



#### ResellerRatings **Reviews Suite**



#### **SELLER RATINGS**



#### **PRODUCT REVIEWS**



#### **TEXT ANALYTICS**



#### **LOCAL REVIEWS**



#### **SOCIAL Q&A**



#### **VISUAL MARKETING**

# Unify VoC. Drive Discovery.

Reach your customers at every point in the journey and improve experiences with the only holistic suite of UGC tools.

- ▶ Collect, analyze, and syndicate ratings and reviews
- ▶ Improve SEO, keyword ranking, and conversion
- ▶ Gain actionable insights with customer feedback

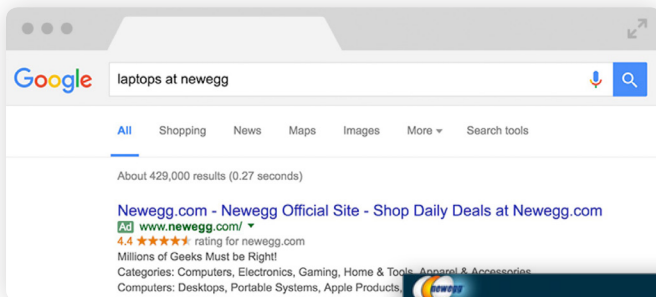
**ResellerRatings**   
Reviews Suite



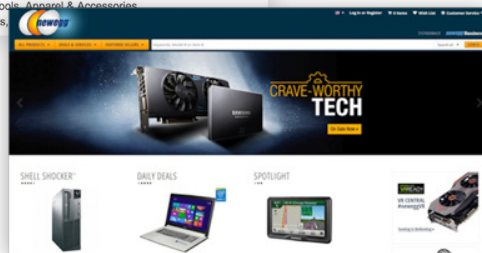
# Seller Ratings

Inspire shopper confidence and motivate online and brick-and-mortar sales with a trusted seller ratings tool.

## Get More From SEM and SEO Budgets



Improve paid ad placement in Google and Bing, **maximize SEO budgets**, and **boost your SEM** strategy by qualifying for star ratings.



Realize **higher click-through rates**—typically 10%-20%—and **lower cost-per-click fees** by improving review management.



44k Customer Reviews

## Increase Organic Reach and Traffic

Google

facebook

Bing

ResellerRatings 

Influence search results by **syndicating ratings and reviews** to all major search channels.



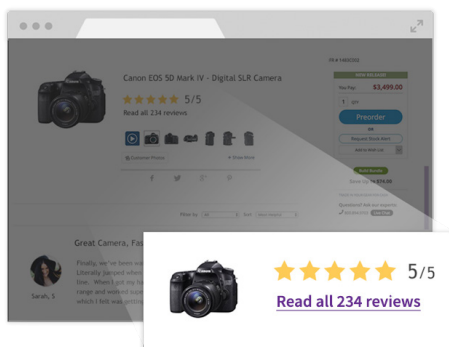
**Inspire confidence in your brand** and leverage content that outranks complaint sites in search results.



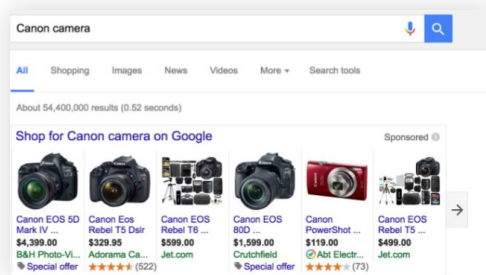
# Product Reviews

Turn visitors into buyers and gain customer trust with product reviews that improve SEO and keyword ranking.

## Improve SEO and Keyword Ranking



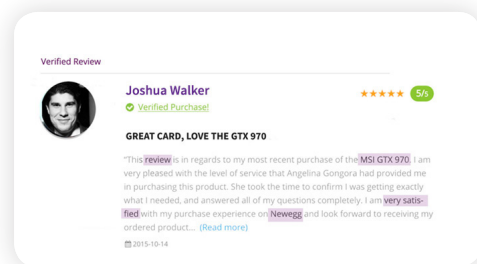
Collect and syndicate product reviews directly into product pages to **enhance Google Product Listing Ads** and reduce data-feed burden.



