Working with TestFreaks

Review Collect Module
Creating unique, fresh, relevant content from your customers via email
TestFreaks – Global Review Experts

- Web sites in 30 countries
- Expert reviews
- User reviews
- Pros & Cons feature
- Write a review feature, moderation and email campaigns to collect content
- Delivering content to retailers in the US, Canada, Europe, Africa, Middle East & Australia
- Applicable to any online business who sells something!
The problem with “Write a review”

We all know reviews are useful….

…but how often do you see this:

★★★★★ 0 reviews
★★ Be the first to write a review ★★
Some honest facts

• Reviews are one of the most useful features for any retailer but it can be difficult to attract and collect them.

• Seeing zero reviews on a product makes people leave your site in droves, lowering your conversion rate.

• Most retailers don’t have time to moderate reviews, so you’ll often see terrible content.

• A passive “write a review” option just doesn’t work.

• Emailing past customers can increase review content by as much as 600%
Benefits of generating reviews

- Less Product Returns
- Decrease Bounce Rates
- Higher Conversion Rates
- More Organic Traffic
- Higher Retention Rates
- Higher Customer Satisfaction
- Trust and Credibility
- Increase Sales

“We are delighted with the TestFreaks review content as it gives our customers additional information about the product they are thinking of buying. I would recommend this service to anyone who is thinking of using it.” vmaxx.ie
SEO Benefits

- Unique, relevant, fresh content is the best way to increase organic traffic
- Increased click-through rate by 30% by showing stars in google and other search engine results
- Moderation ensures no spam gets through (which can penalize your site ranking)
- Minimize the risk of being penalized for duplicate content
Did you know…?

Increasing the time your visitors spend on your site is one of the best ways of increasing your search engine rankings.

The longer a visitor lingers on your page, the more likely he or she is to purchase a product or at least bookmark it and be back again.

Adding review content increases time spent on site – up to 100%

“After looking at a few options in the marketplace, our company decided to engage Testfreaks to provide review data for our ecommerce website. We were immediately impressed with the level of support given to us during the integration of the review data and likewise the quality of the review data itself”. Wiseguys.co.nz
Implementation

- Share order data with TestFreaks using email, feed or API
- Choose style and content of email, including your logo
- Display the review content to your product pages in a variety of ways

“Easy to work with…easy to implement”. Directdial.com

“Brilliant! Very easy to implement” Planetprices.co.uk
Customer, thank you for your recent purchase from New Media.

Your reviews of these products will help other customers like yourself.

Review your recent purchase

Product Name ABC123

TestFreaks operates the review service for New Media. If you'd rather not receive future e-mails of this sort from us, please opt-out here.
Multiple purchases are grouped into a single email

Customer, thank you for your recent purchase from New Media.

Your reviews of these products will help other customers like yourself.

Review your recent purchase

Product Name One

Product Name Two

Product Name Three

TestFreaks operates the review service for New Media. If you’d rather not receive future e-mails of this sort from us, please opt-out here.
The “Write a Review” window

Submit a review of this product
Thank you for sharing your opinion with others.

**Review Title:**

**Your Rating:**

Click to rate product

**Pros:** (Optional)

Add tags one at a time or select from the suggestions that appear.

**Cons:** (Optional)

Add tags one at a time or select from the suggestions that appear.

**Comments:**

Describe for example how you use the product, what is great about it, and what is not so great about it:
Moderation

(Below you’ll find actual reviews posted on a site not using TestFreaks...)
Moderation

• All reviews moderated by TestFreaks personnel
• Accepted or rejected within one business day
• No spam or ads
• No offensive language
• Only product reviews accepted
• Reviews about the retailer are rejected
• Most languages supported

• Post-moderation email to buyer
• Rejected reviews can be re-submitted with amendments
• Accepted review email – can include further call-to-action
The results

- **JCB Pro-Smart**
  - ★★★★★ 55 Review(s)
  - Sale Price: $449.00
  - In Stock, Fast Delivery

- **Nokia Lumia 800 - NextG compatible**
  - ★★★★★ 181 Review(s)
  - Sale Price: $449.00
  - In Stock, Fast Delivery

- **Samsung Galaxy Tab 2 (10.1) 16GB 3G + WiFi**
  - ★★★★★ 126 Review(s)
  - Sale Price: $449.00
  - In Stock, Fast Delivery

- **BlackBerry 9790 Bold (Refurbished)**
  - ★★★★★ 273 Review(s)
  - Sale Price: $449.00
  - Dispatched in 2-4 Days

- **Sony Xperia Ion**
  - ★★★★★ 170 Review(s)
  - Sale Price: $439.00
  - Out of Stock

- **Sony Xperia Acro S**
  - ★★★★★ 36 Review(s)
  - Sale Price: $429.00
  - In Stock, Fast Delivery
The results

Reviews for Nokia 808 Pureview

- good camera, long battery life, camera, xenon flash, design
- design, no 4G, symbian os

MobiCity AU User Reviews

Marcos
Tuesday, September 11, 2012
4/5

808 is borderline brilliant.
Camera is sensationally brilliant, check out flickr, and loseless 1080p video is droolworthy. Screen is the best on the market in regards to outdoor use, despite average resolution. Having lived with this product 2 months, I only have minor issues with OS buggles. The only phone on the market that can clearly record sound up to 140 db. Concert recording anyone? 4.5 STARS.

Paul Granofti
Tuesday, July 24, 2012
5/5

808 Belle is no "Symbian" dog.
Excellent battery life, bright and clear screen, even in daylight. Camera is just awesome. Nothing comes close to this in a Smartphone. Belle FP1 is no longer the old "Symbian" we once knew... Tech review "experts" are unkind and many are too biased.
As yet, it has many more features than the current Lumia range and is an excellent upgrade path from the famed N8.
Pricing

Setup cost : FREE

- Up to 30 Reviews per month - $69
- Up to 100 Reviews per month - $169
- Up to 500 Reviews per month - $399
- Up to 2000 Reviews per month - $599

More than 2000 Reviews per month – price on application

Moderation by TestFreaks : FREE
Get Started!

“Implementation was absolutely painless, support is first class and we're already getting positive feedback from our customers. Hugely happy to recommend to anyone.”
Hireacamera.com

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