, and National Brands

Brand Case Study

Campaign Details

Brand: Walmart Canada Private Brands

Category: Grocery (multiple food categories)
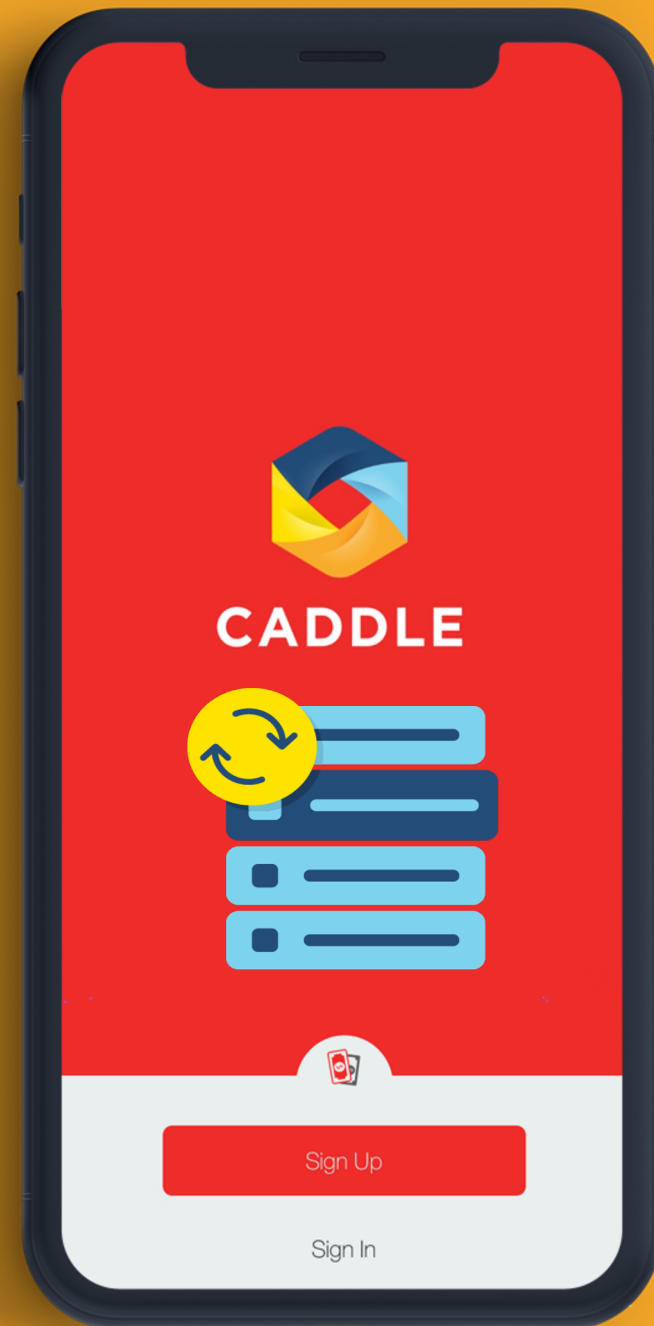
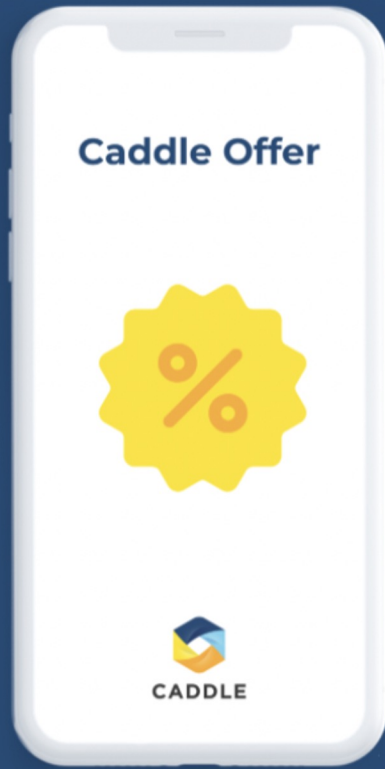**Timing:** Q4 2020 field date

(reviews started syndicating Dec 12th)

Results | Jan 1 - Jan 31 2020 vs. 2021

In ~4 weeks:

- 44% increase in star rating
- 1373% increase in # of reviews
- 25% Increase in ATC growth

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Sign Up

Sign In

1.

