

NEW: Shoppable reviews improve data-driven decisions

Shoppable reviews are aggregated consumer reviews that deliver data-driven decisions. According to a study done by one of the world's leading Consumer Electronics brands, 90% of people abandon their carts, because they are looking for reviews. Product reviews are an inevitable part of the customer journey.

With Shoppable Reviews from Icecat, you can enhance your online customer experience by featuring product reviews on your product page. This will boost buyer confidence and, in turn, improve your sales conversion.

What are the benefits?

First of all, you can increase your conversion. We use multiple data sources to provide accurate reviews about your product. Reviews will keep users focused on buying your product instead of drifting to look for more somewhere else. Further, you create trust. Research shows that 91 percent of people regularly or occasionally read online reviews, and 84 percent trust online reviews as much as a personal recommendation. Finally, you improve the data-driven decision processes of your company. For this reason, we provide you with insights about impressions, clicks, and conversion, that influence due to the reviews on your site.

How does it work?

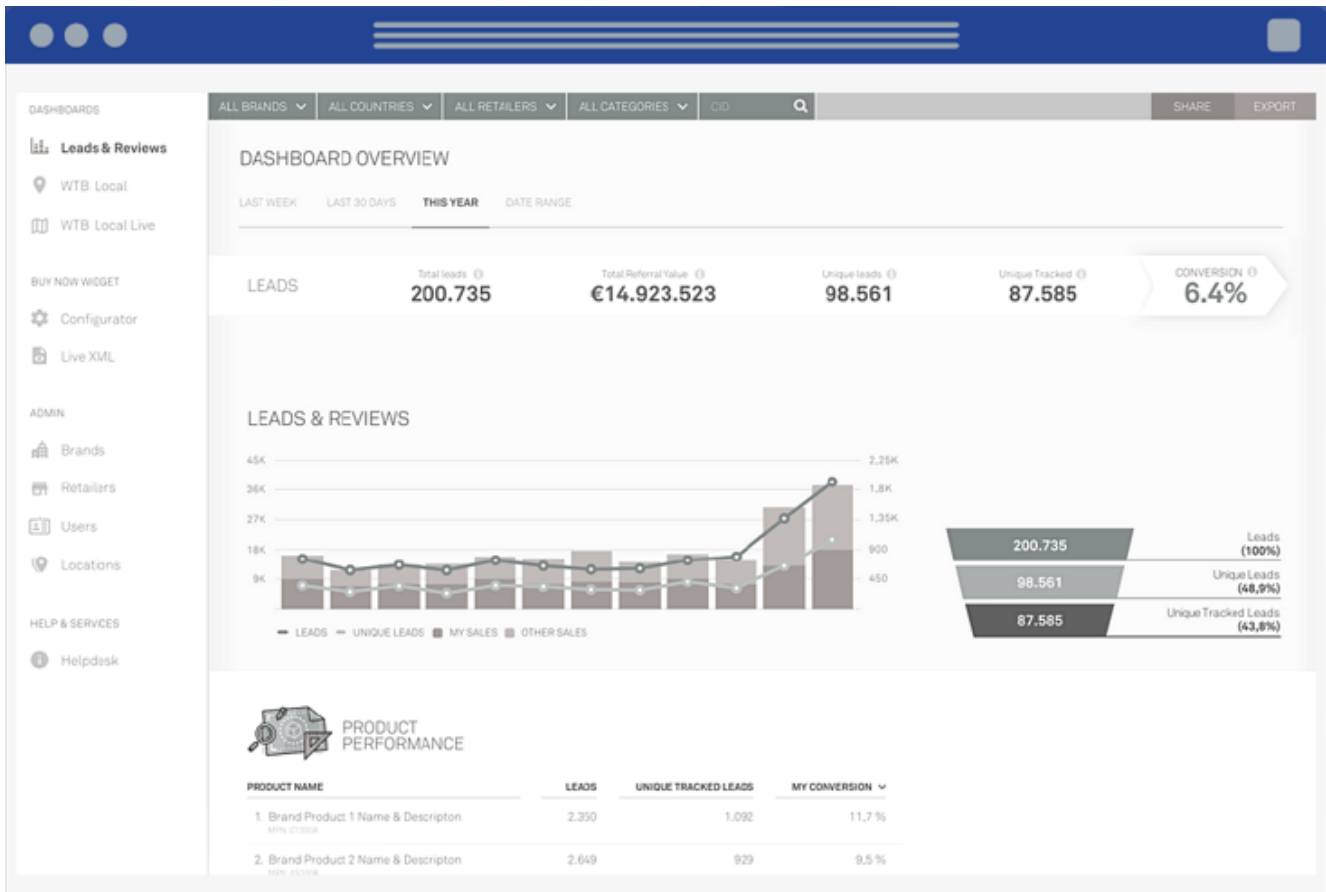
1. **Syndicated data:** To have precise data, we use multiple data sources. We work with thousands of large format and smaller retailers. These connections provide us with first-hand review data about your products sold on

retailer sites.

2. **Intuitive design:** We display consumer reviews according to the commonly recognized 5-star rating system. Which motivates website visitors to make a final purchase decision.
3. **Easy implementation:** It is easy to implement and later customize the Reviews widget. Furthermore, the widget is fully customizable, and you don't need any advanced knowledge or a coding team for support.
4. **Detailed insights:** We track review impressions, clicks, and conversion and display this as a stand-alone report.
5. **Omni-channel experience:** You can use shoppable reviews as a stand-alone product or integrate with Where to Buy Online and Local solutions for a fully omnichannel experience.

Reporting capabilities

Our intuitive and interactive dashboards give you up to date information on how your site or campaign implementations are performing. Whether you need a global view across all countries, or a single country or campaign level, our proprietary tracking technology can show you:



Do you want more information about shoppable reviews? Please contact your local account manager or [contact us](#) directly.