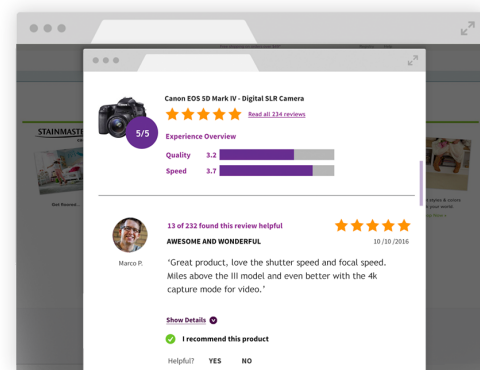
Use product reviews to **leverage consumer trust:**

- ▶ 85% of consumers read product reviews before making a purchase (SOURCE: MARKETINGPROFS)
- ▶ 50 or more product reviews lead to a 4.6% increase in conversion rates (SOURCE: VENDASTA)

## Increase Conversion, Decrease Cart Abandonment



Gain collective uplift through **syndicated product search ratings and reviews** when you participate in Google's Product Review Program.



**Increase buyer confidence**—and conversion rates—with **authentic product reviews and customer stories** on product and product search pages.

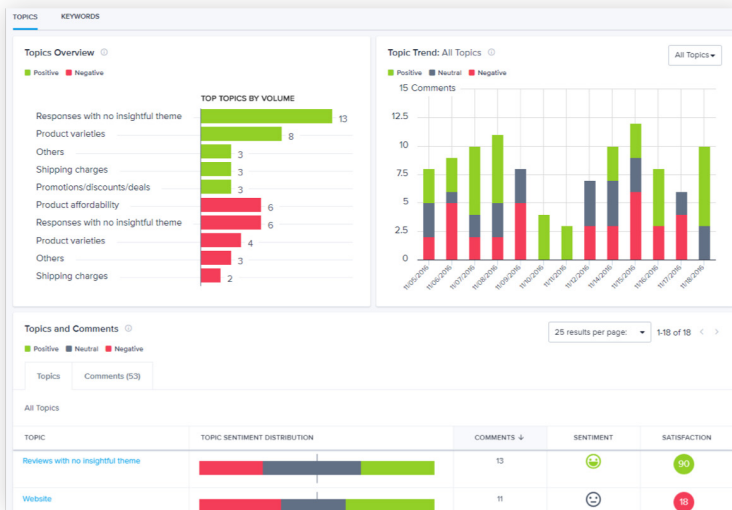




# Text Analytics

Know what your customers are saying about your brand and gain actionable insights to make better business decisions.

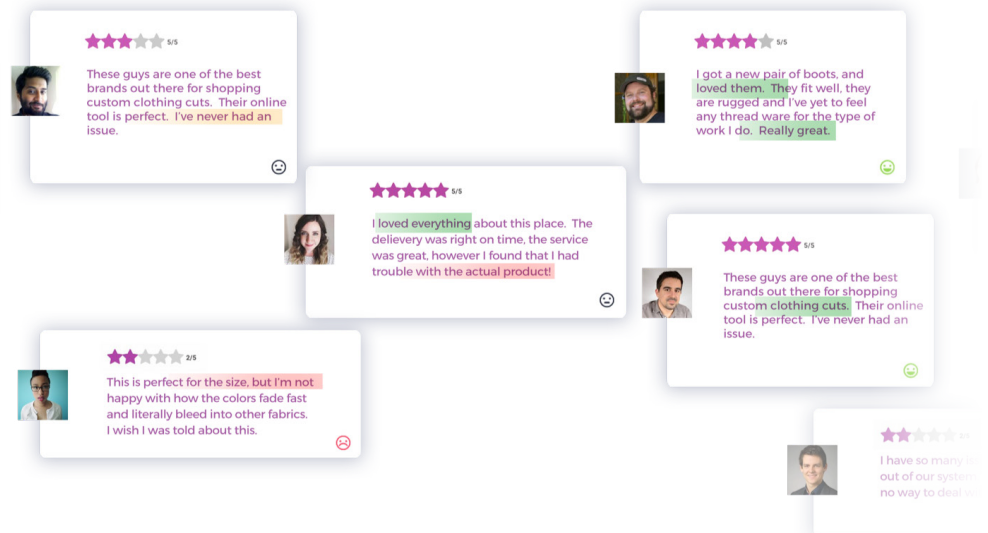
## Analyze Customer Feedback at Scale



**Leverage machine learning** to surface trends, classify and prioritize topics, and gain insight into sentiment distribution with technology built specifically for retail, banking, and product sectors.

## Get the Complete Picture

Process a **holistic view of feedback across all critical channels**, including social media, review sites, local platforms, and other channels with a modern, artificial-intelligence-driven analytics solution.

