

Ecommerce Tools Review Syndication

**OUR PROMISE
GROWTH PROGRAM**



www.ourpromisegrowth.com

For more information, please contact your sales representative.

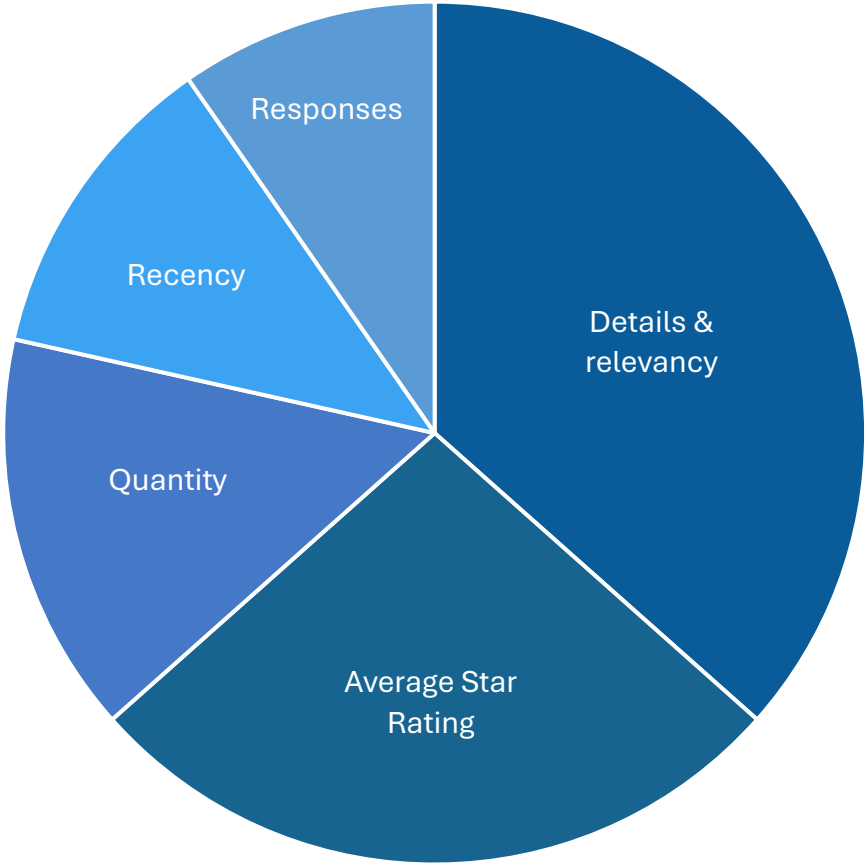
Review Syndication

Reviews & Ratings

- Reviews and ratings are **table stakes** for the shopper:
 - 88% of shoppers believe reviews are “very important”
 - 93% of online purchases are influenced by reviews
 - 45% of in-store shoppers read reviews before purchasing
- **How Many Do I Need?**
 - **100%** of reviews with a 4-star or higher rating can drive a +45% conversion lift.
 - **25%** of customers won’t consider a product credible until it has 10-15 reviews.

★★★★★ 4.7 (465)

