



Automate Word of Mouth Marketing

Case Study 1

Company: Bazaarvoice

Answer Den drives orders, traffic, and sales results for PETCO.com

PETCO created The Answer Den, a microsite that combines all their customer-generated Q&A content, powered by Bazaarvoice Ask & Answer, to enable customers to ask and answer questions at the category level, and customer response was overwhelming!

PETCO ran an “Answer This!” contest from 5/30/08 to 6/28/08, promoting via email and on their site, offering PETCO gift certificate awards. Customers were awarded for being the first person to answer the question of the day and were encouraged to comb through other questions to answer anything they could.

During the promotion, PETCO saw:

- 358% increase in average daily answer volume
- 49% increase in average daily question volume

The Answer Den

Those who used The Answer Den are very engaged, valuable customers. We compared browsers who utilized The Answer Den with browsers who visited any category page and did not interact with The Answer Den.

Those who visited The Answer Den had:

- 100% more orders per session
- 72% higher conversion rate
- 90% more page views per session
- 28% more items/order
- 9% higher average order value
- -6% item abandonment rate
- -6% shopping cart abandonment rate

Contest, awareness bolster overall Answer Den results

On top of the existing results from The Answer Den, after their “Answer This!” contest ended, PETCO saw an additional:

- 69% increase in its conversion rate
- 172% more views per visit (on top of already-elevated page views due to The Answer Den)
- 150% more orders per session

These increases are on top of previous Answer Den performance, indicating that more answers and questions drive even higher client engagement and sales results, and that PETCO.com customers respond well to contests and stay engaged!

Case Study 2

Client: PETCO.com

Agency: Bazaarvoice

Budget: Undisclosed

Date of Campaign: 5/30/08-6/27/08

Case Study URL: <http://www.bazaarvoice.com/caseStudies.html>

Company: ReferNow

Referral Campaign Adds 26,000 Customers and Prospects In Six Months

Studies show that two-thirds of all economic activity is influenced by customer recommendations, proving that referrals from friends and associates are the most trusted source of information for those considering buying products or services.

Lear Capital, a Los Angeles-based precious metals company, can attest to the benefits of word of mouth. The company's most recent referral campaign, a \$50,000 Refer-A-Friend Sweepstakes, resulted in 26,000 prospects and customers being added to their data base within six months.

Until a few years ago, Lear Capital did not enjoy such successful referral campaigns, according to Kevin DeMeritt, president. "The company had a rewards referral program in place for years but, as the data base of customers and prospects grew, the program was becoming increasingly difficult to manage. Regularly developing and distributing new incentive materials; and tracking, managing, and reporting the resulting referrals was time consuming and costly."

Realizing the importance both communicating with customers and managing the results, Lear Capital began using ReferNow.com, an online referral service, to help streamline the process. ReferNow provides the tools and technology platform to create customized referral campaigns, track the results and distribute awards.

Further, ReferNow reports on the referral conversion rates, putting the return on investment of referral business into measurable results. "Since we started using ReferNow five years ago business has increased by 9% through referral sales translating into a \$6,000,000.00 increase in annual revenue."

By accelerating the natural referral process, ReferNow.com has proven to be a cost-effective means of increasing our client base, DeMeritt noted. "Our continued use of the ReferNow technology will enable Lear Capital to maintain a direct and ongoing dialog with customers and prospects about special promotions, offers and company updates, thereby ensuring customer loyalty and increasing business."

Credit Information

Client: Lear Capital
Agency: ReferNow
Budget: Not Disclosed
Date of Campaign: 6/2007

Case Study 3

Company: Expo TV

Expo TV Videopinion Program to Encourage Consumer Product Dialogue

The Videopinion Program was developed to give consumers an outlet to publicly express their passion for products and services. Written product reviews can be impersonal, while Videopinion reviews were designed to convey the depth and impact of a true word of mouth experience. Videopinion reviews open the door to unique and authentic product discussions. Videopinion reviews allow consumers to connect with other like-minded shoppers by engaging them in a dialog that encompasses both the product being reviewed and the review itself. By encouraging both positive and negative reviews and welcoming advertisers to join in on the conversation, we are facilitating an extraordinarily direct and honest exchange.

Consumers can now speak to manufacturers through Videopinion reviews, and manufacturers are beginning to listen. After watching a mixed negative product review of the "Flash Flight," the company's President left a comment on the review addressing the reviewers' concerns. ExpoTV.com added a disclaimer above the manufacturers comment to make clear to users that the information provided was left by someone affiliated with the brand. Additionally, the company provided Expo users with a "special code" to input when placing an order online, which would get shoppers some "cool free swag." By opening up the communication circle, Videopinion reviews allowed a consumer to freely express his views about a product, allowed the product manufacturer to address those concerns, and gave all consumers the opportunity to benefit from and participate in that interaction.

Credit Information

Client: Expo TV
Agency: N/A
Budget: Undisclosed
Case Study URL:
http://www.expotv.com/index.php?option=com_video&Itemid=41&VideoId=12724

Case Study 4

Company: Bazaarvoice

PETCO Analyzes Product Reviews to Promote Best Products & Reduce Returns

Over 60% of American households own at least one pet. Pet owners are passionate about their pets -- and the products they use. In 2005, Americans spent an estimated \$35.9 billion on pets and pet-related goods and services.

Leading specialty pet retailers PETCO understands that their customers are pet lovers, not just pet owners. They are dedicated to creating a fun and exciting shopping experience that people talk about, both online and in their 800 retail stores in 49 states.

PETCO knew that pet owners turned to each other for recommendations and product suggestions, and that bringing the customer voice onto their web site would significantly improve the online shopping experience for customers. But the benefits were offset by IT resource constraints, human resource commitment, and the costs of managing a community of customer conversations.

Partnering with Bazaarvoice, PETCO implemented customer ratings and reviews on PETCO.com in early 2006. The company jumpstarted their review volume through a home-page promotion featuring a \$100 sweepstakes for reviewers. Participation increased 800% in less than a month.

As review volume rose, PETCO.com noticed that reviews were lowering returns for several products. The company began to investigate new ways to use this consumer-generated content to improve customer acquisition and retention. The company implemented an automated feed of negative and customer-service reviews to the customer service team in order to identify and respond to their influencers. PETCO also began to use review content in email campaigns and site merchandising efforts to spectacular effect:

* PETCO integrated ratings and reviews into email campaigns and realized a 5x increase in email click-through rates.

* PETCO integrated Bazaarvoice with its site search and navigation solution to create top-rated products paths that highlighted four- and five-star products in each category. These "Top-Rated Product" paths delivered 40% higher conversion and 60% higher average order value than their traditional shopping paths.

PETCO.com's efforts have been featured on the cover of Internet Retailer and in the New York Times weekly eCommerce column.

Credit Information

Client: PETCO

Agency: Bazaarvoice

Budget: Undisclosed

Date of Campaign: Ongoing