



# The Importance of Ratings & Reviews with Walmart Canada

Why Walmart is Doubling Down



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



## Who We Are



**Shariq Hasan**

Walmart Canada

eCommerce UGC Lead



**Colleen Martin**

Caddle



# Agenda

01

About Caddle®

02

Why Ratings + Reviews Are  
Crucial for Consumers and  
Businesses

03

Why Walmart is Doubling Down

04

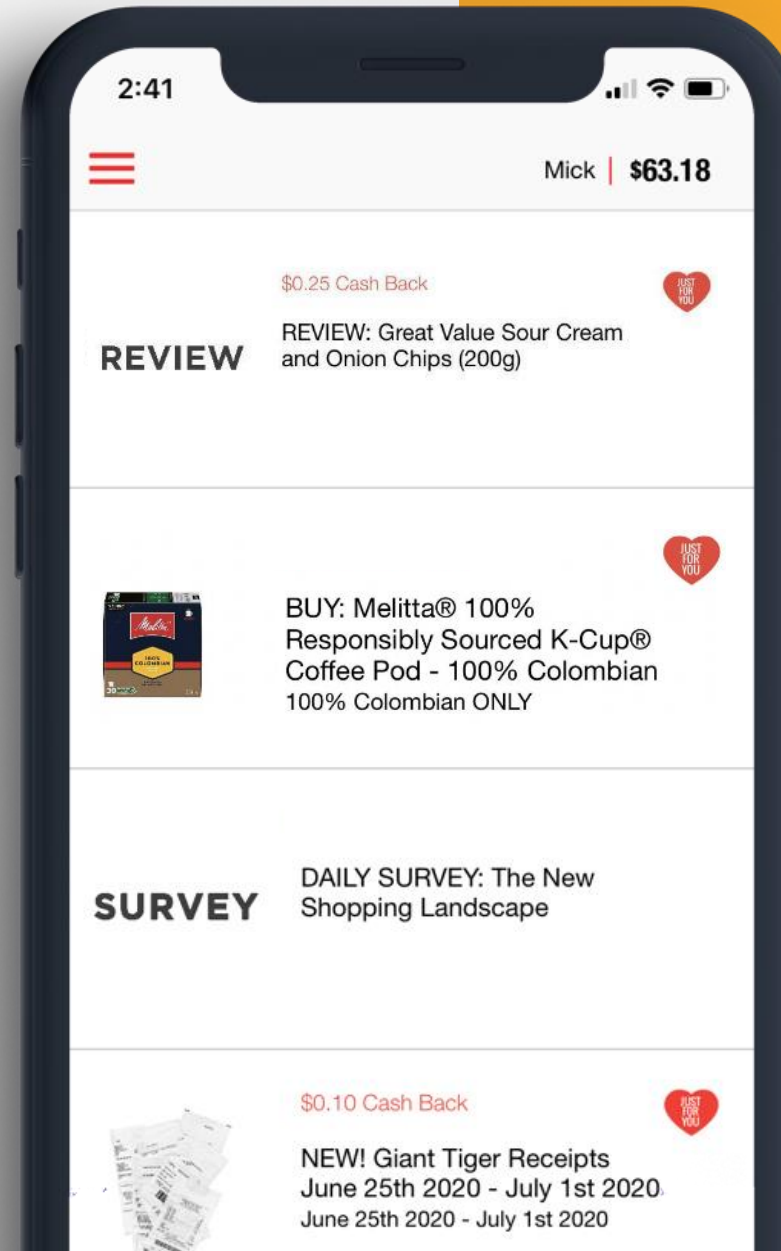
Case Study and Sample Surveys

05

Reviews-as-a-Subscription (RaaS)

# AskCaddle®

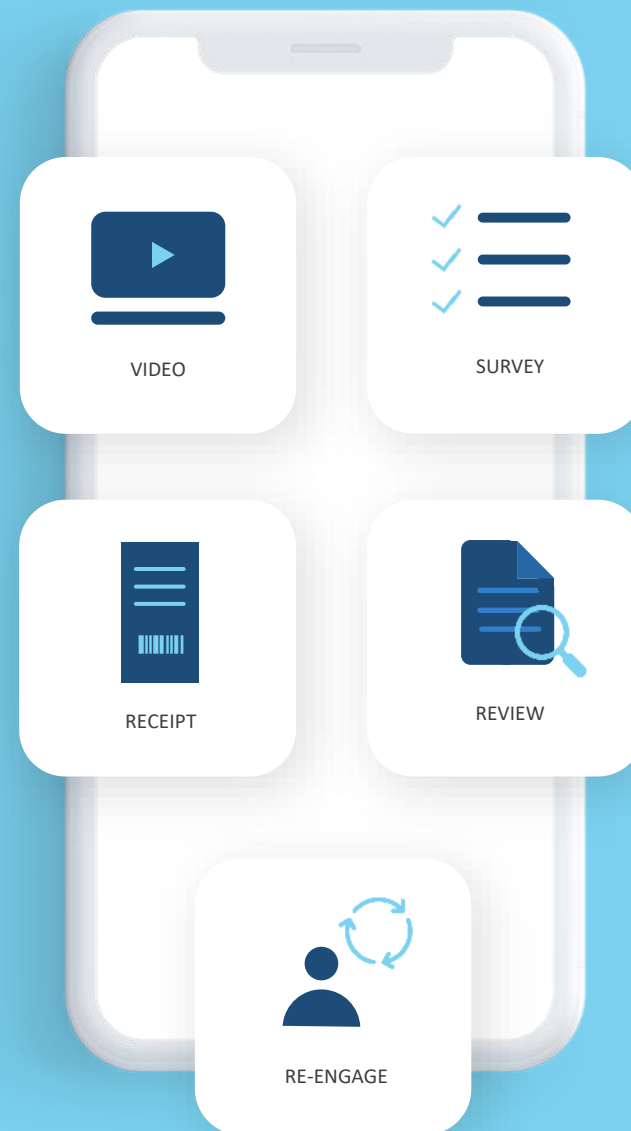
Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