What influences a Shopper's Decision



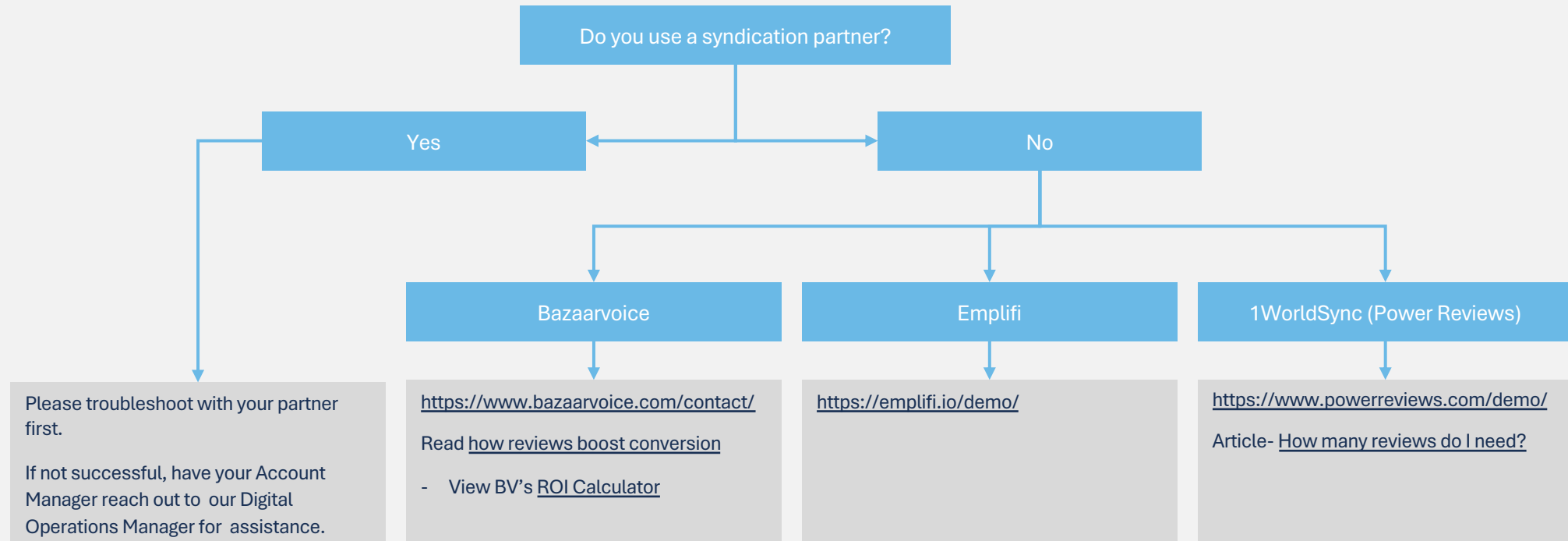
Review Syndication

Getting you Started

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How to Execute

- The only way you can get reviews from SSB, is through a UGC/syndication partner (i.e. BazaarVoice/Power Reviews/Emplifi/other vendors available)
- There are many low-cost options available from different partners
- **We work with most UGC partners**



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Review Syndication

Collecting Reviews

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- Utilize your customers to gather product reviews
 - Customers are not likely to leave a product review unless prompted.
 - Use post purchase emails or texts to follow up asking about their experience 20-30 days post delivery.
 - Utilize incentives to gather reviews from customers.
 - i.e. Leave us a review to enter to win a free pillow or gift card.
- Don't forget about your Google Rating
 - Just like a product, customers will research who they buy from.
 - Boost your reputation and visibility via search.
 - 90% of consumers read online reviews before engaging with a business.
 - If you have not set up your business's Google profile, [click here](#).



Tuft and Needle - T&N Original Mattress

My Review for T&N Original Mattress

Required fields are marked with *

Overall rating*  Click to rate

Review title

Example: Great features! (Maximum of 100 characters.)

weight and age are completely optional, but are with other sleepers like you.)*

go and am so happy that I did...

photos



Free delivery
All orders

Free returns
100 days

Payment
PayPal, +4 more

www.tuftandneedle.com

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Review Syndication

Review FAQ's

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- **When do I need reviews?**
 - All the time!
 - For new item launch and post launch
- **How much do reviews cost?**
 - Syndication is “free” if you currently have a syndication partner.
 - If there is no partner, you will need to enroll with one. **Who to?**
- **How many reviews should I have?**
 - 10+ reviews, and you will start to see the reward.
 - SSB typically seeds ~15 reviews upon launching a new national line product.
- **I should have reviews, why aren't they showing up?**
 - Check that the item has live reviews on Serta.com or Beautyrest.com.
 - Allow at least 48 hours for newly launched products for the feed to update.
 - Ensure that you have product UPCs in your partners system.
 - Have your account manager reach out to internal contacts to troubleshoot
- **What if there are bad reviews?**
 - Negative reviews can be a positive and proves authenticity.
 - A brand's response creates customer confidence.
 - The SSB Customer Experience team responds to all negative reviews that populate into our system (must be a BazaarVoice customer for this).
 - You can and should respond to any negative reviews left directly on your site.
 - Unfavorable reviews cannot be removed.

