



Reevoo Insight

Connecting Brands and
Consumers;
Data Driven Insight

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Who are Reevo?

Reevo is the UK's leading publisher of genuine customer reviews. We work with over 60 UK retailers, collecting reviews from their customers and displaying them on their websites. We collect reviews by emailing shoppers who have purchased products at one of our retail partners' sites, so every review is written by somebody who has actually bought the product. These reviews are aggregated to create a vast database of genuine, product-centric reviews. Most of the reviews we collect are also shown on our website: reevo.com.

What is Reevo Insight?

Reevo Insight is market intelligence. It's a huge, robust data-set able to provide the basis for more informed decision making on brands' route-to-market, pricing, promotional and product development strategies. Through precise, continuous monitoring of product page views in the market, sales volumes and values, and consumer opinion Reevo Insight improves brands understanding of their users, and prospective users.

Every month Reevo Insight compiles tens of thousands of customer opinions, tracks tens of millions of pounds of online sales, and analyses tens of millions of page impressions to create a unique view of the UK online electrical retail market.

Questions of who views and buys what, how many, and why, are answered using a database of unrivalled sample size, replacing the need for expensive and time consuming traditional research methods.

How does Reevo Insight Collect Data?

Reevo's service to retailers – collecting and publishing reviews of products – is the source of our data on customer opinion. The collection of transactional data from retail partners gives Reevo Insight visibility of transactional volumes and prices paid. Finally, the way reviews are published on retail partners' sites (dynamically and using JavaScript) gives us visibility of product page views, powering a database of every product page viewed across our partner network. Naturally, all Reevo's data collection and use is approved by our retail partners and anonymised - so that it's fully compliant with the Data Protection Act, 1998.

What Type of Information is Available?

The different ways we collect data enable us to provide unique and multi-faceted insight into individual products, categories or all of your brand's activity and performance. Typical questions that our data answers include:

- How does your market share and evolution compare with other brands?
- What average price do your and competitors' products sell for?
- Did your last marketing campaign improve your visibility online?
- What aspects of your products do consumers rate most positively and negatively?
- What else are your customers (and target customers) purchasing?

We work with brands to develop bespoke monthly reports on a client-by client basis. We aim to answer the most relevant questions that you need answered to manage and grow your business, and to track the impact of changed strategy.



Who is Reevo Insight for?

The Reevo Insight service is tailored to brands' marketing, product development and commercial teams. In each instance we provide the basis for more informed decision-making, and to enable teams to track the benefits of changed behaviour.

Importantly, customer feedback on our retail partners' products also covers the majority of electrical products available on the High Street, meaning this data set can aid group decisions, not only e-commerce focused decisions.

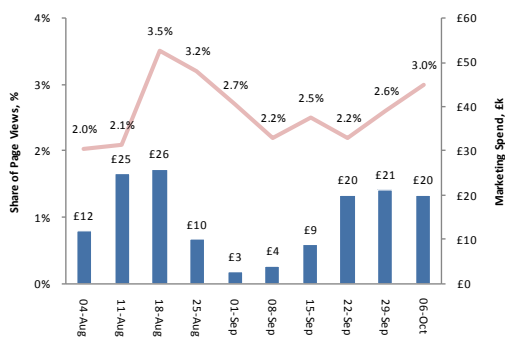
Reevo Insight houses data across all main electrical categories; from televisions to toasters, mobile phones to microwaves.

Marketing

Product reviews allow brands to better understand the things that their customers love (or otherwise) about their products, and how customers perceive their products vis-a-vis competitors' products. Through Reevo's huge database of reviews, brands can develop more pertinent marketing messages through insight based on the largest sample of confirmed purchaser opinion data in the UK.

The Reevo Insight database also contains data that allows tracking of brands' share of total visibility (page views) in the online space on a daily basis, including each brand's share of visibility per retailer. Changes in relative visibility can be mapped against brands' marketing spend or against sales performance, providing a reliable, continuous means to track the performance and return of marketing campaigns.

Measuring the Return of Marketing Campaigns



Reevo Insight will also be shortly able to provide a detailed understanding of regional variations in customer opinion and sales performance. This data can be used to ensure the most appropriate tailored marketing messages are delivered across the country, through the most appropriate media channels, and to measure the regional impact of regional marketing campaigns.

Product Development

Just as marketing teams can benefit from the synthesis of customer reviews, product development teams can benefit from a better understanding of customers product needs and experiences.

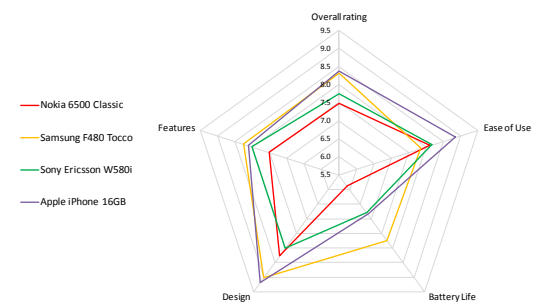
Reevo holds a bank of more than half a million customer reviews; these questionnaires ask users to score products against a question set tailored for each category, and also collect unconstrained free text feedback. Descriptive information of the reviewer is also collected. These three dimensions of customer information combine to create a hugely rich data set of unrivalled sample size.

This vast database provides insight into the product features that matter most to customers; the factors that drive purchase decisions. This data can be viewed on a product by product, a category by category, or a brand by brand basis

Developing a fuller understanding of brands' performance against key-purchase-criteria vis-à-vis competitors, and identifying unsatisfied areas of customers demand (by customer sub-segment if necessary)

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Consumer Ratings per Select Mobile Phones



allows better informed allocation of product development resource, as advised by a huge sample of (continually updated) customer opinion and feedback.

Commercial

In-depth category reports provide a detailed understanding of the online market landscape and illuminate market trends. Using aggregated page views, sales data, and product information, these category reports paint the picture of how a market divides by segment across a number of dimensions, and on all key metrics.

The evolution of this market landscape, and evolution of market share therein, provides decision makers with a robust data set from which to track market dynamics and internal performance. Transaction data is also used to continually provide an overview of each brand's price position and architecture within each market sub-segment.

This information, combined with the synthesis of tens of thousands of customers' opinions, provides the necessary base from which commercial teams can decide the right strategy for the online market, and to "size the prize" of executing these key strategic decisions.

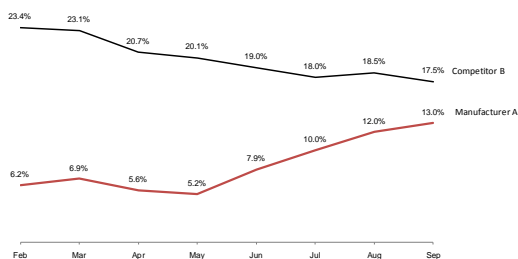
Crucially, Reevoo Insight allows brands to track the impact of commercial decisions (by retailer where appropriate), and so understand the returns from each action.

Whether the category reports highlight opportunities in pricing, product development, marketing campaigns, or other route-to-market strategies, the reliable and continuous tracking of performance allows robust RoI calculations to be made, and to provide the basis for evaluating future courses of action.

Where can I get further information?

For further information on Reevoo Insight please contact Peter Rankin or Michael Houlihan (contact details on cover sheet)

Market Share Evolution by Brand



Price Architecture per Brand

