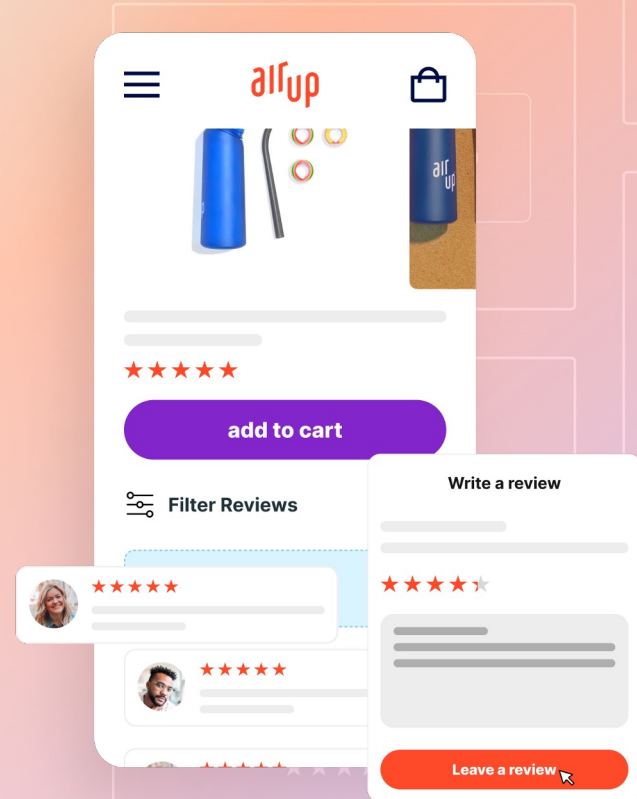
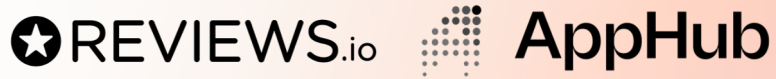


Is there a perfect review strategy?





Who are REVIEW.S.io?

- Founded in 2010, part of AppHub
- Offices in UK, US, Germany & Australia
- 10.000+ customers worldwide
- Best in class Partners & Integrations
- Focussed on a communicative Tech Stack
- Regional support



The Partnerships Team



Giles Eida
VP of Partnerships EMEA



Niklas Menke
Head of Partnerships Europe



Victoria Locking
UK Partnerships Manager



Glenn Goodwin
UK Partner Enablement Manager



Louisa Werner
DACH Partnerships Manager



Jennifer Mellies
BENELUX Partnerships Manager



Kehan
ANZ Growth Director



Roddy Smith
Director of Agency Partnerships US



Lindsay Potkewitz
Global Partnerships
Marketing Manager



Meredith Hightower
US Partnerships Manager



Cole Prentice
US Partner Enablement Manager



Jake Rigney
Partner Enablement manager

Integrations

- Best in class Partners & Integrations
- Rolling Integrations
- Pushing Actionable Data
- Focussed on a communicative Tech Stack

Explore our [Integration Library](#)

Influence

Launch a fully customizable loyalty & referral program. Connect REVIEWS.io with influence.io to award customers for leaving reviews and UGC.

WooCommerce

Shopify

BigCommerce

Adobe

Walmart*

Recharge

LoyaltyLion

Gorgias

OmniSend

HubSpot

Nosto

BOLD

Intuit MailChimp

Attentive

Dotdigital

Bloomreach

SearchSpring

Weglot

Klaviyo

Instagram

Zendesk

Are reviews important?

ONLINE FISHMONGER

WB REWARDS

BBQ FISH & MEAT

Search


WRIGHT BROS. LTD

RESTAURANTS

REVIEWS

Read our 1,710 reviews

★★★★★




ONLINE OYSTER MASTERCLASS SATURDAY 15TH JUNE

All things oyster is on the agenda!

