

Why Retailers & Brands Choose TurnTo for Social Q&A

TECHNOLOGY

Our SaaS-based system provides the most powerful engine for getting FAST social answers to questions shoppers have about products (along with answers from experts at the store and brand). The entire Q&A dialog resides on the product page, serving as a knowledge base for future shoppers and providing SEO benefits to the store.

SECRET TO SUCCESS

The key to delivering lots of fast, social answers is our patent pending Active Outreach™ model, which emails each shopper question to a selected group of past customers who actually bought the item. Coupled with our advanced moderation features, this approach delivers a social answer to most questions in under one hour and 4-5 social answers within 24 hours.

PERFORMANCE

Conversion: Shoppers using TurnTo convert at a 3-7x higher rate, typically accounting for 5-15% of all orders.

SEO: Social Q&A generates 2-4 x more UGC than reviews. Some stores credit TurnTo for a 20% increase in organic search traffic.

Loyalty: First-time buyers who interact with TurnTo Q&A are 15-40% more likely to make a repeat purchase.

Additional features

- **Checkout Chatter:** Capture positive-sentiment comments from buyers at checkout and display them throughout the shopping path with feed widgets and pinboards.
- **Mobile Support:** We make it effortless for stores to enable the full Social Q&A experience for mobile shoppers.
- **Syndication:** TurnTo's interactive syndication brings Q&A to life on brand and content sites while driving fresh traffic for merchants.

Beyond the product

- Straightforward integration
- Advanced backend tools
- Support team dedicated to our customers' success



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“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.”

– Jack Kiefer, Founder and CEO of BabyAge.com