



Ratings + Reviews with Walmart.ca

Why Walmart is Doubling Down



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



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Agenda

01 Walmart + Caddle
Partnership Announcement

02 Why Ratings + Reviews
Are Crucial for
Consumers and Business

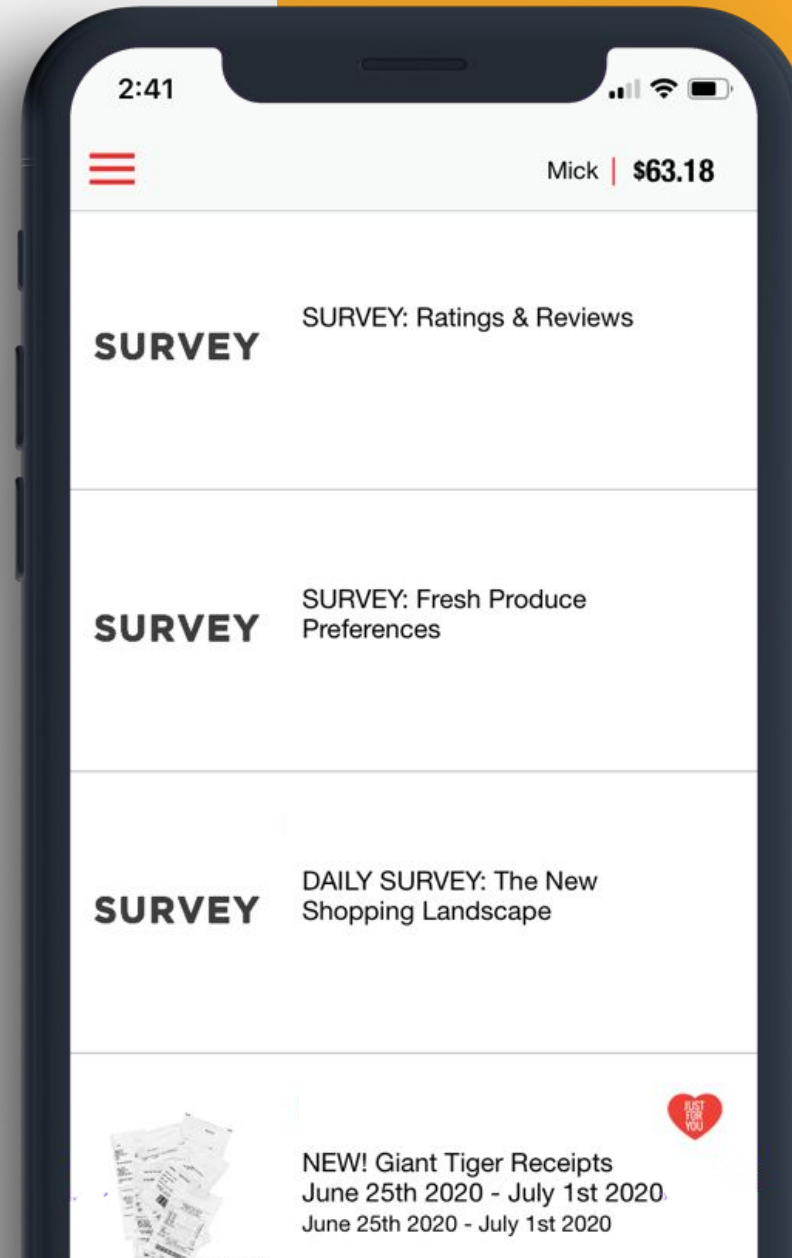
03 Why Walmart is Doubling
Down

04 Early Success Case Study

05 Q&A

AskCaddle®

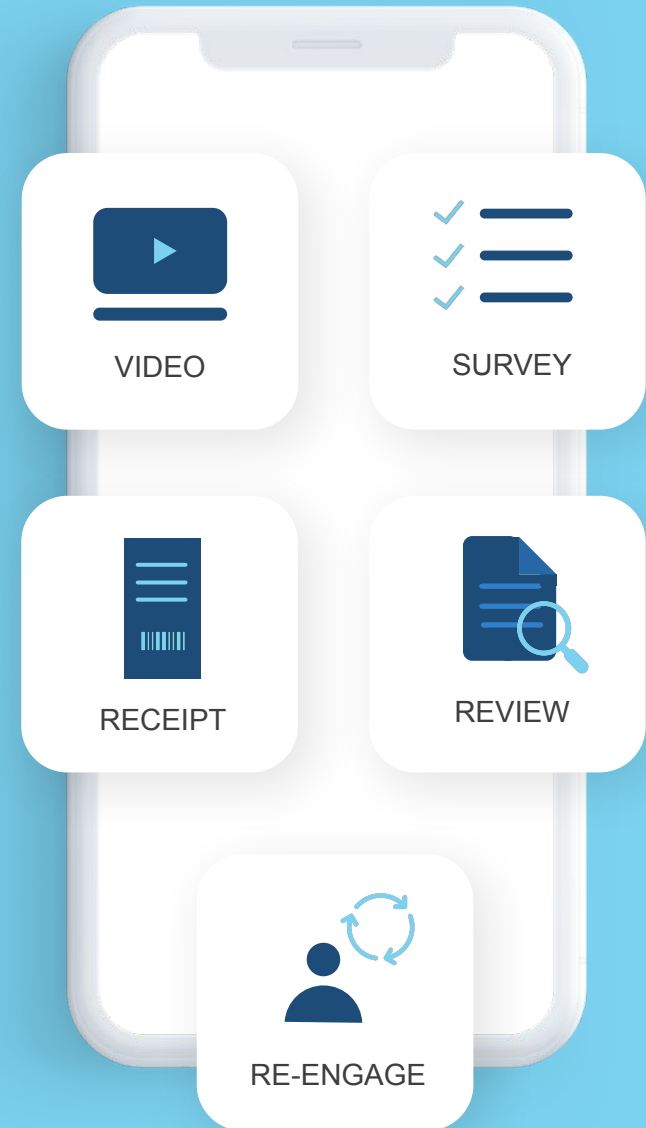
Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



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.