Caddle Offer

Targeted product purchases to Caddle users, validated via Caddle receipt upload.

2.

Receipt Upload

Each targeted receipt is **mined and matched** with your desired target product.

3.

Rating & Review

Ratings + Reviews offer is automatically triggered and collected within Caddle.

4.

Syndication

bazaarvoice

Walmart

Ratings + Reviews are then **syndicated** through our partner network.

TARGETED
Ratings & Reviews

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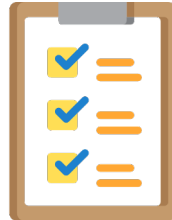REVIEWS-AS-A-SUBSCRIPTION.™

1.

Caddle Receipts

Leveraging the **1000s of receipts** are uploaded daily to Caddle.

2.

Optical Character Recognition

Every receipt is **mined and matched** with your product list to identify purchases.

3.

Rating & Review

Ratings + Reviews offers are automatically triggered and collected in Caddle.

4.

Syndication

bazaarvoice

Walmart

Ratings + Reviews are then **syndicated** through our partner network.

Ratings & Reviews SUBSCRIPTION

NEW
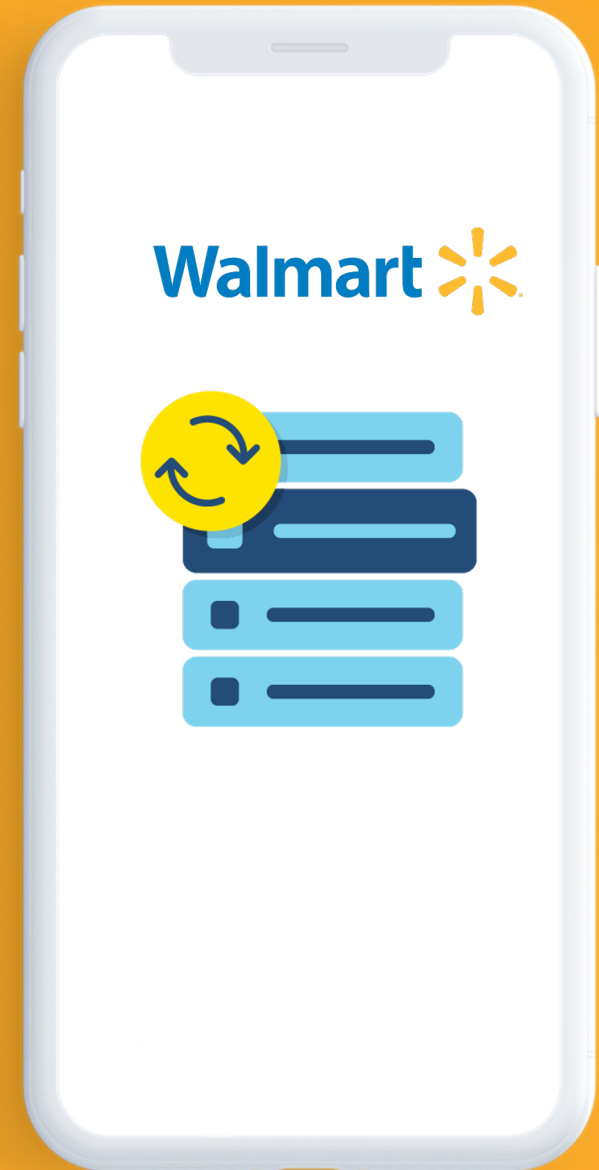
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Put Your Ratings & Reviews On Auto-pilot

Caddle enables **recurring Ratings & Reviews** on a monthly or quarterly basis to deliver recency and relevance to *optimize SEO* and *ranking within retailer websites.*

Single Campaign:
Collect & syndicate 30-50 reviews

30 to 70%
CHEAPER
than traditional sampling programs

Annual Campaign:
Collect & syndicate 30-50 reviews PER Quarter

90%
SAVINGS IN TIME
In collection & brand team execution

Next Webinar

Innovation in the Retail Aisle with Dr. Sylvain Charlebois on Wednesday, July 6, 2022, 2PM-3PM ET

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Let's talk insights.

Colleen Martin

Chief Revenue Officer

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