# 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.



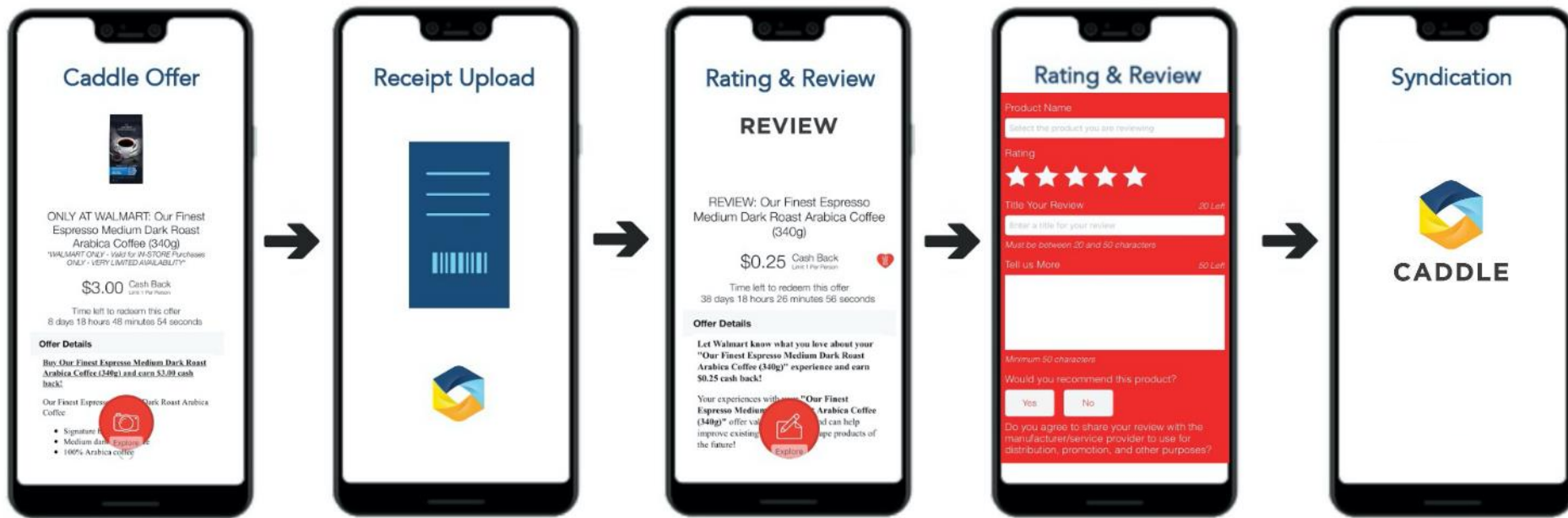
## Walmart Canada teams up with Caddle

---



# 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**

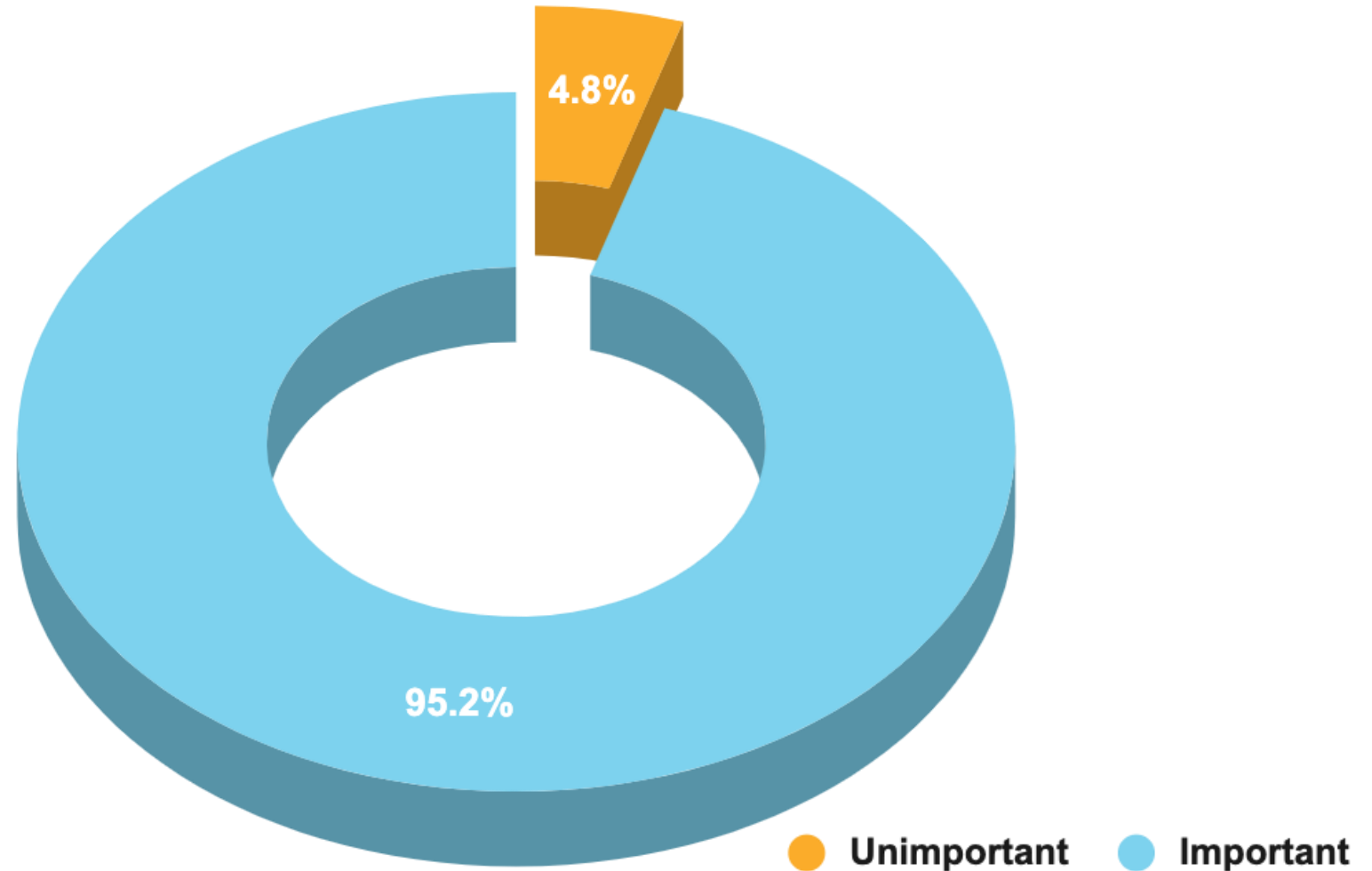
**Consumers are more likely to trust  
and buy a product recommended  
by a friend or peer**