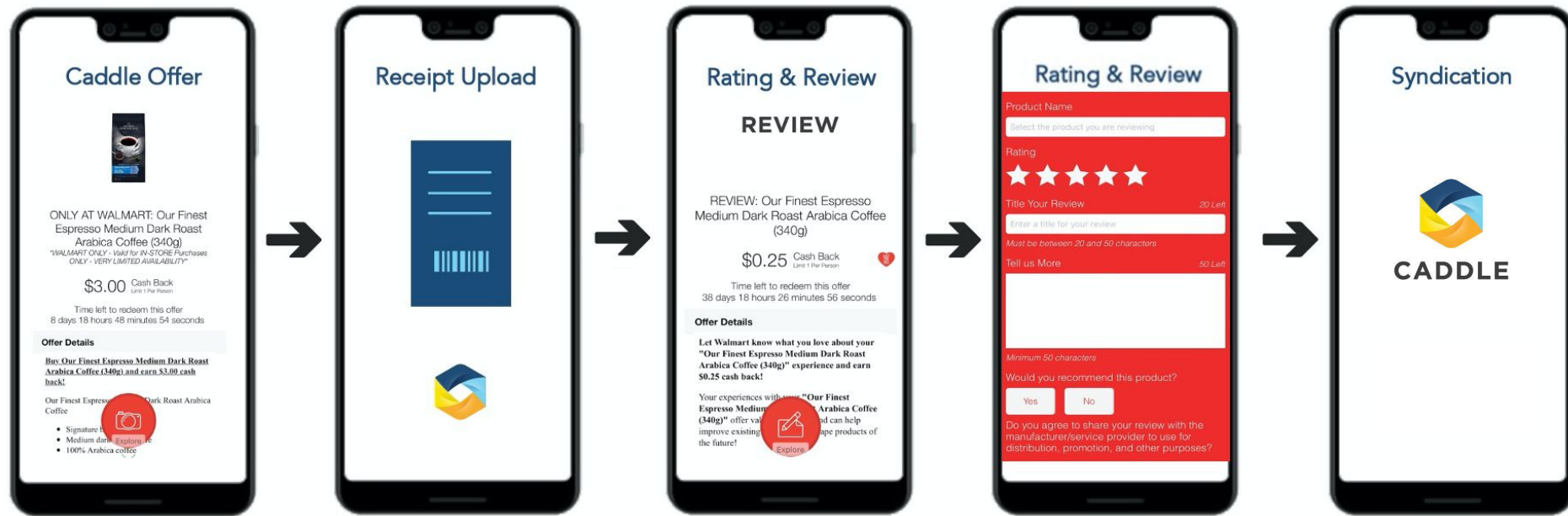


Walmart Canada teams up with Caddle



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

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

