

Integrate product ratings within on-site search to boost conversion

Ways to achieve higher conversion rates in your online shop by combining FACT-Finder intelligent search and navigation with customer reviews from Shopzilla.



FACT-Finder[®]
Europe's leading conversion engine

 **shopzilla[®]**

The advantages of intelligent search and reviews

According to recent market research, four out of five shoppers trust the experience of other customers. However, only every third of all e-retailers actually offers customer reviews, even though it is known that reviews help increase sales. If the customers do not find any reviews on the desired product, they are likely to leave the web site and look for reviews elsewhere in order to find review-based decision support. With search it is the same: if the customer is not led with very few clicks to the desired product or if the product cannot be found after making minor typos or misspellings in the search box, the customer is likely to abort the purchase process and leave.

Higher conversion rates by combining search and navigation with social commerce features

The earlier the placement of the reviews within the search process the higher the probability to convert visitors into customers: allow FACT-Finder's dynamic auto-complete function "Suggest" to rank the proposed products, as soon as the user starts typing in the search box, according to the best rated products. Additionally, shop operators can sort the query results according to their own business rules, which means that top-selling or new products will appear at the top of the result list. FACT-Finder is also able to automatically integrate user reviews into this ranking: this allows e-retailers to place a highly-rated product at the top of the result list, rendering it much more attractive to visitors.

Furthermore, should a query return a great number of search results the shop operator can limit this set of results with additional filters, e.g. for "reviewed products" or a minimum number of rating stars, using the Faceted Search function in FACT-Finder. Or he/she can let the most common "pro's" and "con's" of a certain product be displayed together with the respective search result.

If, for example, a visitor searches for "leather shoe", then FACT-Finder generates not only groupings of price or size, in order to narrow down the result list, but also attributes like "very good price-to-quality ratio", "fine leather", "comfortable", or "beautiful colour". These attributes correspond to the reviews the buyers have written.

It is also possible to let FACT-Finder search review texts in an error-tolerant manner. For example, a customer can search for "comfortable trousers" and have those trousers displayed which reviewers have assigned the attribute "comfortable" most frequently to.

Improved search engine optimisation (SEO)

Customers are able to find certain reviews and products by entering search attributes into their query – in a shop as well as in search engines. At Diapers, for instance, Shopzilla's DirectSEO and the corresponding use of reviews, comments, and attributes embedded directly in the HTML code accounted for an increase of 49 per cent in search traffic and an increase of 32.2 per cent in search-driven sales. Using the logfile-based analysis tool of FACT-Finder, shop operators can utilise frequently used search terms or product name spellings for their online marketing or even make adjustments to the product range.

[-] AVG. RATING:

- ★★★★★ (177)
- ★★★★☆ (342)
- ★★★☆☆ (17)



★★★★☆ 4.4
15 Reviews
9 Questions | 11 Answers



★★★☆☆ 4.2
9 Reviews
1 Question | 1 Answer



★★★★★ 5.0
1 Review



★★★★★ 4.5
231 Reviews
52 Questions | 67 Answers

[-] USED BY:

- Photo enthusiast (293)
- Casual photographer (229)
- Enthusiast (183)
- Semi-pro photographer (160)
- Semi-professional (107)
- Pro photographer (66)
- Casual user (66)
- Professional (61)
- Definitely will (43)
- 9 (28)
- Beginner (28)
- 10 (24)

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[-] BEST USES:

- Travel (255)
- Landscapes/cenery (254)
- Sports/action (225)
- Wildlife (209)
- Low light (193)
- Weddings (186)
- General purpose (140)
- Family photos (127)
- Portraits (122)
- Video (117)
- Night photography (114)
- Landscape photography (108)

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[-] BEST FEATURES:

- Lightweight (229)
- Durable (228)
- Fast \ accurate auto-focus (226)
- Easy to use (214)
- Strong construction (208)

Figure 1: ASN groupings dynamically created by attributes from customer reviews

Your advantages

- Increased relevancy of search results
- Increased conversion rate
- Less returns through higher customer satisfaction
- Improved SEO

Figure 2: Detailed product rating and review

Kaleidoscope

SIGN UP & GET
FREE DELIVERY

How to shop • This site is secure

Your Account | **Help** | **Catalogue** | **Shopping bag**

Log in | Quick Order | 0 items: £0.00

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Heine Pinstripe Trousers

★★★★☆ (1 Rating) [Read/Write a review](#)

From £23.50 ~~Was £47.00~~ Save up to 50%

Savings are on selected options only

DETAILS
DELIVERY & RETURNS
★ REVIEWS

Avg. Customer Rating: ★★★★★ (based on 1 review) [Write a Review >](#)

Displaying Review 1 of 1

★★★★☆ **Nice trouser wrongly sized**

By LB from London on 21/4/2010

Waist: Feels too small
Length: Feels true to length
Pros: Flattering, Stylish
Best Uses: Wear To Work
Describe Yourself: Career
Bottom Line: Yes, I would recommend this to a friend

Comments about Heine Pinstripe Trousers: Came up quite small.

Displaying Review 1 of 1

COMPLETE THE LOOK

From £55.00 >

From £20.00 >

From £14.00 >

SIMILAR ITEMS

From £24.50 >

From £26.00 >

LIKED BY OTHERS



Shopzilla, Inc. manages a premier portfolio of online shopping brands in the US and Europe, consisting of Bizrate, Beso, Shopzilla, PrixMoin-sCher, and SparDeinGeld. Shopzilla connects shoppers with over 100 million products from tens of thousands of retailers with its unique portfolio of engaging and informative websites.

Reaching a global audience of over 40 million shoppers each month through both its destination websites and affiliate network, Shopzilla is a leading source of sales and consumer feedback for online merchants and retail advertisers.

With offices in Los Angeles, San Diego, and London, the company operates sites and business services in the United States, the United Kingdom, France and Germany. Shopzilla, Inc. is owned by Scripps Networks Interactive (NYSE:SNI).

FACT-Finder®
Europe's leading conversion engine

FACT-Finder (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 larger baskets for a sustained customer base. Additionally, 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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