

# Combine search & product reviews to boost your conversion rate

Integrate product ratings within search results to boost your online store's conversion rate: social commerce expert Bazaarvoice and European market leader FACT-Finder work together to empower your e-business.



## A five start alliance for integrated social eCommerce

To maximise the benefit for their joint customers, two leading companies in social commerce and eCommerce bring their combined competencies to play. Bazaarvoice offers technology for social commerce and digital word of mouth marketing, FACT-Finder is the European market leader in product search and navigation. Now these two technology companies offer online shops to integrate customer reviews within search results.

Customer reviews of products and services play an increasingly important part in a consumer's buying decision. Current market research has shown that eight out of ten online shoppers regularly read product reviews written by other users before they purchase anything. If customers cannot find product reviews in a shop, they are likely to leave the site in order to search for other sources of the desired information – possibly on competitors sites. 67% of customers abandon eCommerce sites if they cannot easily find the information they are looking for – whether this be products they are searching for, or content they are dying to have.

Studies show that the sooner and more clearly product ratings appear in an online shop, the greater the chance that visitors become buyers. The best thing to do: present information on the availability and number of customer reviews about products together with the list of search results, at the beginning of the purchasing process. Customer ratings can be integrated at various points in your online shop:

## Using Bazaarvoice's social commerce applications

Bazaarvoice provides shop operators with social commerce applications like Ratings & Reviews, Ask & Answer, and Stories. They enable users to rate products, pose questions, give answers, and exchange experiences online. Sellers benefit from seamless integration and customisation,

more influence on search results, deeper analysis and more syndication on the internet, as well as an optimised position dealing with content copyrights. They can apply the content the users generate in order to render their marketing off- and online more effectively. Relevant key words and search request are directly delivered to the shop owner - by the users themselves.

## Integration with FACT-Finder, Europe's leading conversion engine

FACT-Finder offers shop operators an error-tolerant and self-learning eCommerce search solution featuring sophisticated functions for faceted navigation. User-generated content and content provided by Bazaarvoice can now be integrated very easily with the dynamic FACT-Finder navigation.

- Ratings can be shown in the drop-down menu as soon as the user starts typing in the search box. Not only popular search requests or product names and pictures can be presented right away, but also the rating of one product or category, leading the customers straight to the most qualitative products (see Figure 1).
- Ratings can be used as a filter, example: search term is "watch", then the search results will not only offer filters like "women", "men" or "price" in the dynamic After Search Navigation. Now they can also set "star filters" for rated products and see only items which received many or especially favourable ratings.
- FACT-Finder can integrate customer ratings automatically into the ranking of a specified product. This feature enables e-retailers to position a well rated product at the top of the search result list, making it much more attractive to visitors. This leads to customers who are more likely to be happy with the purchased product, resulting also in decreased return rates.

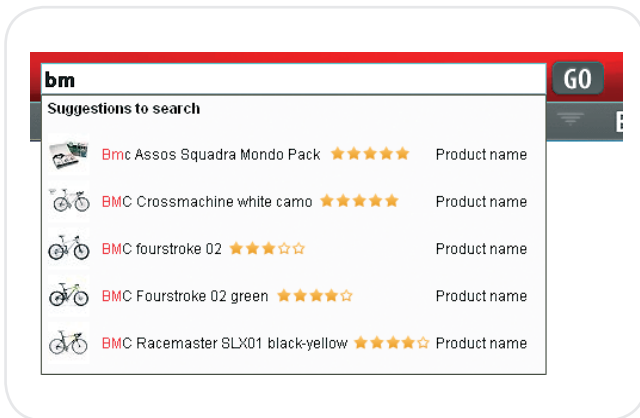


Figure 1: Present valuable social information right at the beginning of the search process

Analysing search behaviour and reviews help you to find valuable information for merchandising activities and increase natural search traffic via keyword-rich content.

### Your advantages:

- Lower exit rates through more relevant results
- Optimal buyer confidence
- Higher conversion rates

Figure 2: Build a contextually-relevant community around your brand

**Overall Rating** ★★★★★ 4.7 out of 5

<p><b>Appearance</b> ██████████ 4.7 out of 5</p> <p><b>Quality</b> ██████████ 4.7 out of 5</p>	<p><b>Durability</b> ██████████ 5 out of 5</p> <p><b>Ease of Use</b> ██████████ 4.3 out of 5</p>
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3 out of 3 (100%) customers would recommend this product to a friend.

[Write a Review of this Product](#) Choose a sort order ▾

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**Overall Rating**

★★★★★ 5 out of 5

**Appearance** ██████████

**Durability** ██████████

**Quality** ██████████

**Ease of Use** ██████████

**Written by:** [llsdogmom](#)

**Location:** Eatonton, GA

**Super Storage for Anything!**

Date: January 17, 2010

This is the best storage container that was ever created! It is great for storing anything! Very stackable, durable and well made!

1 of 1 found this review helpful.

Was this review helpful to you? [Yes](#) [No](#) [\(Report as inappropriate\)](#)

Share this review: [f](#) [g+](#) [t](#)



Bazaarvoice ([www.bazaarvoice.com](http://www.bazaarvoice.com)) is a social commerce technology company. Its Software-as-a-Service (SaaS) solutions have served more than 160 billion pieces of customer-generated content helping over 1000 brands globally to harness and amplify customer online word of mouth. In the UK, clients include Argos, Boots, Halfords, Wickes, Thomas Cook, Dell and QVC.

Bazaarvoice's products - Ratings & Reviews, Ask & Answer™ and Stories™ - are social commerce applications that drive sales. They enable customers to review products, ask and answer questions and share stories online; enhancing the online shopping experience and allowing them to make more informed and rewarding purchase decisions. Benefits for the retailer include content

ownership, seamless customisation, increased search engine optimisation impact, advanced analytics and syndication across the web. Retailers can also leverage the content generated across on and offline marketing channels.

Founded in 2005, Bazaarvoice has offices in the UK, US, France, Australia and Singapore. The company was named in 2007 Red Herring Global 100 and received the Technology Vendor of the Year award from Retail Systems in 2009.

For more information and access to client success stories, visit [www.bazaarvoice.co.uk](http://www.bazaarvoice.co.uk) read the blog at [www.bazaarvoice.com/blog](http://www.bazaarvoice.com/blog) , and follow on Twitter at [www.twitter.com/BV\\_Intl](http://www.twitter.com/BV_Intl).

**FACT-Finder®**  
Europe's leading conversion engine

FACT-Finder ([www.fact-finder.com](http://www.fact-finder.com)) is the European market leader for on-site search and navigation, with over 1000 clients worldwide. Since 2001, the error-tolerant, language independent technology, has been setting the pace in the international eCommerce market for leading customers to the right products.

FACT-Finder's integration is straight forward, runs virtually maintenance free with no need for added software to your site. Whether SaaS or self-hosted, you will be free to choose access via web service or XML, and program in your preferred language. And because FACT-Finder is independent of the shop platform you use, you won't have to worry about compliance issues. On the backend, settings and

updates can be performed on-the-fly, directly to the running system, with no downtime for your customers. This allows you to act flexibly by adjusting data immediately and being able to respond quickly to market trends.

Your customer's response is felt immediately, with more relevant results, optimised usability and bigger baskets for a sustained customer base. Further, many sites report an increase in conversion of up to 25% directly after installation and greater market position as a result.

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