The screenshot shows a product page for a Serta Perfect Sleeper Nurture Night 12-in Firm Full Innerspring Mattress with Boxspring Included. The page includes a breadcrumb trail, item details, a star rating of 4.4 out of 5, and a price of \$864.00. A review syndication overlay is visible at the bottom, showing a star rating of 4.4 out of 5, a 'Write a Review' button, and a 'High-quality mattress from Serta!' section with a 'Would Recommend' button and a customer review snippet.

Home Decor / Furniture / Bedroom Furniture / Mattresses

Serta Perfect Sleeper Nurture Night 12-in Firm Full Innerspring Mattress with Boxspring Included

Item #5450040 / Model #D14451023

Shop Serta ★★★★★ 475

\$864.00

- CoolTwist® Gel MemoryFoam This unique design features cooling gel swirled to premium memoryfoam - this breathable memoryfoam helps enhance airflow and heat dissipation for a feeling that can only be...
- PillowSoft® Air Softfoam provides enhanced cushioning for exceptional comfort and promotes airflow through its uniquely gently rippling design
- Gel memoryfoam lumbar support band provides support for the lower back and hips

SIZE: Queen

FIRMNESS: Medium

MODEL: Series A

1 Add to Cart

★★★★★ 4.4 out of 5
410 Reviews

Star Rating	Percentage
5 Star	73%
4 Star	13%
3 Star	4%
2 Star	2%
1 Star	8%

[Write a Review](#)

High-quality mattress from Serta!

★★★★★ ☒ Would Recommend

I have purchased other in-a-box hybrid mattresses before from expensive retailers, and so far this one is on par or better. It's firm but has just enough give, is not too hot to sleep on and was on sale (\$250 off!) when I purchased it. Very happy - it's in my guestroom but sometimes I sleep in there just to enjoy it :)

👍 (13) 🗨️ (0) 📄 Report

85% Recommend this product

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Review Syndication

Reviews & Ratings Checklist



	Do I partner with a review syndication platform?
	Are there reviews on Serta.com or Beautyrest.com for the item I’m launching/selling?
	Am I introducing a new brand to my site?
	Does my system contain all product UPCs matched to their product IDs
	Do I have at least 10 reviews per Product Detail Page (PDP)?
	Do I have a strategy to continue to collect reviews post-launch?