**90%**

**95.2% of consumers report that online reviews are important.**

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

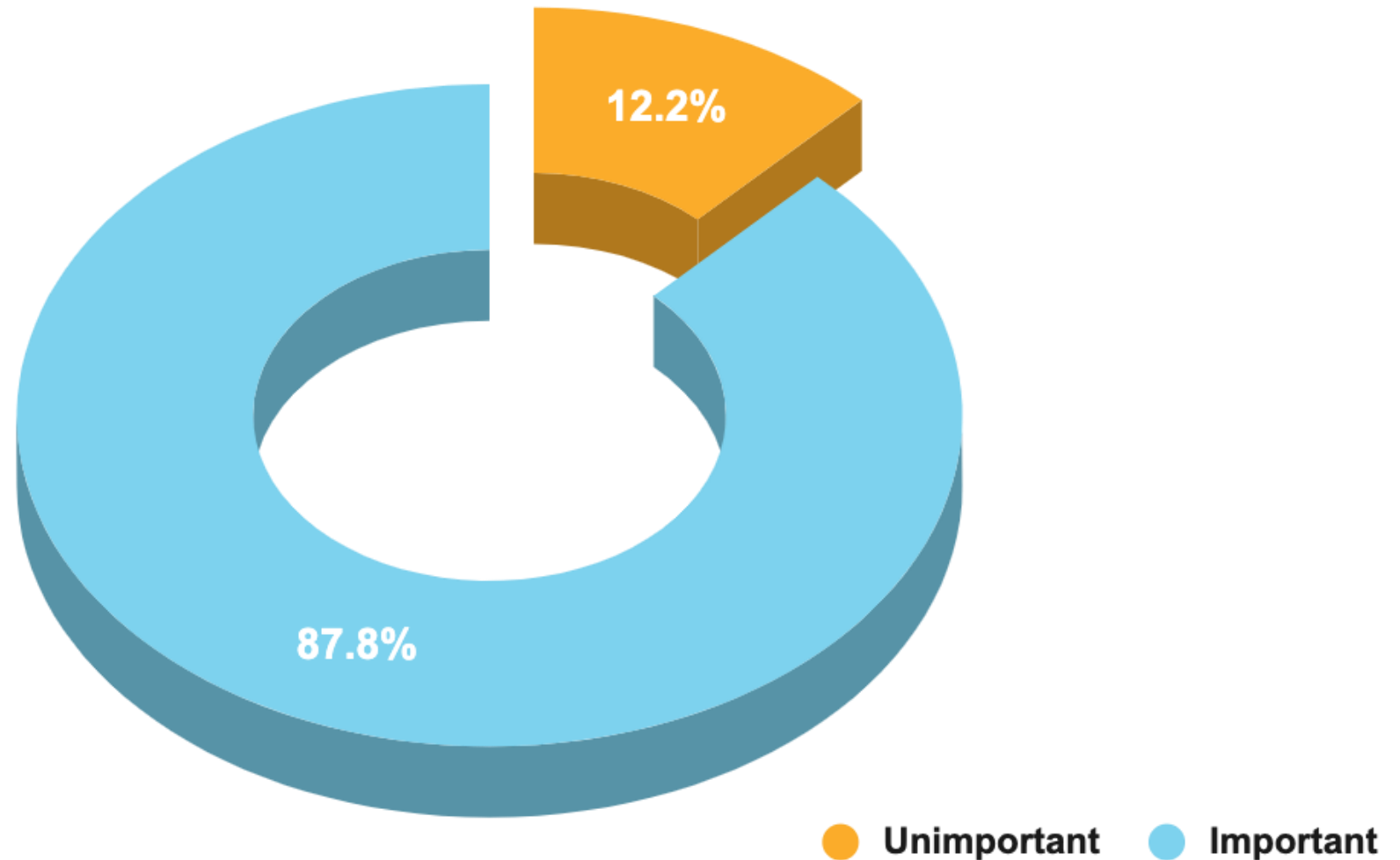
