

BabyAge.com Generates 7x More UGC With Social Q&A Than Reviews

CHALLENGE

BabyAge.com is a leading source for parents and parents-to-be, with products ranging from pregnancy pillows to cribs to car seats. Born in 1999, BabyAge.com has a strong following of mothers looking for a one-stop shop. Jack Kiefer, BabyAge's founder and CEO, felt there could be a way to leverage their community to help foster growth and overcome two of their sales challenges.

First, BabyAge designed and manufactures a proprietary line of body positioning pillows, which are in part targeted to pregnant mothers to be. A challenge in selling these pillows is enabling an online shopper to understand the experience of actually sleeping with one. Jack felt that connecting BabyAge's current happy (often ecstatic) customers to shoppers considering these items could help.

Second, BabyAge sells a broad range of goods that they source

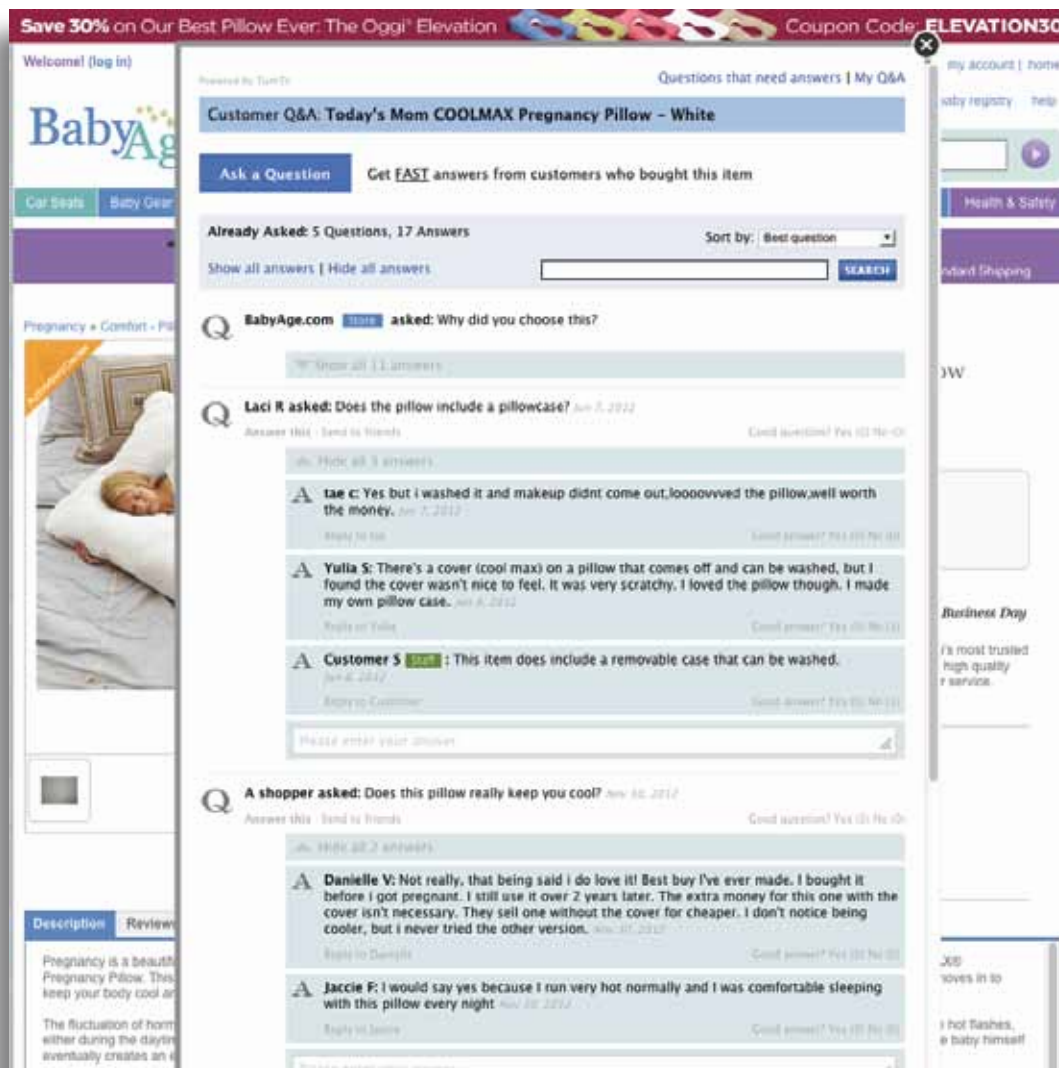
from other manufacturers. Since the product information for these items comes from the manufacturer, it is the same on BabyAge as on every other site that sells them. That hurts BabyAge's SEO and produces an undifferentiated shopping experience. They hypothesized that enabling shoppers to discuss these items with customers who bought them, then posting that dialog directly on their product pages, would produce fresh, unique content to help with SEO and "humanize" the shopping experience.

"Using TurnTo's Social Q&A is a no-brainer."