5X

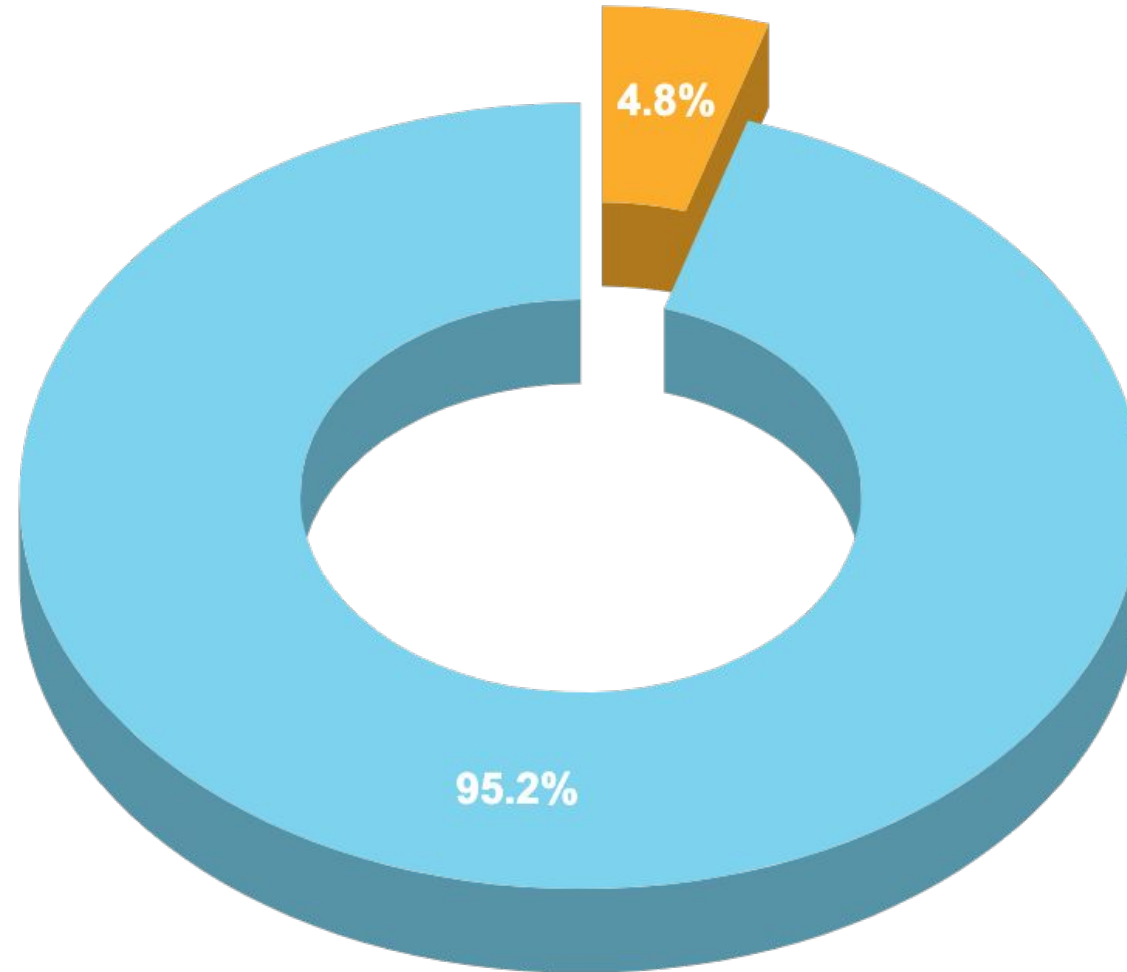
- ✓ Consumers are more likely to trust and buy a product recommended by a friend or peer

90%

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?