£95

ADD TO BAG



FRESH JERSEY OYSTERS X 12

No. 3 Size. Fresh, briny with a lean texture | Serves 2+

£19

ADD TO BAG

Sort by: Most Recent Filter: None

Ann G

★★★★★

Verified Reviewer

"What a beautiful selection of quality seafood, bought this for my husband as a treat and wow what a treat. Surprisingly we live by a port we find it hard to buy fish locally so what a joy it was to find Wright Brothers!! Can not thank you enough, Fuits De Mer - Seafood Platter was "OUTSTANDING" I also ordered a few extras, Scallops, we also tried that night and they were delicious. Octopus, Monkfish can not wait to try them. Thank you Wright Brothers, we will be visiting you again soon. 100% recommended"

👍

<

>

👎

ONLINE FISHMONGER

WB REWARDS

BBQ FISH & MEAT


Search

WRIGHT BROS. LTD

RESTAURANTS

RECIPES & JOURNAL

OUR STORY



WHOLE SIDE OF LONG SLICED SMOKED SALMON

★★★★★ (102 Reviews)

Earn 50 Reward Points

Delicious traditionally oak smoked salmon, the perfect ingredient for an elegant starter

£50

1kg-1.2kg Serves 8+


- 1 +

ADD TO BAG

Order now, delivery from Wednesday 8th May

FIND OUT MORE

< Read All Wright Brothers Reviews



Caroline S

★★★★★

First time ordering from this site. Easy to order, on line chat very helpful & was pleased with quick response to the on line chat queries. Fish was so fresh. Delivered on time. Stored easily in my fridge. Result: 5 star meal for friends at home.

2 months ago

WRIGHT BROS. LTD

Wright Brothers has a 4.7 average rating from 1,710 reviews

★REVIEWS.io



AppHub

Why are reviews important?

Lack of insight



Data Mining

Feedback, Surveys,
Custom Attributes and
Sessions & Analytics

No Customer Voice



Trust Signals

Display authentic,
engaging customer
content

High Ad Spend



Google Certified

Reviews contribute to
Google Seller Ratings,
SEO and PLAs

High cost solutions



Subscription flexibility

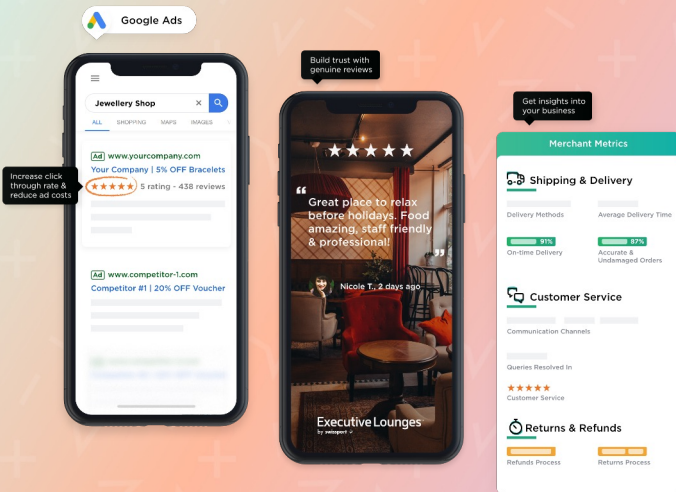
Competitive pricing,
monthly rolling - No long-
term contract

The strategy

Collecting reviews is simple. But you need a post purchase strategy to collect deeper insight.

- Have you excited the customer?
- Did the product meet their expectations?
- Would they recommend you?
- What content did you get?