How important are Ratings & Reviews (R&Rs) when you are buying something new online?



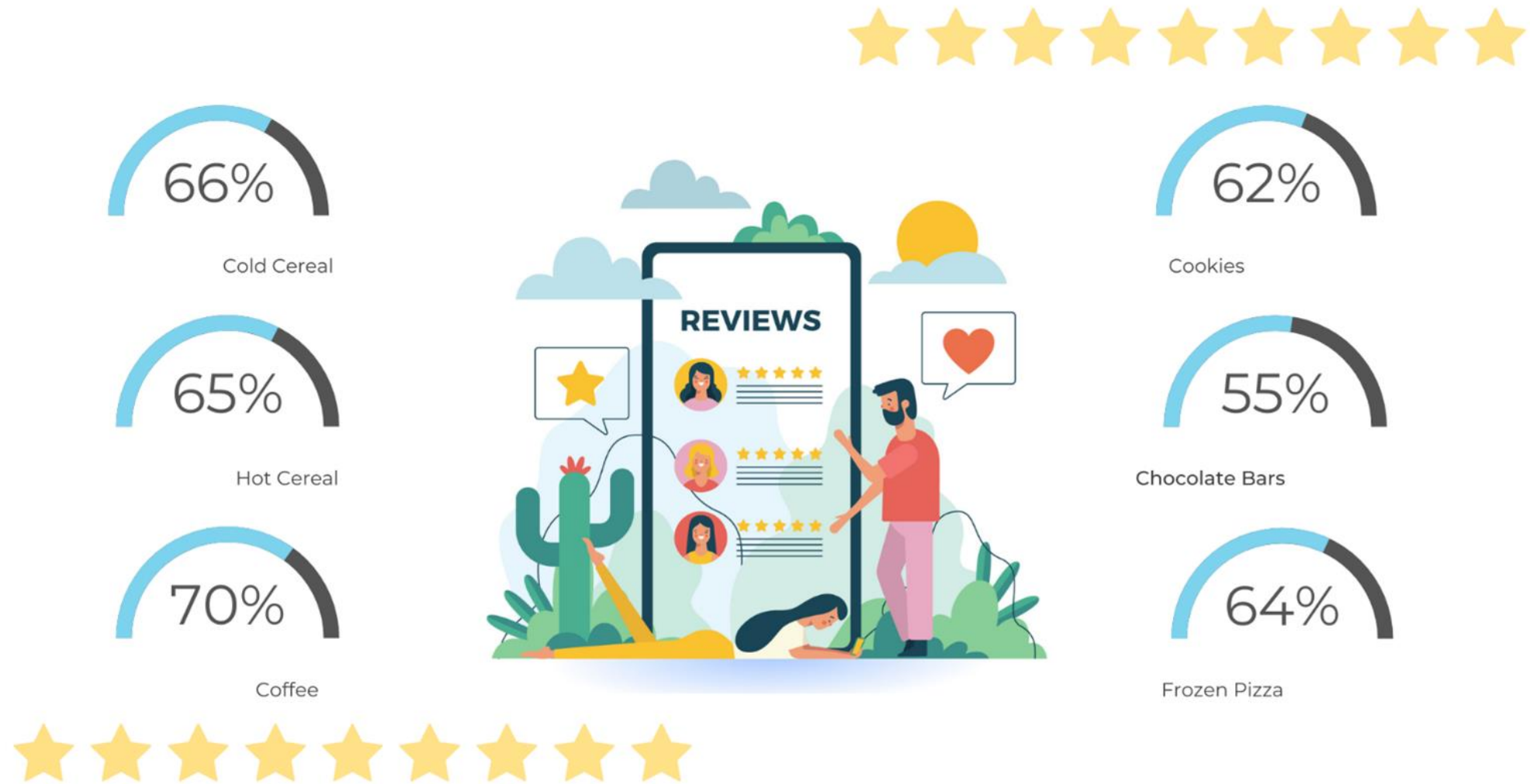
**88% of in-store shoppers are checking online reviews to aid purchase decisions at shelf.**