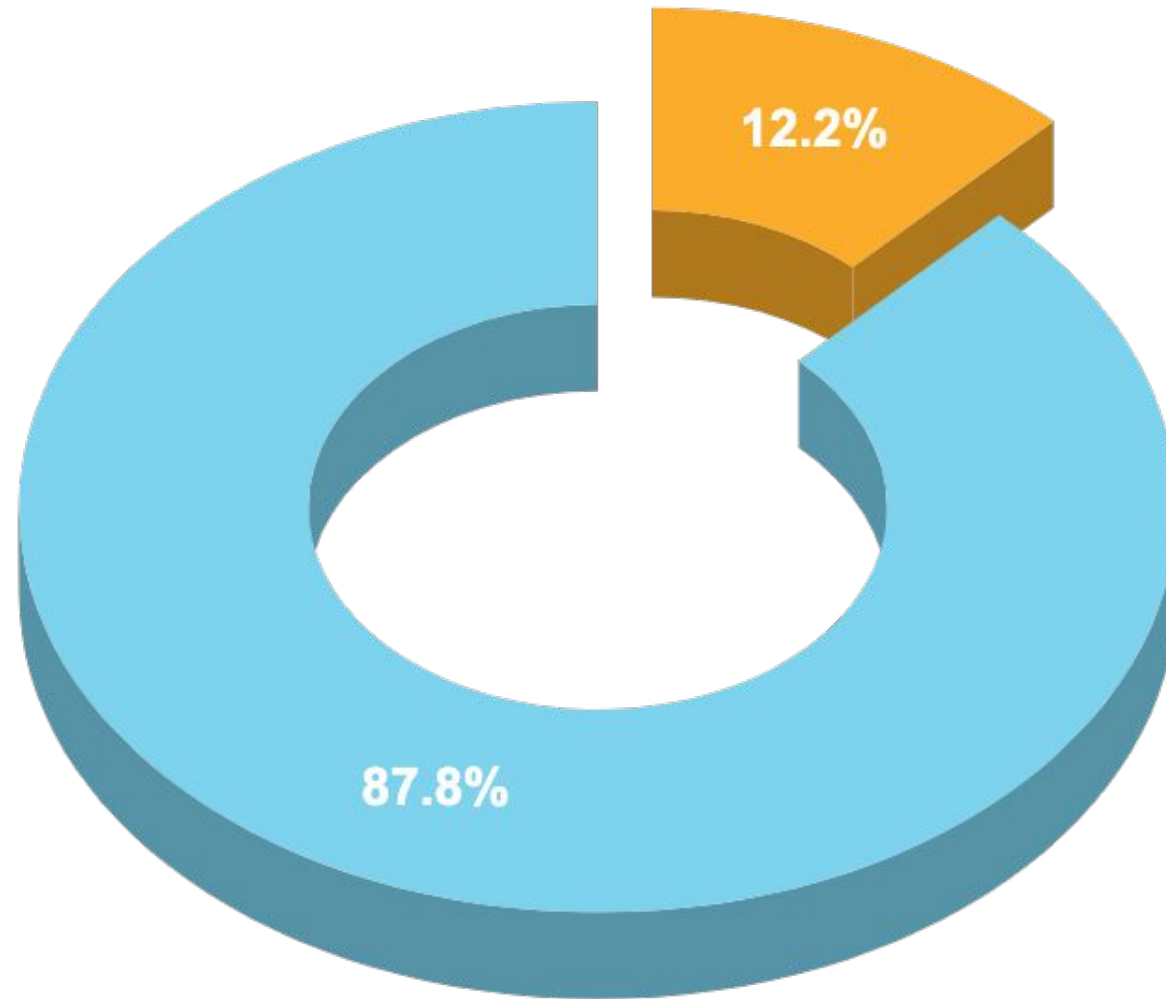


● Unimportant ● Important

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?

