6 Ways to Use Reviews to Win in eCommerce

Consumer reviews—your brand's largest data set—hold a goldmine of data to help you fuel your brand's growth on & offline. Follow these simple steps to leverage those reviews and win in eCommerce.

1. Measure your aggregated **longitudinal star rating** and number of reviews to assess performance over time, a key input into assortment strategy decisions.

2. Read **eCommerce questions** to uncover trial barriers that may be impeding potential customers. These questions can also help identify unmet needs that current customers have, which will help shape relevant content on your product detail page (PDP).

3. Answer **reviews and questions** to help current and future customers overcome trial barriers.

4. Benchmark your competition by evaluating their **PDPs**. Use reviews to evaluate your own PDP to identify where there are opportunities for your own brand's communication tactics.

5. Use reviews to develop priority of communication for PDP page images **and use all available image spaces**. For example, if Amazon provides five spaces to add in images, use all five and fill with succinct, informative imagery/claims informed by the drivers in reviews.

6. Mine reviews for **+/- drivers** to achieve a more holistic view of your brand's performance. This will determine priority of communication and high impact content strategy for your PDPs.

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