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

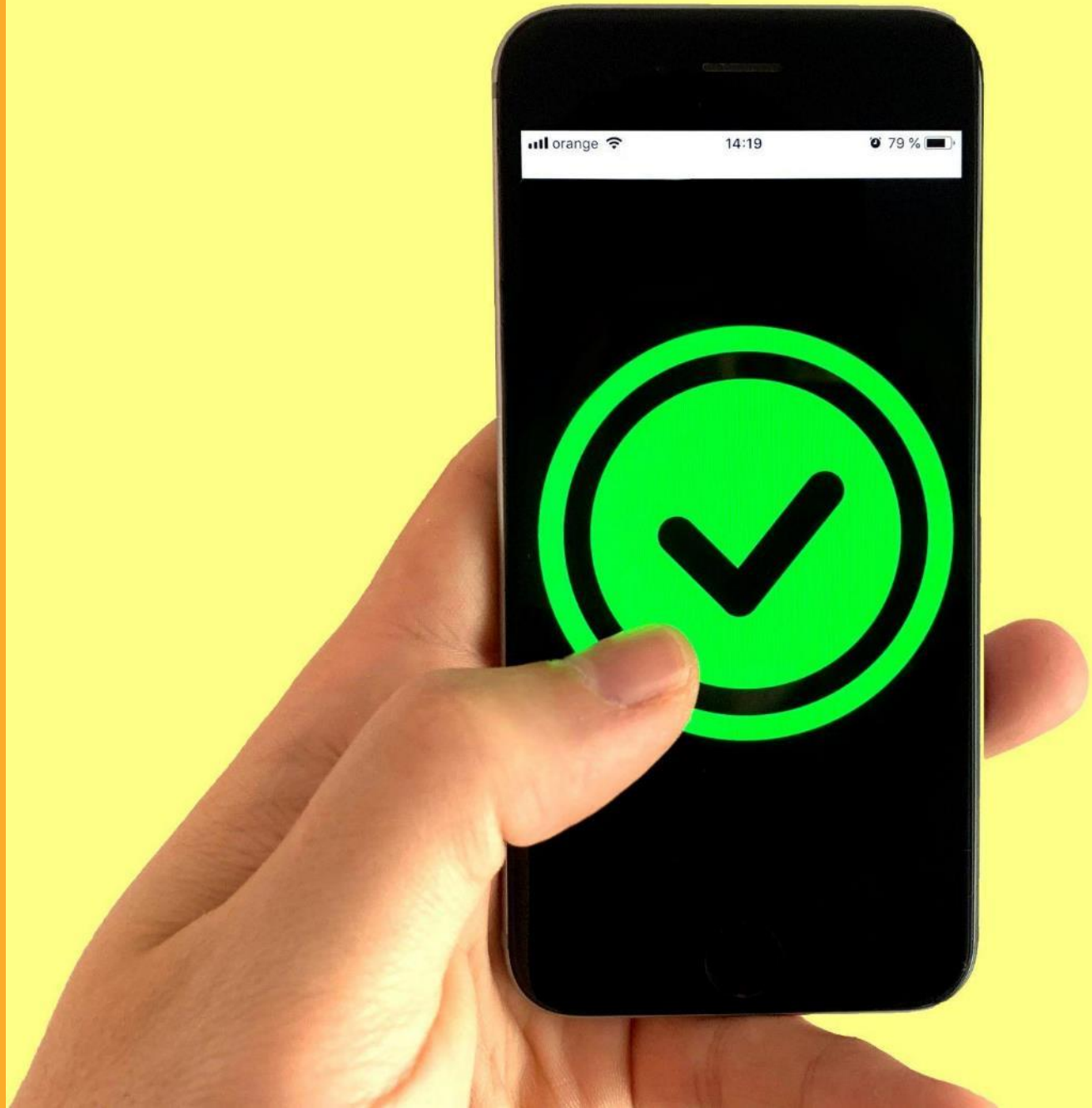
How important are Ratings & Reviews (R&Rs) when you are buying something new in-store?