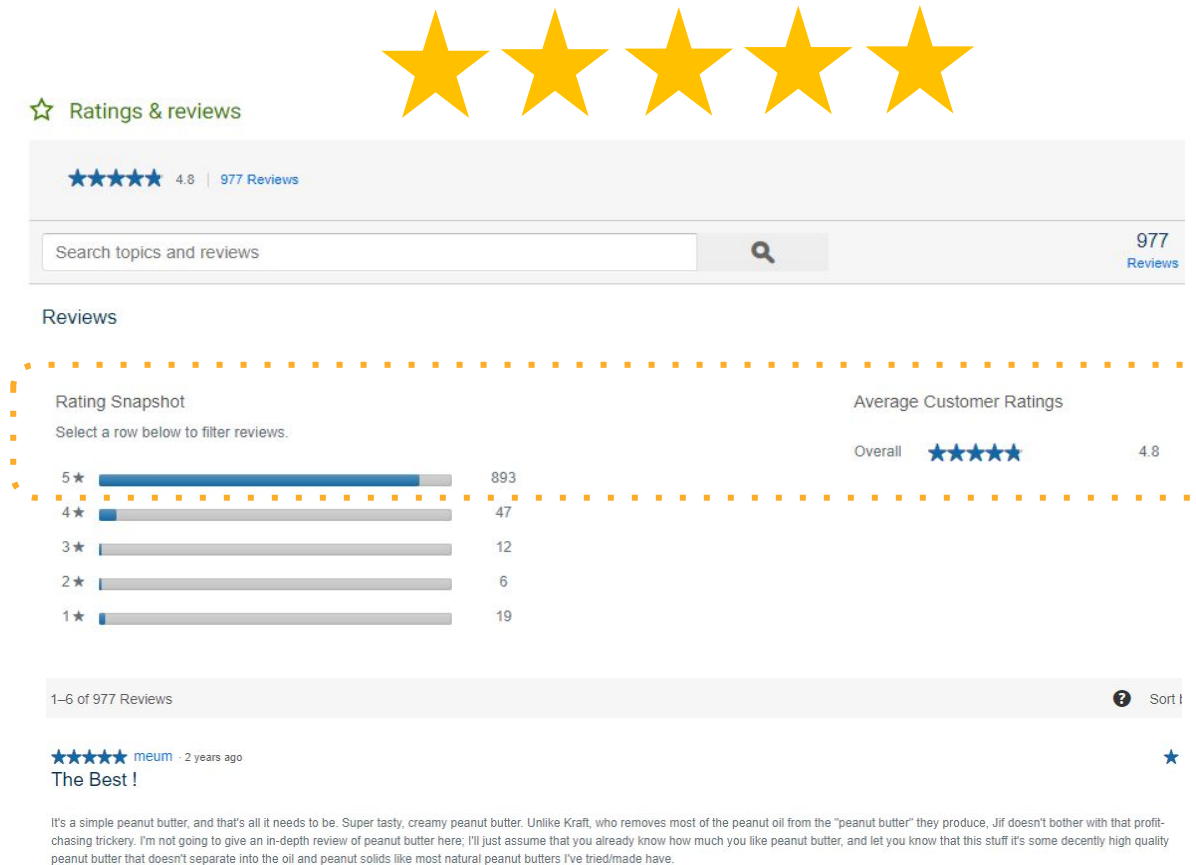


● Unimportant ● Important

Why Walmart is Doubling Down on Ratings & Reviews

What's User-Generated Content (UGC)?

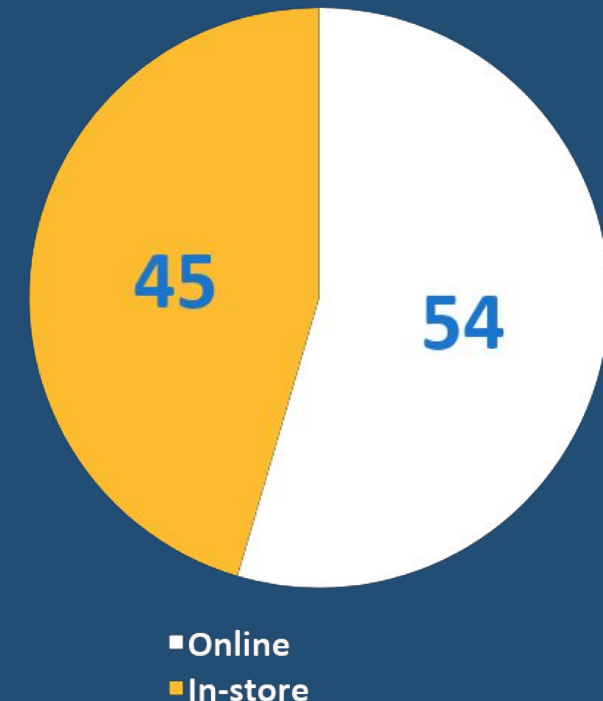
- It's the voice of the customer!
- Reviews & ratings, review responses, questions & answers, etc.
- Walmart Canada strives to improve our customers' confidence and build a stronger digital relationship with our customers



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 + Reviews before making a purchase



An enhanced content scorecard is being rolled out and will be available to suppliers soon!

