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## Best use of reviews

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

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.

By integrating **Okendo with LoyaltyLion** it's easy to reward customers points for reviews. You can also reward shoppers more points if they attach a photo with their feedback.

Here's who's integrated our platforms together to generate more reviews this year and to reward their biggest advocates with loyalty points.

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BEST USE OF **REVIEWS**

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# And the winner is.. Culprit Underwear



We often turn to **Culprit Underwear** when we need to talk about how to use social proof effectively.

Culprit Underwear uses reviews to gain the trust of customers and build excitement around its brand. They also link their loyalty program with Okendo, letting them reward engaged customers, incentivize more reviews and encourage repeat purchases.

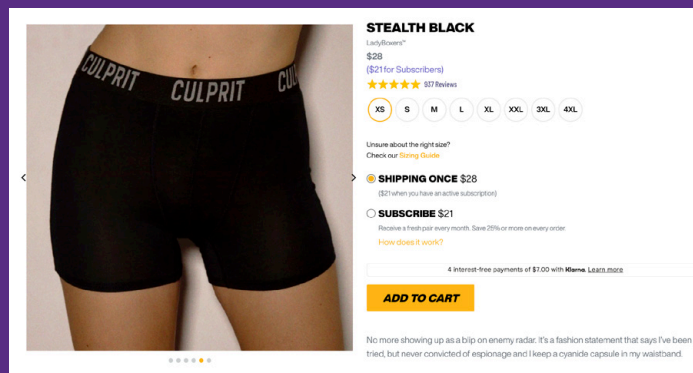
Culprit Underwear rewards customers 100 Culprit Cash points when they leave a review. These points can then be spent in their store to receive perks and other experiences.

## BOUNTIFUL BOUNTIES

Every action counts.

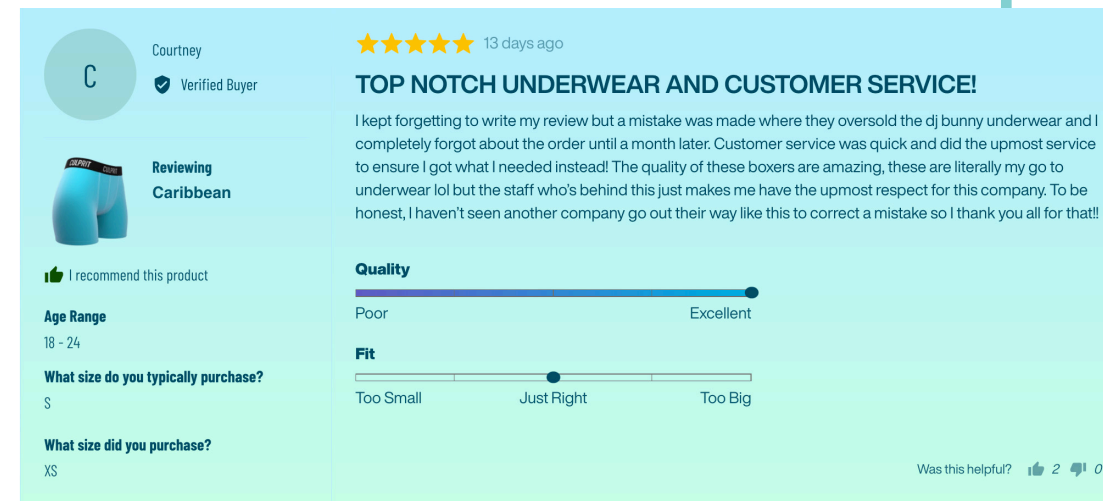
★	<b>Make a purchase</b> 5 Culprit Cash per \$1	★	<b>Create an account</b> 250 Culprit Cash	★	<b>Visit</b> 10 Culprit Cash
★	<b>Follow us on Instagram</b> 25 Culprit Cash	★	<b>Happy Birthday</b> 2,000 Culprit Cash	★	<b>Sign up to our mailing list</b> 25 Culprit Cash
★	<b>Refer friends</b> 1,000 Culprit Cash	★	<b>Leave a review</b> 100 Culprit Cash		

In their product directory, Culprit Underwear also displays the average star rating for each product. If a product has lots of positive reviews from other customers, new shoppers will be more likely to trust the quality of the product from the get-go and purchase it.



To enrich the reviews, the brand uses Okendo to reward customers for leaving images alongside their reviews too. This acts as a source of user-generated content (UGC) as new customers get to see the products on real people which makes the brand relatable and authentic.

Each review can include a huge amount of detail such as quality, fit, and style. This level of detail is useful to any potential buyers as it narrows down the research they need to do.



Here's what Lindsay, Partner Marketing Manager at Okendo, had to say about Culprit Underwear's use of reviews and their loyalty program.

**We're continually impressed by how well Culprit Underwear leverages social proof. From displaying testimonials and UGC on its site in a fun, on-brand way, to collecting zero-party data with "Attributes", Culprit understands how social proof is perfect for optimizing its conversion rate.**

**Culprit Underwear is also strategic about incorporating rich-content reviews into its loyalty program. By rewarding customers for leaving photos and videos with their testimonials in a tiered-point system, the brand not only incentivizes even more review generation (further increasing conversions), but it optimizes its customer retention and lifetime value!**

**Lindsay Kolinsky, Partner Marketing Manager at Okendo**

## Results

Members of Culprit Underwear's loyalty program have an **80% higher average order volume (AOV)** than their regular customers

## This category was sponsored by Okendo

**Okendo** is the customer review platform for fast-growing Shopify brands. An Official Google Reviews partner and trusted by 4,500+ high-growth consumer brands such as Netflix, SKIMS, and Bite, Okendo has all the tools brands need to capture and showcase high-impact social proof through the online buying journey.