# How important are Ratings & Reviews in your decision making process when purchasing...

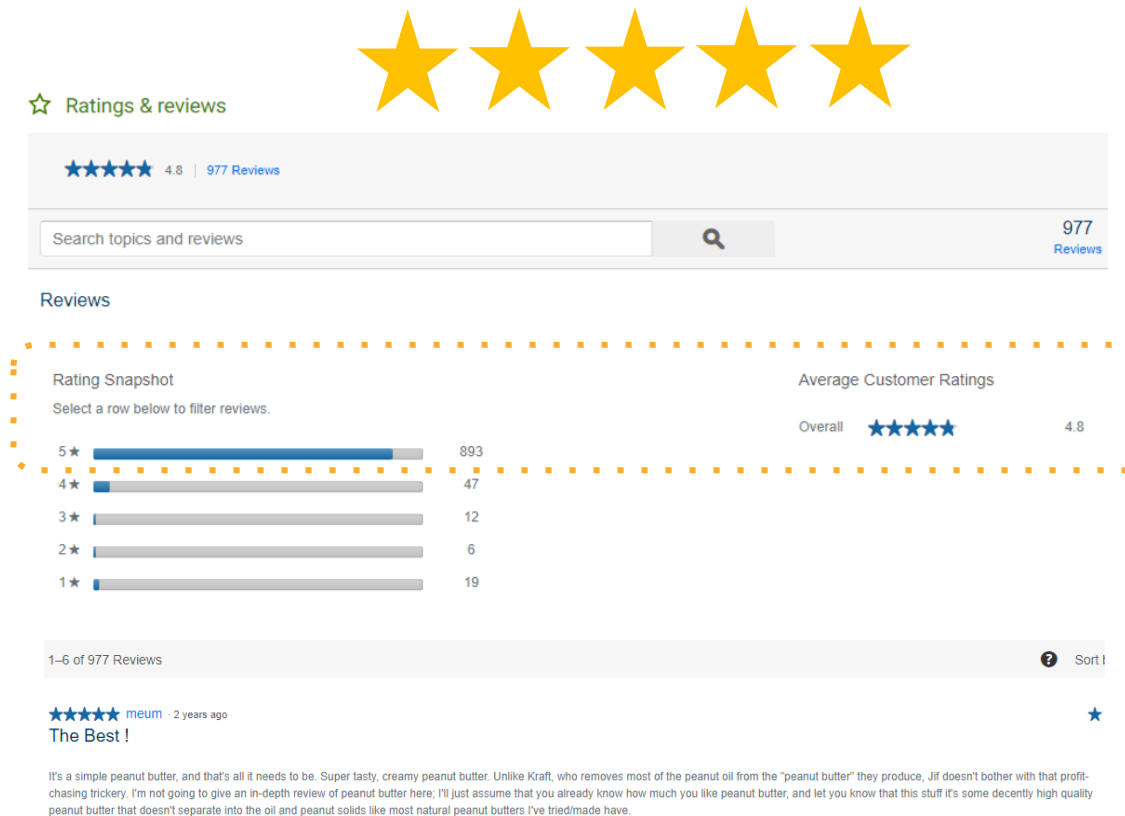


# Why Walmart is Doubling Down on Ratings & Reviews



# What's User-Generated Content (UGC)?

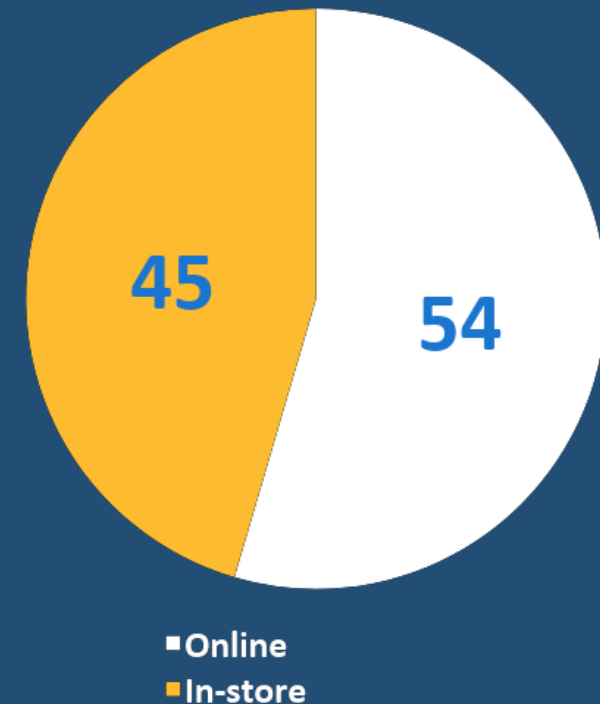
- It's the voice of the customer!
- Reviews & ratings, review responses, questions & answers, etc.
- Walmart Canada strives to improve our customers' confidence and build a stronger digital relationship with our customers



