



Rubbermaid®

Company Profile
www.rubbermaid.com
Huntersville, NC
CPG Manufacturing

Bazaarvoice Solutions
Ratings & Reviews
with mobile integration
and syndication

Client Since
2008

Rubbermaid products with reviews show increased revenues

When Rubbermaid implemented Bazaarvoice Ratings & Reviews in 2008, they wanted to enhance product information on their site and facilitate conversations with clients. Shoppers who visit the site now find in-depth product information from other consumers via their reviews. What's more, those who read reviews are also more likely to join Rubbermaid's online club, which leads to deeper engagement with the brand.

What we measured

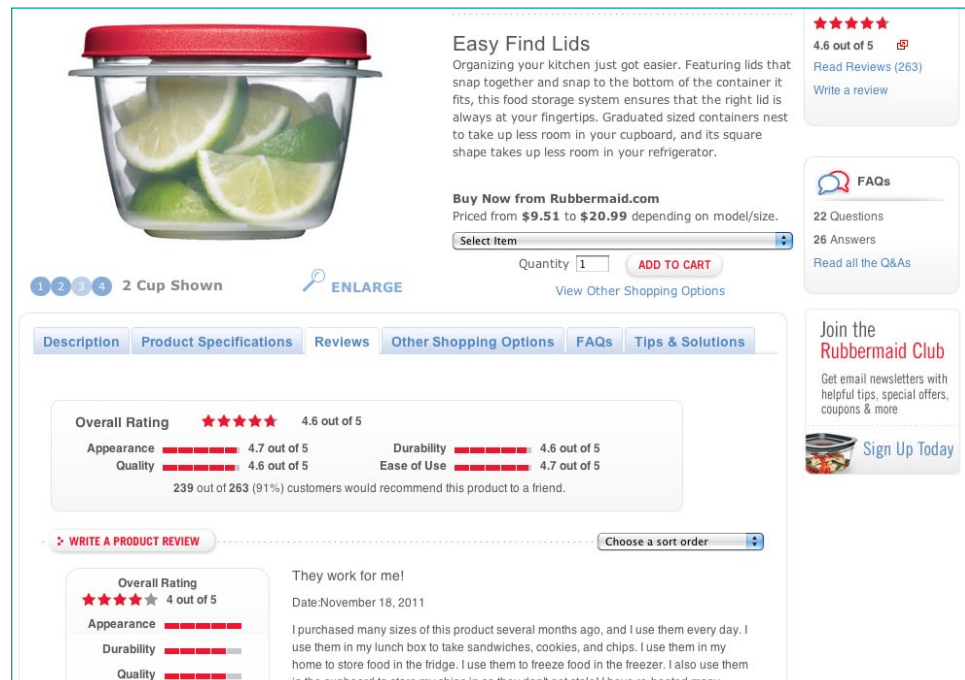
We tracked conversion, revenue per visit, average order value and the rate at which consumers sign up for the Rubbermaid club for five weeks (December 2009 to January 2010). We compared information from people who read reviews against those who did not read reviews.

Review readers show 10% incremental increase in revenue per visit

Those who read reviews tend to create more revenue for Rubbermaid. Average order value for those who read reviews was also 5% higher.

“We look at reviews and actually make changes based on what consumers are saying. Reviews make it all the way down to the person working in the plant, building products.”

Jim Deitzel
Senior Manager, eBusiness
Newell Rubbermaid



The screenshot shows a product page for 'Easy Find Lids' on Rubbermaid.com. The product is a clear plastic container with a red lid, filled with lime slices. The page includes a product description, a price range of \$9.51 to \$20.99, and a 'Buy Now from Rubbermaid.com' button. Below the product image are navigation tabs for Description, Product Specifications, Reviews, Other Shopping Options, FAQs, and Tips & Solutions. The Reviews section shows an overall rating of 4.6 out of 5 stars, with sub-ratings for Appearance (4.7), Quality (4.6), Durability (4.6), and Ease of Use (4.7). A 'Write a Product Review' button is visible, along with a sample review from a customer dated November 18, 2011, who gave a 4 out of 5 star rating and wrote: 'They work for me! I purchased many sizes of this product several months ago, and I use them every day. I use them in my lunch box to take sandwiches, cookies, and chips. I use them in my home to store food in the fridge. I use them to freeze food in the freezer. I also use them in the cupboard to store my chips in so they don't get stale! I have re-heated many'.

Ratings & Reviews on Rubbermaid.com brand site

Review readers convert 5% higher

Rubbermaid saw a 5% incremental increase in conversion for review readers, compared to those who do not read reviews.

Review readers are 62% more likely to continue to engage

The Rubbermaid Club was created to email or mail coupons or rebates, birthday savings, and new product information to Rubbermaid customers. By signing up for the club, a consumer is inviting Rubbermaid to email or mail them more information, continuing their “conversation” with Rubbermaid. We found that there was a 62% incremental increase in sign-ups among those who read reviews.

The bottom line

Conversion can mean more than just sales conversion. In this case, those who trust Rubbermaid after reading customer reviews not only convert more often, but they are more likely to sign up to further engage with Rubbermaid, expanding their lifetime value to Rubbermaid as a customer.

Solution at a Glance

Challenge

Increase revenues and consumer engagement

Solution

Incorporate Bazaarvoice Ratings & Reviews on the brand’s site and via mobile, then use the reviews across marketing programs.

Benefit

10% increase in incremental revenue

5% conversion increase

Review readers 62% more likely to continue to engage