- Jack Kiefer
Founder and CEO,
BabyAge.com

SOLUTION

In early 2012, Jack discovered TurnTo Social Q&A and immediately realized it could address both his challenges. By getting product questions answered by past customers who really bought those items, BabyAge could help shoppers who couldn't touch and feel the pillows still get an authentic sense for the experience of sleeping with them. And they could generate lots of fresh, unique customer-shopper dialog that would help with SEO and bring the product detail pages to life. Since integration would take only a few hours, Jack felt there was no reason not to just try it and see.



RESULTS

Jack said, “To put it simply: TurnTo significantly exceeded our expectations. We ended up with more content of higher quality than we had even hoped for – 7 times as much as our customer reviews system produces – which translates directly to ROI.”

BabyAge evaluated TurnTo ROI a few different ways. The first was conversion lift.

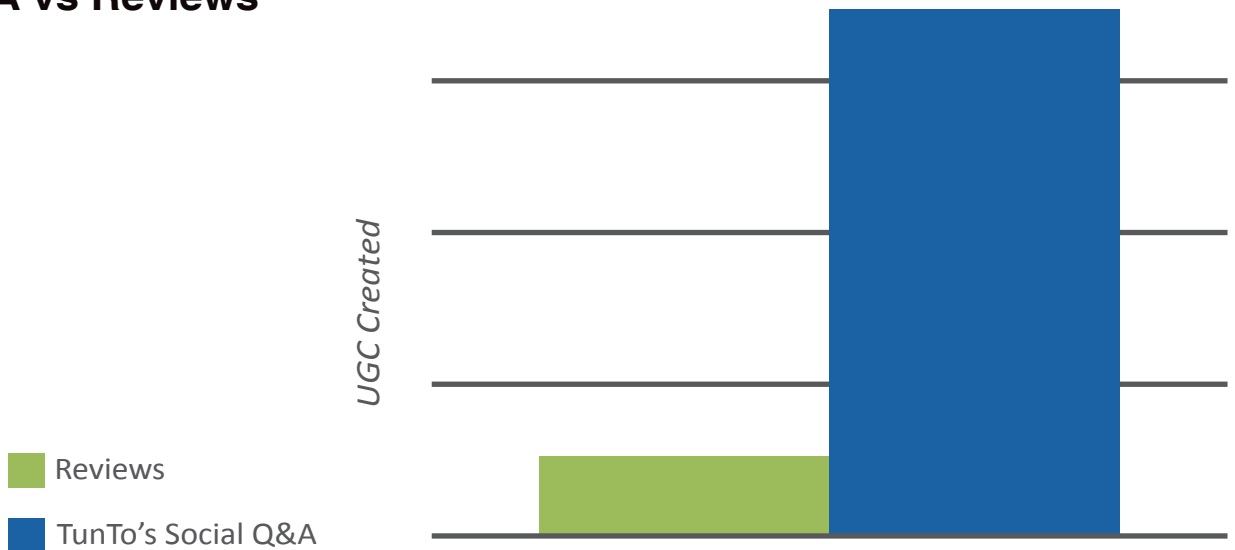
- Shoppers who use TurnTo have a far higher conversion rate than those who don't
- The effect is broad: a significant percent of all orders come from shoppers who use TurnTo

Second was SEO. BabyAge turned on TurnTo SEO several months after the system went live, so lots of TurnTo UGC became indexable all at once. BabyAge found that search terms which produced no first page results on Google before the switch started producing top-5 results a week later. TurnTo SEO was the only thing changed on the product pages during that week.

Third, BabyAge evaluated TurnTo's content production from a cost perspective. In September, TurnTo delivered over 500 indexable posts. Jack estimated that would have cost at least \$2,000 for their in-house content production team to produce – significantly more than the cost of the TurnTo service. And with a content production rate 7 times higher than customer reviews, TurnTo's cost-per-post was far lower than the cost-per-post of their customer reviews system.

Jack's bottom line on TurnTo? “Using TurnTo's Social Q&A is a no-brainer. The engagement, SEO and conversion lift benefits are there and implementation couldn't be easier. It has without a doubt had a positive impact on our site.”

Amount of User-Generated Content (UGC) Produced on BabyAge.com Social Q&A vs Reviews



To learn more about how you can achieve results like this call us at [800.491.7876](tel:800.491.7876) or email us at contact@turnto.com.

About TurnTo:

TurnTo provides the leading social Q&A system for online merchants, enabling shoppers to get advice directly from stores' real customers. By enabling authentic dialog between shoppers and customers right on the merchant site, TurnTo increases conversion rates, generates fresh content for SEO, builds customer loyalty, and reduces call center load. The TurnTo Social Q&A Platform is a white-labeled SaaS product that can be integrated in a few hours. Top online stores and brands including Brown Shoe (Shoes.com), L'Oreal USA, Vitamin Shoppe, and Adorama, have chosen TurnTo to convert visitors into buyers. More information about TurnTo is available at www.turntonetworks.com.