41% of eCommerce stores revenue came from 8% of their customers**



Automate

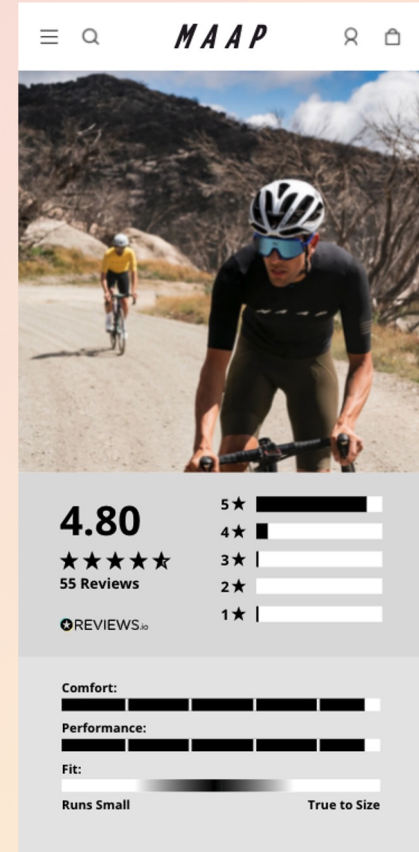
Customers that feel valued will return, but to do this at scale you need to automate your processes.

- Use communication flows
- Link complimentary tech, ESP's, CRM's Help-desks etc
- 1 Star reviews are 5 x more likely to be viewed
- Set time delays, pre-empt issues

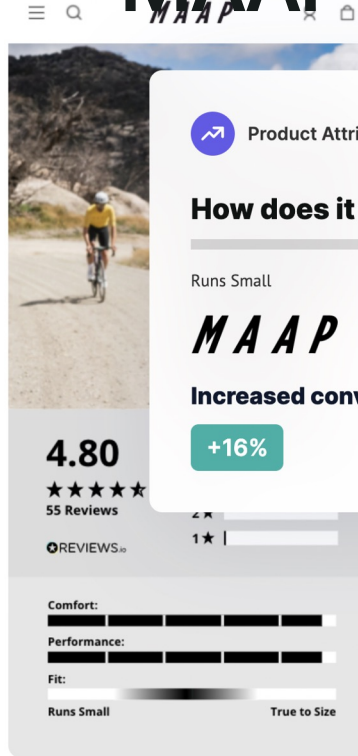
More than just feedback

Take the opportunity to get as much information as possible from your Customer, it helps the merchant and new Customers.

- Attribute data via additional questions
- Gather more UGC
- Focussed Video requests

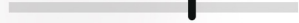


MAAP



Product Attributes

How does it fit?



Runs Small Runs Large

MAAP

Increased conversion by:

+16%

4.80

★★★★★
55 Reviews

REVIEWS

Comfort:

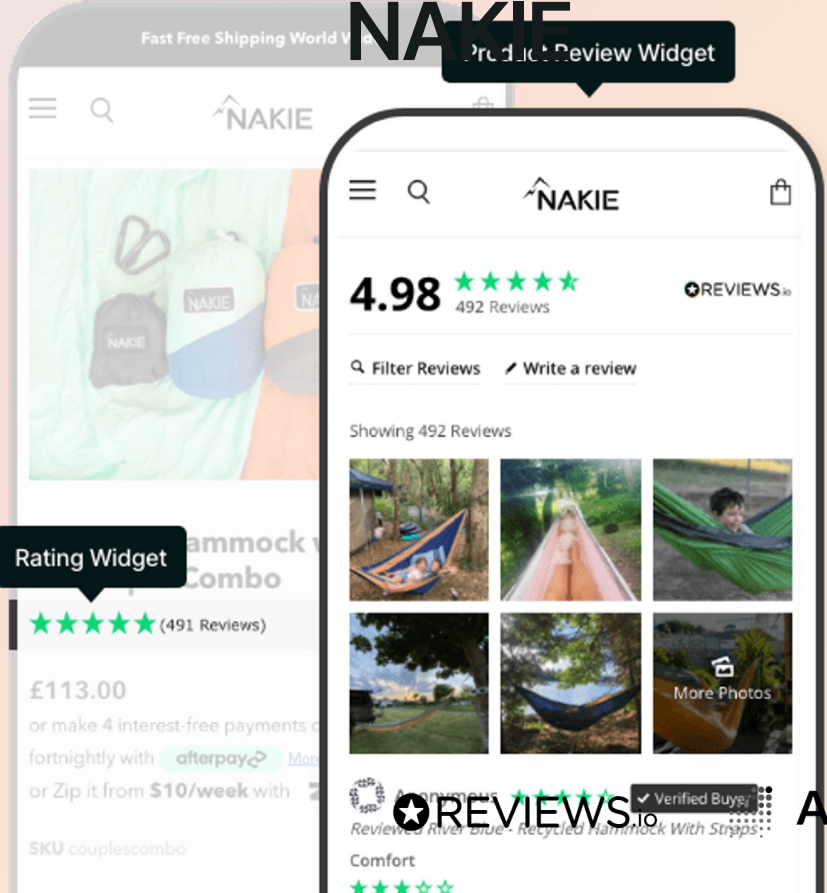
Performance:

