

Review-readers on French retailer Wanimo's site convert 85% more often

March 12, 2010

As a leading online pet supply retailer in France, Wanimo serves a loyal customer base of passionate, French pet-enthusiasts. Seeking to increase these customers' engagement with the brand, Wanimo launched Bazaarvoice Ratings & Reviews in June 2009. They've since found that shoppers who hit a product page, and then engage reviews, are more likely to convert than those who visit a product page, but do not engage with reviews.

What we measured

From January to mid-February 2010, we compared success metrics, including conversion and revenue per visit, for customers who visited a product page and then clicked to read or write reviews to those who visited a product page, but did not explicitly engage with reviews. This effectively omitted homepage bounces and other less-qualified visitors from the unengaged population, ensuring a better apples-to-apples comparison.

Review-engaged shoppers convert 85% more often

Shoppers who interacted with reviews:

- » Converted 85% more often than shoppers who didn't read reviews
- » Spent 68% more per visit

Review-reading shoppers remain more engaged

Wanimo looks to time-on-site and pages-per-visit to help assess brand engagement. The review-engaged customers:

- » Spent 181% more time on the site than visitors who didn't interact with reviews
- » Viewed 133% more pages per visit



Circuit de jeu Senses Catit Design
 Circuit de jeu pour chat à assembler pour attirer, amuser et occuper votre chat.

Note moyenne des clients :  4,2 sur 5 
 81 des 99 (82%) des clients recommanderaient ce produit à un ami.

[Fiche détaillée](#)

L'avis de nos clients sur Circuit de jeu Senses Catit Design Trier par...

Note globale : 

AVIS VEDETTE
un Noel qui dur

Date : 28 février 2010

philippe9321
 Lieu : Ivry-gargan 93
 Nombre d'animaux : 1
 Client Wanimo : Régulier

"Pas un seul jour ou l'on n'entend pas le bruit de la balle qui roule dans son circuit . SOPHIE l'aime tellement qu'elle y joue même la nuit quand elle fait sa petite ronde pour voir si tous va bien. J'envisage même d'acheter d'autres circuits afin de pouvoir agrandir celui-ci qui en compte déjà deux. les photos le prouvent d'elles même."
 Faites connaître ce commentaire : 

Images de l'examineur
 (cliquez pour afficher l'image entière)

The bottom line

Pet enthusiasts want to hear from peers who share their passion. By leveraging customer reviews, Wanimo connected that passion to their brand, and in doing so drove real business results!