

6 Ways to Use Competitive Reviews to Gain a Competitive Advantage



Your competitor's eCommerce reviews and other user-generated content hold a wealth of knowledge just waiting to be unlocked. Follow these steps to leverage those reviews and gain a competitive advantage.

1. Measure your competitor's aggregated performance over time via their **longitudinal star rating** by year, quarter or month to assess their performance over time. If they have a significant rise or drop in rating, that may signify a change in consumer experience.
2. Read eCommerce **questions** to uncover trial barriers and unmet needs that you can easily fulfill.
3. Audit the **number of competitive reviews** by SKUs/ASINs to understand how your brand's SKUs stack up. This may help determine if you need to solicit reviews via Amazon's VINE program, Bazaar Voice or another service.
4. Unlock **mentions of your brand** throughout your competitor's reviews. Use the search bar to see when their consumers are mentioning you, and why.
5. Review your **competitor's PDPs** and evaluate them against your brand's product pages. Use the reviews to uncover your priority of communication for your own PDP.
6. Mine competitive reviews for **+/- drivers** that uncover your competitors' strengths and vulnerabilities. This provides a more holistic understanding of their performance.