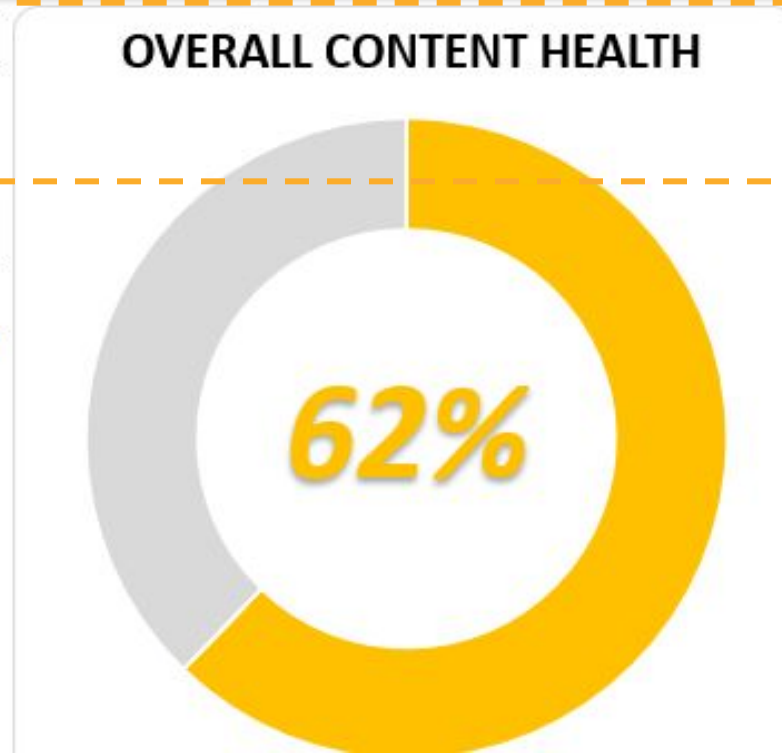


CONTENT SCORECARD



SUPER DEPARTMENT GROCERY & PANTRY	BRAND ALL	SUB-CATEGORY ALL	UNIQ. SKU COUNT 56	REPORT CREATED ON February 28, 2021
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27%	SHARE OF VOICE
48%	Rating: Average product rating (out of 5 stars)
5%	Review: Total count of reviews



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

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

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 different
100%	English: Short description: Is Present
91%	English: Short description less than 30 characters
100%	French: Product name and short description should be different
100%	French: Short description: Is Present
89%	French: Short description less than 30 characters

1 Timely Reviews Are Critical

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

57%

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

2 Score Is Everything

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

62%

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

Caddle has an average star-rating of 4.1 due to our hyper-targeting and screening process

3 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

4 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

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

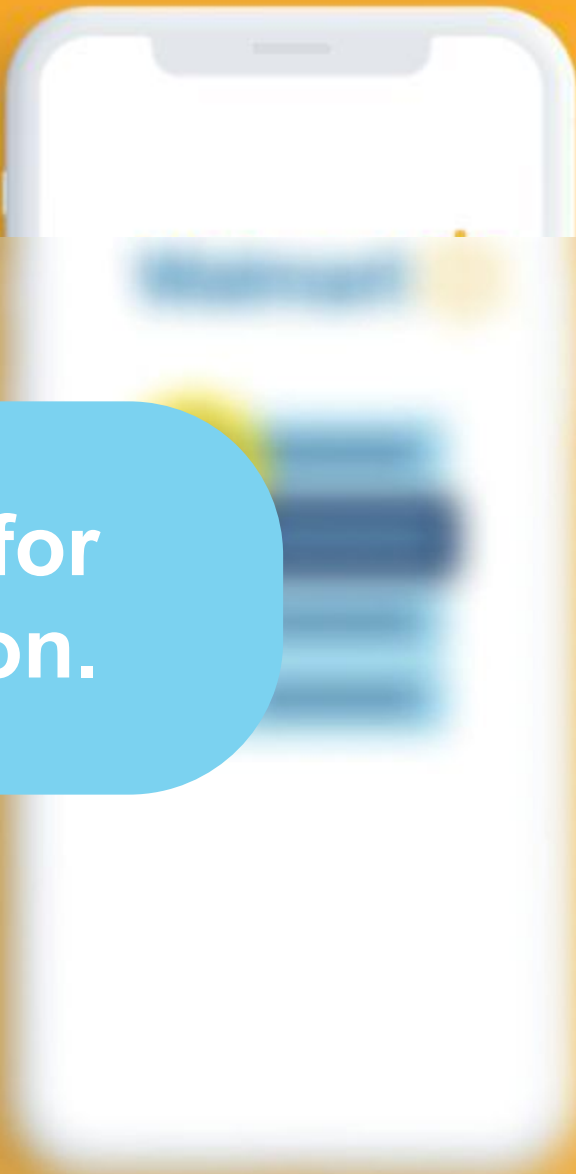
In ~4 weeks:

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



Put Your Ratings & Reviews On Auto-pilot

Please contact insights@caddle.ca for pricing and more information.





Let's get started.

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