Fit:

Runs Small

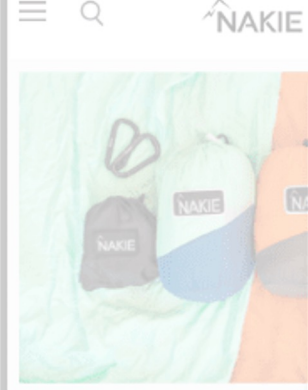
True to Size

NAKIE



Fast Free Shipping World V

Product Review Widget



Rating Widget

★★★★★ (491 Reviews)

£113.00

or make 4 interest-free payments of
fortnightly with **afterpay** or Zip it from **\$10/week** with

SKU couplescombo

NAKIE

4.98
492 Reviews

REVIEWS

Filter Reviews

Write a review

Showing 492 Reviews



★★★★★
Reviewed River Blue - Recycled Hammock With Straps

Comfort

★★★★★

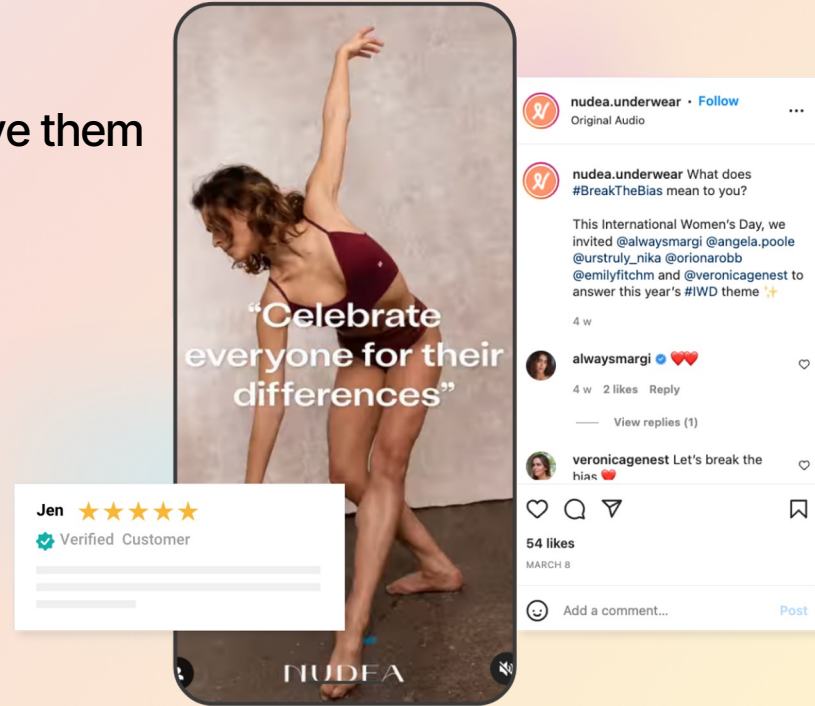
Verified Buyer

AppHub

Support your customers

People's sizing with their clothes varies, hugely. Give them visibility into the brand and use the data.

