

Ask & Answer™ engages new audience, drives conversion

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Case study objective

This study is aimed at understanding what consumers/site visitors are interacting with the Ask & Answer technology and the quantitative impact of the content they are creating.

Who is asking and answering questions?

Ask & Answer encourages a new set of shoppers and customers to contribute insights and opinions.

Only **4% of question askers have previously written a review**. Ask & Answer engages a new audience of participants in addition to reviewers and answerers.

The crossover of answerers and reviewers is significantly higher with **25% of contributors having previously written reviews** (5x more).

29% of contributors answer more than one question.

This underscores the opportunity for Ask & Answer to not only further engage influencers who write reviews, but also engage new influencers who are willing to answer questions.

Conclusion

Ask & Answer is **capturing a new audience, engaging customers, and increasing conversion, above and beyond those engaged with Ratings & Reviews**. Ask & Answer increases customer-client interaction by engaging an entirely new audience. This will no doubt build customer loyalty and help drive continued success.

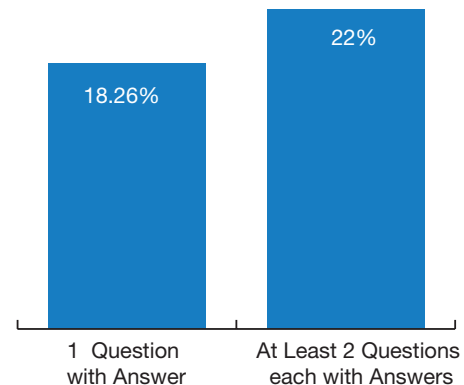
More about Ask & Answer™ can be found at www.bazaarvoice.com/askAnswer.html.

Does Ask & Answer increase conversion?

As an early adopter of Ask & Answer, Shoes.com was eager to see what effect the technology had on conversion. The results were astounding.

Conversion increase*

» For products with one approved question and



answer, there was an **18.26% increase** in browse-to-buy conversion.

» Products with at least two approved questions and answers saw a **22% increase** in product **browse-to-buy conversion** (orders/visits).

We measured the same products two months before and after implementation of Ask & Answer. Outliers removed.