

THE BEST USE OF REVIEWS



Most of the time, ecommerce boils down to a game of trust.

To whittle down friend from foe, consumers dig around and do their research.

Their goal? To find a brand who guarantees top-quality customer service and products that meet expectations.

One key part of a customer's research is to read reviews from other shoppers.

Just think about how often you glance at the star rating before you make a purchase.

► **82% of consumers** read online reviews before buying from a brand, and the average shopper reads ten reviews before they trust a business.

But, most of the time, customers withhold from leaving feedback. It's another action to take and they're left wondering, "what's in it for me?".

A loyalty program makes collecting customer reviews mutually beneficial.

By rewarding shoppers each time they leave feedback, you gather more social proof.

Meanwhile, the customer gets loyalty points they can use on future shops.

Here are some brands who are using review platforms to build trust, while rewarding their current customers...

AND THE WINNER IS



ANNMARIE SKIN CARE

► **Annmari Skin Care is always an example we turn to when we talk about social proof.**

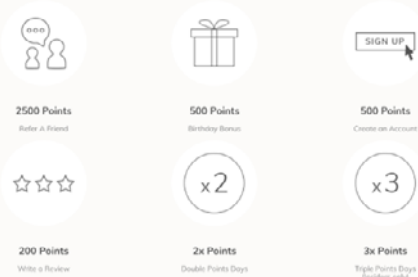
On their Facebook group, beauty-lovers share secrets and tales of the brand's products working wonders.

Annmari Skin Care has also integrated their loyalty program with the reviews platform, ► **Okendo**, to reward customers 200 points for a review.

Under each product listing they display the star rating. When customers click through and read the reviews, they see how the product works on different skin types. Reviewers can also leave a photo review and pick the "effectiveness" and "scent" of the product.



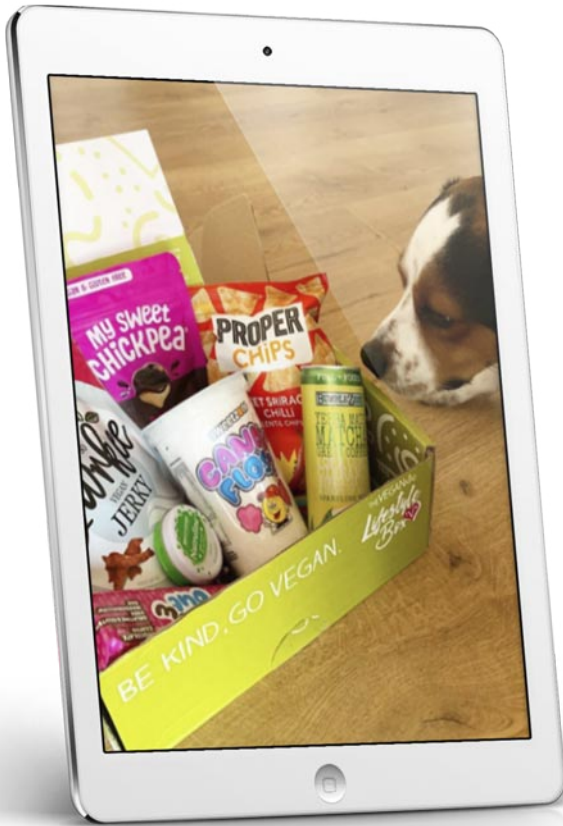
MORE WAYS TO EARN POINTS



To drive more reviews, Annmarie notifies their members in emails how they'll get points for leaving feedback. The brand has gained 3,084 reviews as a result.


Rewarding for reviews means that Annmarie has huge volumes of social proof to replace the in-store experience. It guides customers to make a choice (instead of a sales assistant helping). Plus, the images and "scent" sliders help shoppers almost try the product, without in-store testers.

SPECIAL MENTION




THE VEGAN KIND SUPERMARKET

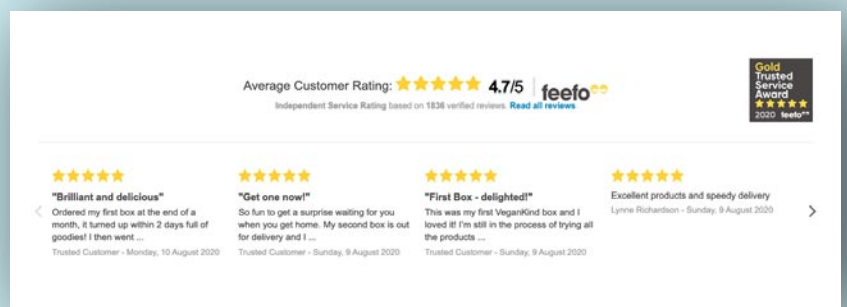
This vegan subscription box brand uses customer reviews to build trust.

On their homepage, they display their average  Feefo customer rating and key testimonials.

When customers click through to explore the boxes, each page includes written reviews and user-generated content from social media.

To generate close to 8,000 honest reviews,  **The Vegan Kind Supermarket** rewards customers loyalty points when they leave feedback. They can redeem these points for vouchers on future shops.

Reviews build trust for new customers. Shoppers need to know if they'll get high-quality items every time before they show long-term loyalty.



What we can learn from the winners

Reviews speak volumes. They build trust and confidence for new and existing shoppers. Gather more social proof by getting customers excited to leave reviews by rewarding them with points and loyalty rewards.