

The ReevoMark Service

Genuine, Impartial, Independent Reviews:
Engaging Customers & Increasing
Conversion

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Why should I have reviews on my site?

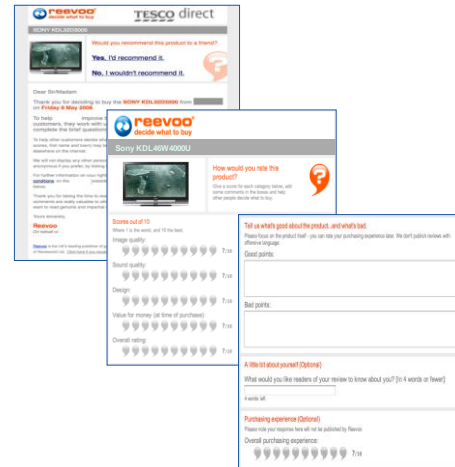
- 71% of UK online shoppers seek out ratings and reviews¹
- In a study of 2,000 shoppers² 92% deemed customer reviews as ‘extremely’ or ‘very helpful’
- 77% of online shoppers use reviews and ratings when purchasing³
- Ratings and reviews is the second most important site feature behind search, and online buyers who cite ratings and reviews as the most useful site feature has doubled from 2005 – 2006⁴
- It is now almost universally accepted that reviews have a significant impact on conversion rates. The value of reviews collected under a badge of independence is even more powerful: our partners have found that when shoppers have read reviews collected and verified by Reevo they are twice as likely to purchase⁵
- Implementation is straight forward with a few lines of javascript allowing reviews to sit on your site



Example ReevoMark

How do Reevo collect reviews?

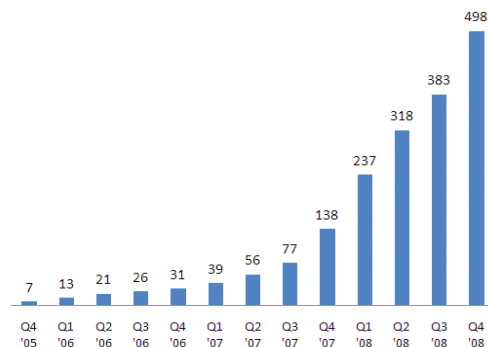
- When a shopper purchases an item from a Reevo partner website, that website then passes the purchaser’s email address information to Reevo, along with information on which product was purchased
- Reevo sends a co-branded email to the purchaser inviting them to complete a questionnaire tailored to the product that they have purchased; all personal information that we hold is then deleted in accordance with the Data Protection Act, 1998
- Purchasers click through to the questionnaire, share their experience of the product, and submit it to Reevo (around 20% of the people we email reply!)
- Reevo vets the completed questionnaire and adds it to the pool of reviews of each product (only reviews with inappropriate content are removed)



Example Co-Branded Email and Questionnaire

How many of my products will be covered?

- Reevo has already collected and published c.500k reviews, and this figure continues to grow rapidly
- Our bank of reviews covers around half to three quarters of most leading brands’ active products, and this figure will rise quickly for any brand we partner with through dedicated campaigns
- Reevo provides this market leading level of coverage for partners by:
 - a) Emailing all purchasers 2- 4 weeks post purchase
 - b) Achieving a very high return rate, having developed tailored and engaging questionnaires
 - c) Aggregating reviews across a network of high profile, high volume sites



Number of Reviews Published by Reevo (Thousands)

1. NetExtract, 2007 2. eTailing Group 3. Jupiter Research 4. Jupiter Research 5. Typical uplift experienced by Reevo partners