- Share unique content
- Inform your brand
- Guide your customer



UGC collection

29%

Higher web
conversions using
UGC than without!



2.4x

More trust in UGC
than branded content



10%

Increase online
purchase conversions
with UGC



Utilising UGC





COMPLETE THE LOOK



Cosette Verona Crepe Midi Dress

~~£89~~ **£70**

While stocks last

★★★★★ (172 Reviews)

COLOUR: [Csmellia Rose/ Mandarin Orange](#)

SIZE:



“I've worn it to parties, dinner dates, and even to the office,
and it never fails to make me feel amazing.”

★★★★★ Patricia West

[Size Guide](#)

ADD TO BAG

Make 3 payments of £23.33. [Klarna](#). [Learn more](#)
18+, T&C apply, Credit subject to status.

Søg blandt +10.000 produkter...

SØG

WATERY

ALT TIL VANDSPORT



Bestil før: 0t 14m 4s

Forv. levering i morgen tirsdag



Favoritter



INDKØBSKURV

599 kr. til gratis fragt



Forside

Vandsport ▾

Badetøj ▾

Udstyr ▾

Snorkling ▾

Havsvømning ▾

Stand up paddle ▾

Børn ▾

Brands ▾

Tilbud ▾



SOMMERUDSALG

SPAR OP TIL 70%

SHOP NU



PRØV LYKKEN OG
VIND OP TIL 2.000 KR

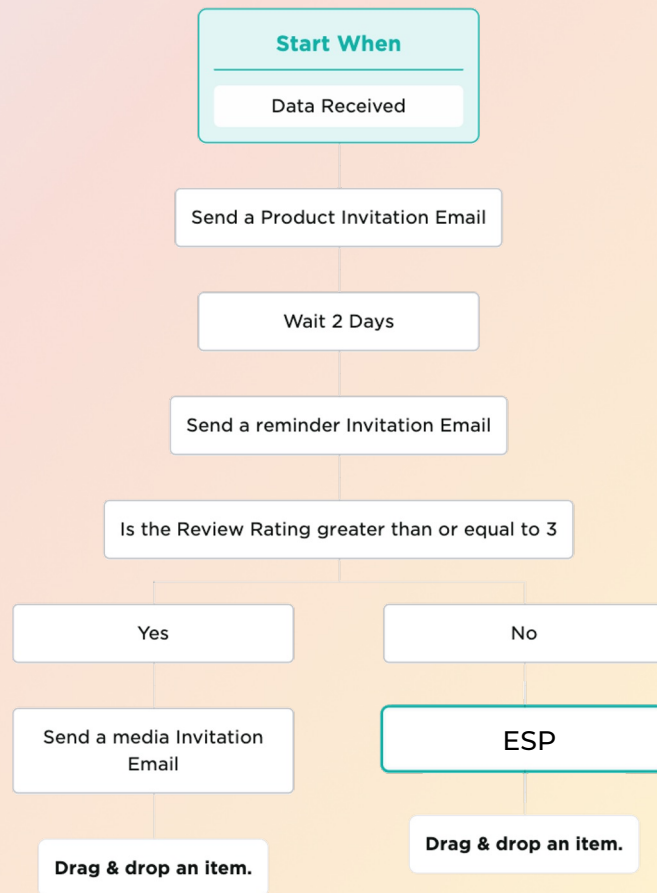
DANMARKS STØRSTE OG MEST POPULÆRE SVØMMESHOP



Takeaways

Think about getting more from your reviews!

- Trigger an adaptive email sequence
- Understand the customer
- Strengthen campaigns with UGC



Thank You!

It's cheaper to keep the customers you
have than it is to find new ones.

Giles Eida
VP of Partnerships EMEA