Review Syndication

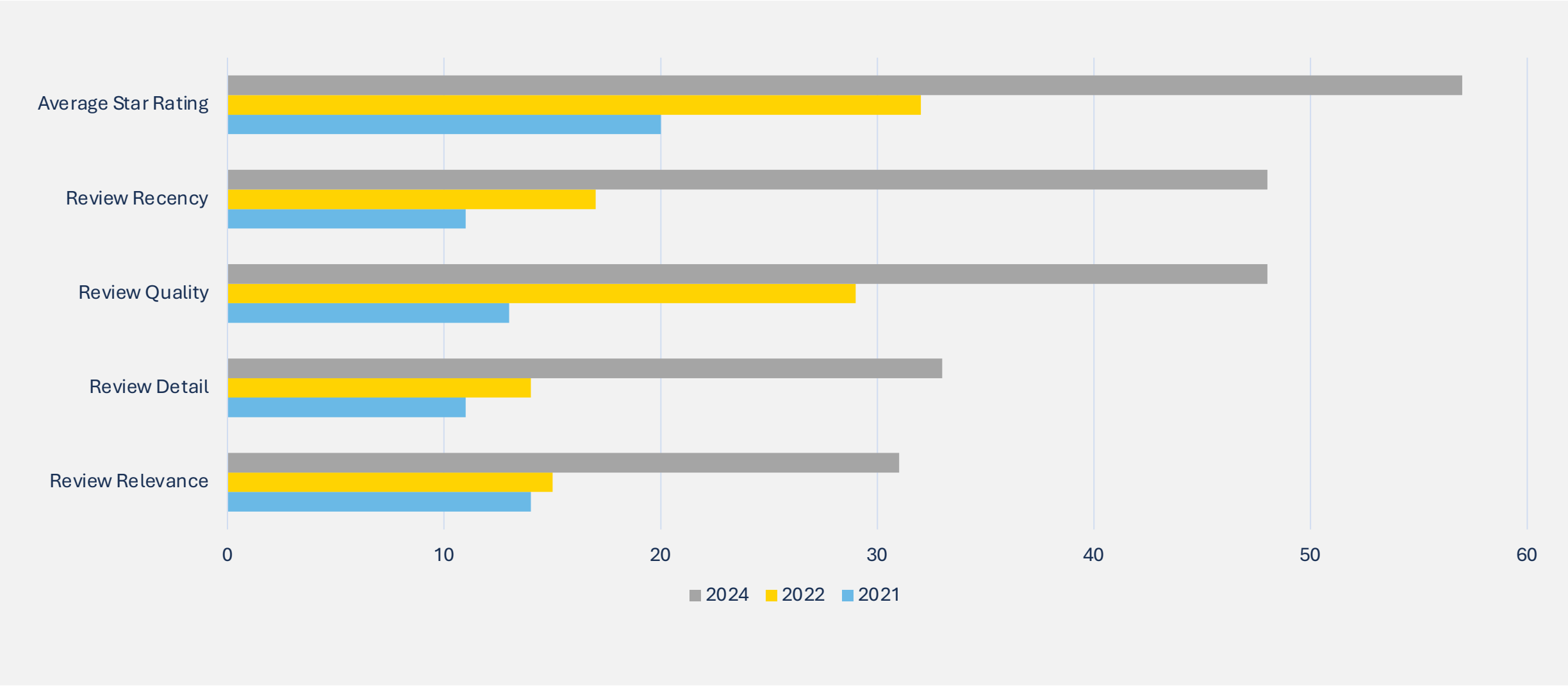
Appendix/Additional info

- The Bazaarvoice 2023 Shopper Index found that when shoppers engaged with reviews, there was a **144% lift in conversion rate**.
- The lift in revenue per visitor among shoppers engaging with reviews was **162% in 2023**, and the average order value was **13% higher**.
- According to research commissioned by Bazaarvoice from Deloitte Touche Tohmatsu Limited, **a vast majority (82%)** of shoppers research products online before going in-store, and over a third read a product's reviews on their mobile phones while looking at the same product in-store.
- Findings show that **half of shoppers have been influenced by reviews** to buy a more expensive product than planned.
- **More than 65% of shoppers** consider user-generated content, including ratings, reviews, photos, and videos from other consumers, critical in their shopping experience.
- **47% of shoppers** consider reviews their top resource on retailer sites.
- **6 in 10** customers are likely to make a purchase based on UGC.
- From 2021 to 2024, the average importance of star ratings rose sharply, from **20.3% to 57%**, reflecting consumers' growing trust in this quick, at-a-glance measure of product quality.
- Review recency has also gained importance, increasing from **10.5% to 48%** over the same period, showing that shoppers value recent feedback.