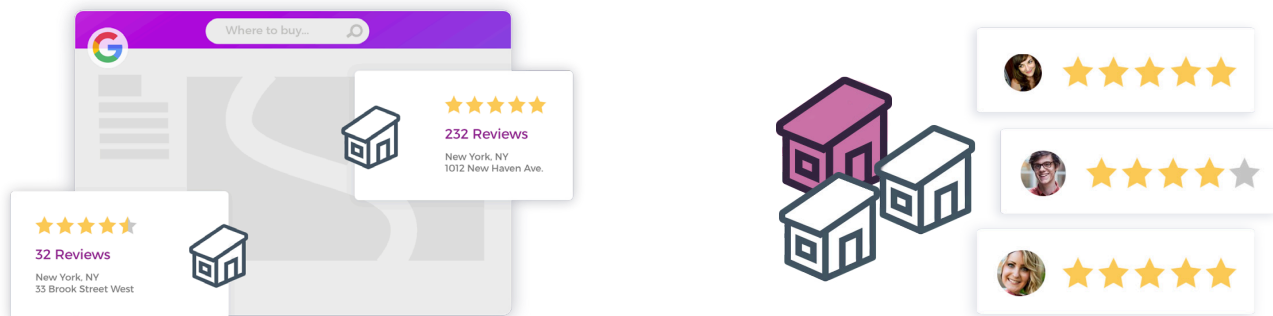




## Local Reviews

Our local, mobile approach to syndicating your ratings and reviews data into key search channels allows customers to find your store when they are near it.

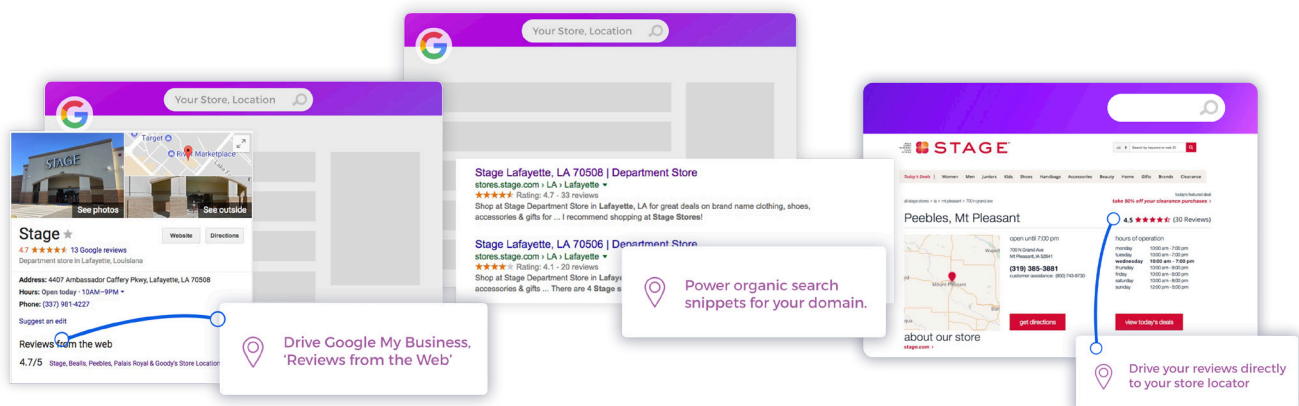
## Drive Local Discovery Through Digital Presence



**Collect reviews for all your stores** using tools built to integrate easily within your organization.

Make the most of your online and search presence to **drive discovery and in-store traffic with social proof.**