# 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



# An enhanced content scorecard is rolled out and available to suppliers!



## CONTENT SCORECARD

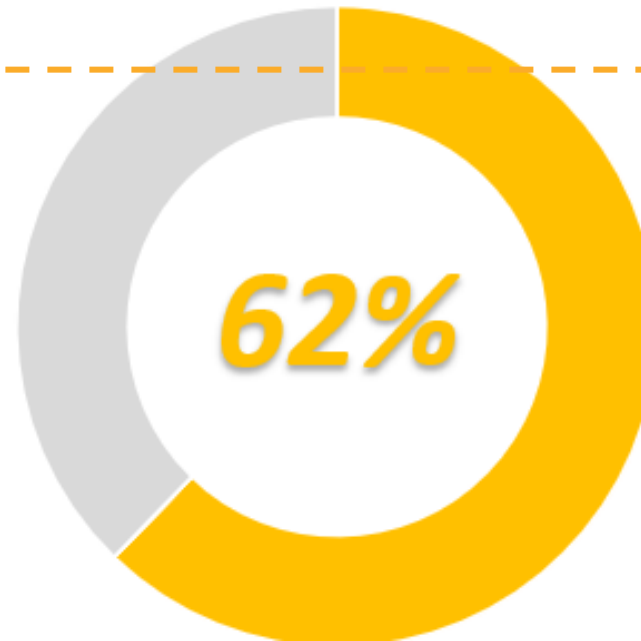


SUPER DEPARTMENT	BRAND	SUB-CATEGORY	UNIQ. SKU COUNT	REPORT CREATED ON
GROCERY & PANTRY	ALL	ALL	56	February 28, 2021

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

<b>61%</b>	<b>CONTENT QUALITY</b>
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



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

<b>85%</b>	<b>LISTING STANDARDS COMPLIANCE</b>
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 c
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

**57%**

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

## 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 4.3  
due to our hyper- targeting and  
screening process**

## 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

# Brand Case Study

## *Campaign Details*

**Brand:** Walmart Canada Private Brands

**Category:** Grocery (multiple food categories)

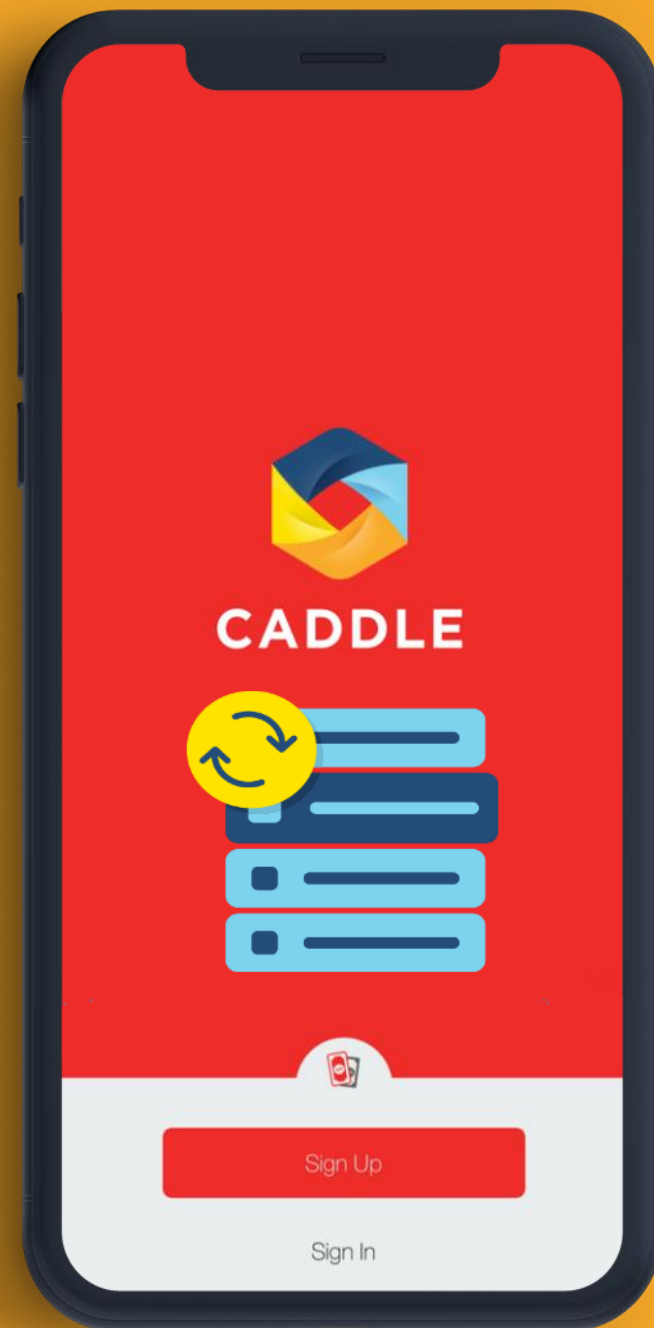
**Timing:** Q4 2020 field date

(reviews started syndicating Dec 12<sup>th</sup>)

