

Word of mouth increases sales for Zales

December 4, 2007

About Zales

Zales was founded in the 1920s with a strong customer focus. Today, Zale Corporation is over a \$2.5 billion success story, yet still remains close to its customers. The company extends this philosophy online to zales.com; Zales implemented Ratings & Reviews™ to better engage with their online customers and increase sales conversions.

What we studied

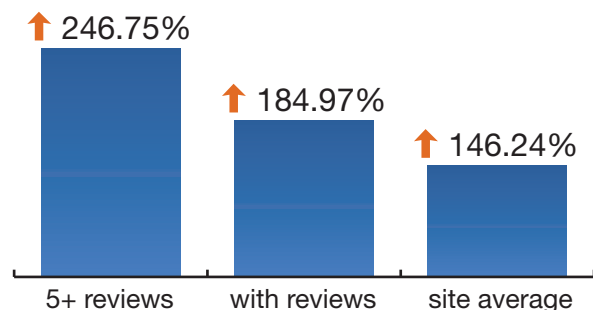
We examined products sold from August 4, 2007 to October 4, 2007 (before going live) and then looked at the same products sold from October 5, 2007 to December 5, 2007 (after going live) to reach the following results. This study concludes that ratings and reviews are having a positive magnifying effect on sales conversion. Measuring increases in conversion during the holiday season can often be misleading, but by looking at the incremental increase we can normalize for much of this effect.

Increased conversion

After implementing Ratings & Reviews, Zales saw increased conversions among many of its products – both those with and without reviews.

- » Zales saw a 38.7% incremental increase in conversion for products with reviews on top of the increase in site average.
- » Products with more than five reviews saw a 101% incremental increase in conversion.

Incremental Conversion Increase



Summary: customer-centric strategies pay off

When Zales introduced word of mouth to their site, conversion increased overall – and products with more reviews converted more dramatically. Zales saw benefits early, just in time for the holiday season.