## Leverage Syndication Channels

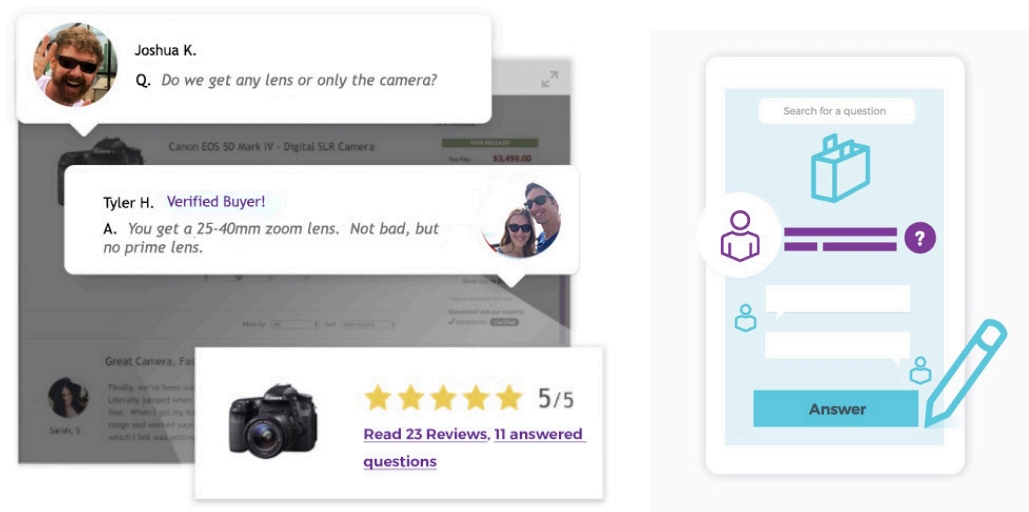


- ▶ Store Listing on resellerratings.com (>5M targeted visits per month and indexed across millions of Google and Bing results)
- ▶ Search stars snippets in your .com domain
- ▶ High organic search rank in Google, Bing, and other search engines
- ▶ Google MyBusiness local listings

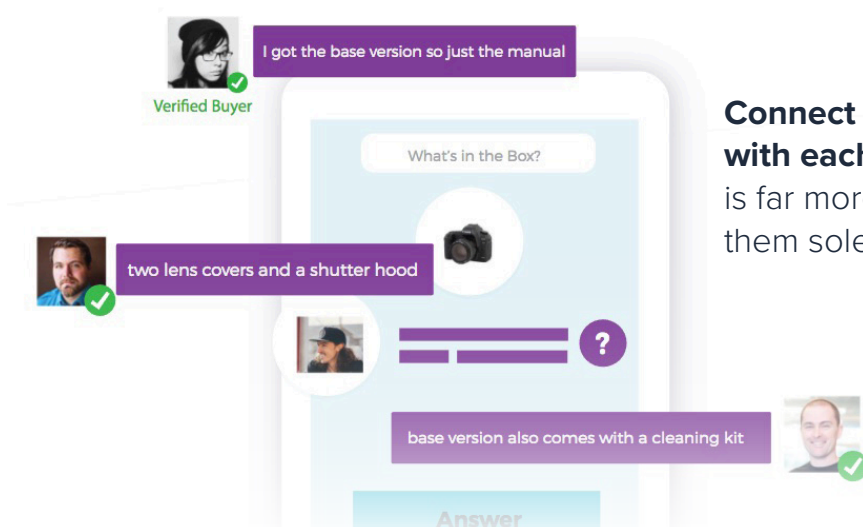
## Social Q&A

Dynamic, interactive Q&A features on product pages increase sales and prevent cart abandonment with social proof at every stage of the buyer's journey.

### Increase Sales With Social Proof



**Keep customers on your product pages:** Directly embed past shopper experiences onto your product page to tell a complete story, allay concerns, or answer questions.




**Connect your customers directly with each other.** Two-way dialogue is far more powerful than exposing them solely to brand-generated content.



## Visual Marketing

With Visual Marketing, your biggest fans can add social proof to reviews with product and service photos.

### Give Customers the Complete Picture



Marco P.




13 of 232 found this review helpful

★★★★★

10/10/2016

**THE ULTIMATE CAMERA BODY!**

"I really like the item. I've found it takes really amazing photos, especially when you pair it with the 70-200mm lens. Quality and build of the item is really good and rugged and I'd be happy to bring it with me on travel in harsh regions. I find the focusing system is a bit slower compared to the 7d, but I think for this price point and the upscale in video resolution, we're looking at a winner."

✓ I recommend this product

Helpful? ☒ YES ☐ NO

Build better social proof by letting your customers include photos with their seller ratings, leading to increased consumer confidence and **25% higher conversion rates**.

**Make it easy:** Your customers can write a review and snap a photo right on their mobile phones. Our unique collection methods reduce survey burden and result in **9x more reviews**.

### Build Your UGC Library and Leverage Visual Content Everywhere

Search for products

Canon EOS 5D

★★★★★


5/5

Experience Over

Quality 3.5

Speed 3.5

See all 23 images



24 of 232 found this review helpful

★★★★★

10/12/2016

**AWESOME FOCUS SPEED.**

Nap B.

"With a \$2699 price tag (body only), the Canon EOS 5D Mark II is significantly more expensive than the other video-capable DSLRs on the market. That being said, it was also an exceptional performer in both our still image and video testing."

No more stock imagery. **Real photos from real customers** decrease buyer hesitation and increase conversion rates.



LEARN MORE AT **RESELLERRATINGS.COM**  
OR CONTACT **SALES@RESELLERRATINGS.COM**

**ResellerRatings** 