Results | Jan 1 - Jan 31 2020 vs. 2021

## In ~4 weeks:

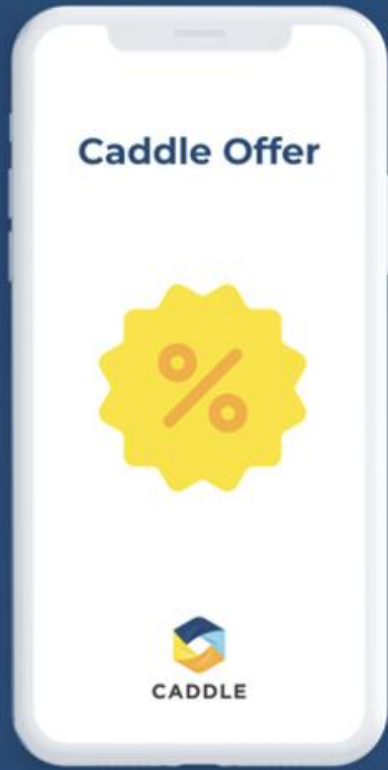
- 44% increase in star rating
- 1373% increase in # of reviews
- 25% Increase in ATC growth



# How our Ratings & Reviews Product works

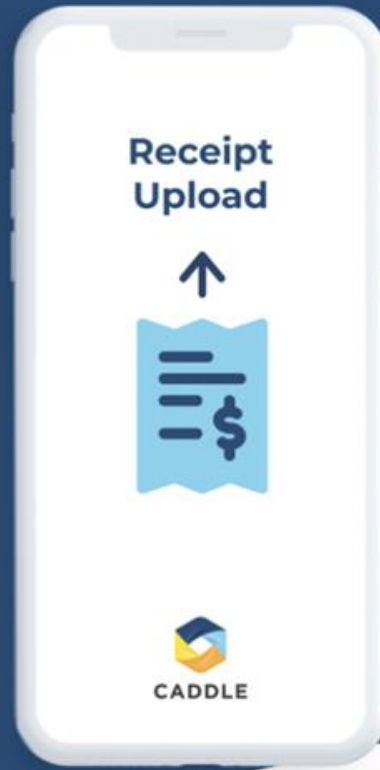


1.



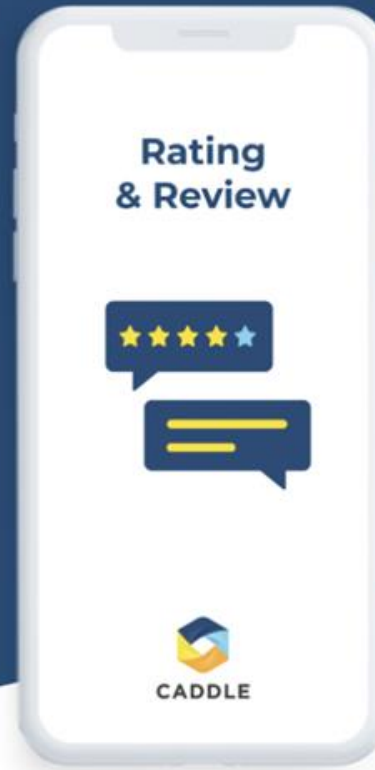
**Targeted product purchases** to Caddle users, validated via Caddle receipt upload.

2.



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

3.



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

4.



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

**90%  
SAVINGS IN  
TIME**  
In collection &  
brand team  
execution

## TARGETED Ratings & Reviews

**30 to 70%  
CHEAPER**  
than traditional  
sampling  
programs

REVIEWS-AS-A-SUBSCRIPTION.™



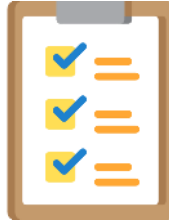
1.

### Caddle Receipts



2.

### Optical Character Recognition



3.

### Rating & Review



4.

### Syndication

**Walmart**

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

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

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

Ratings + Reviews are then syndicated through our partner network.

## Ratings & Reviews SUBSCRIPTION

**NEW**



# Let's talk reviews.

**Shariq Hasan**

UGC Lead, Walmart Canada

[Shariq.Hasan@walmart.com](mailto:Shariq.Hasan@walmart.com)



**Colleen Martin**

Chief Revenue Officer, Caddle

[colleen.martin@caddle.ca](mailto:colleen.martin@caddle.ca)