Review Syndication

Appendix/Additional info

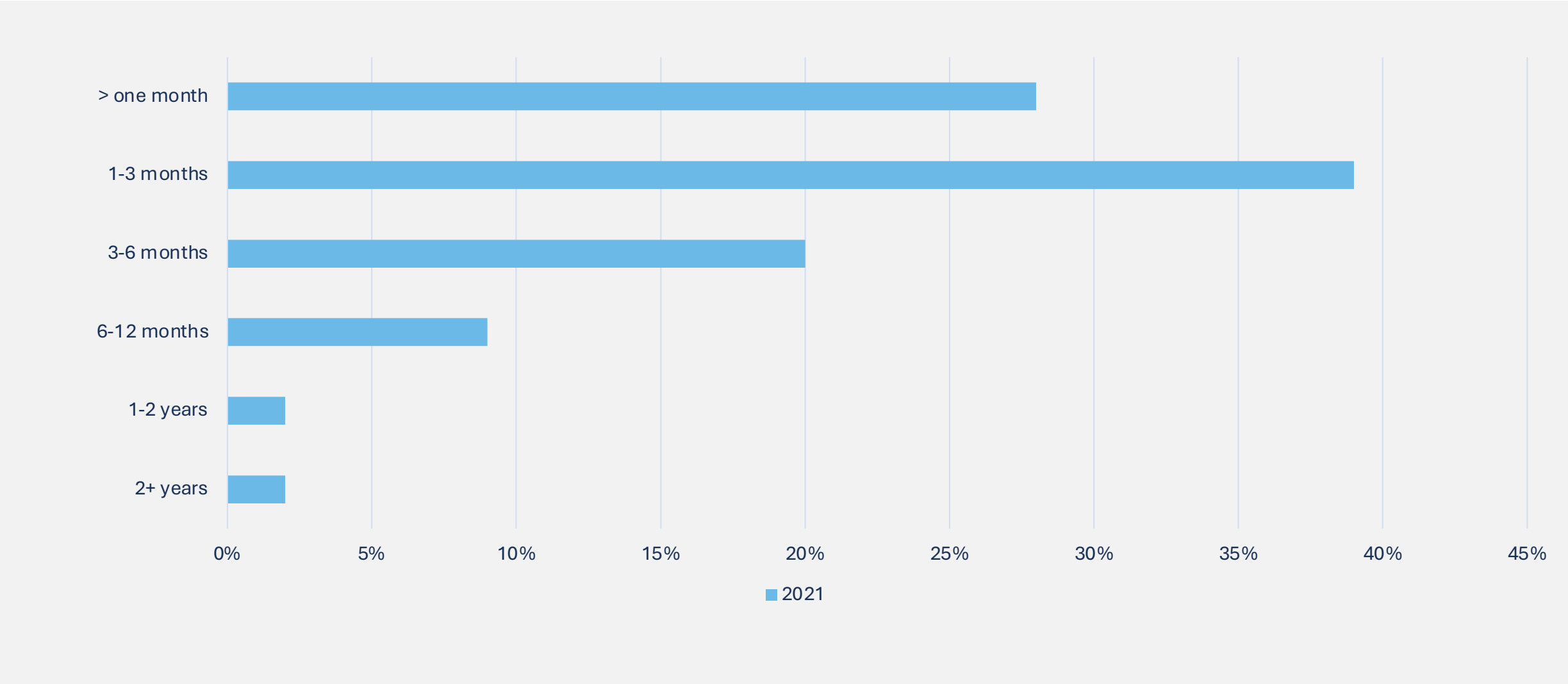
When shopping online, which of the following UGC elements are more likely to influence your decision to purchase a product? (Pg. 36 SEI)



Review Syndication

Appendix/Additional info

How recent does a review need to be for you to feel confident in its accuracy? (Pg. 38 SEI)



Review Syndication

Appendix/Additional info

Over 79% of shoppers consider a higher number of reviews important when choosing one product over another, indicating that review volume significantly influences their purchasing decisions. (Pg. 38 SEI)

