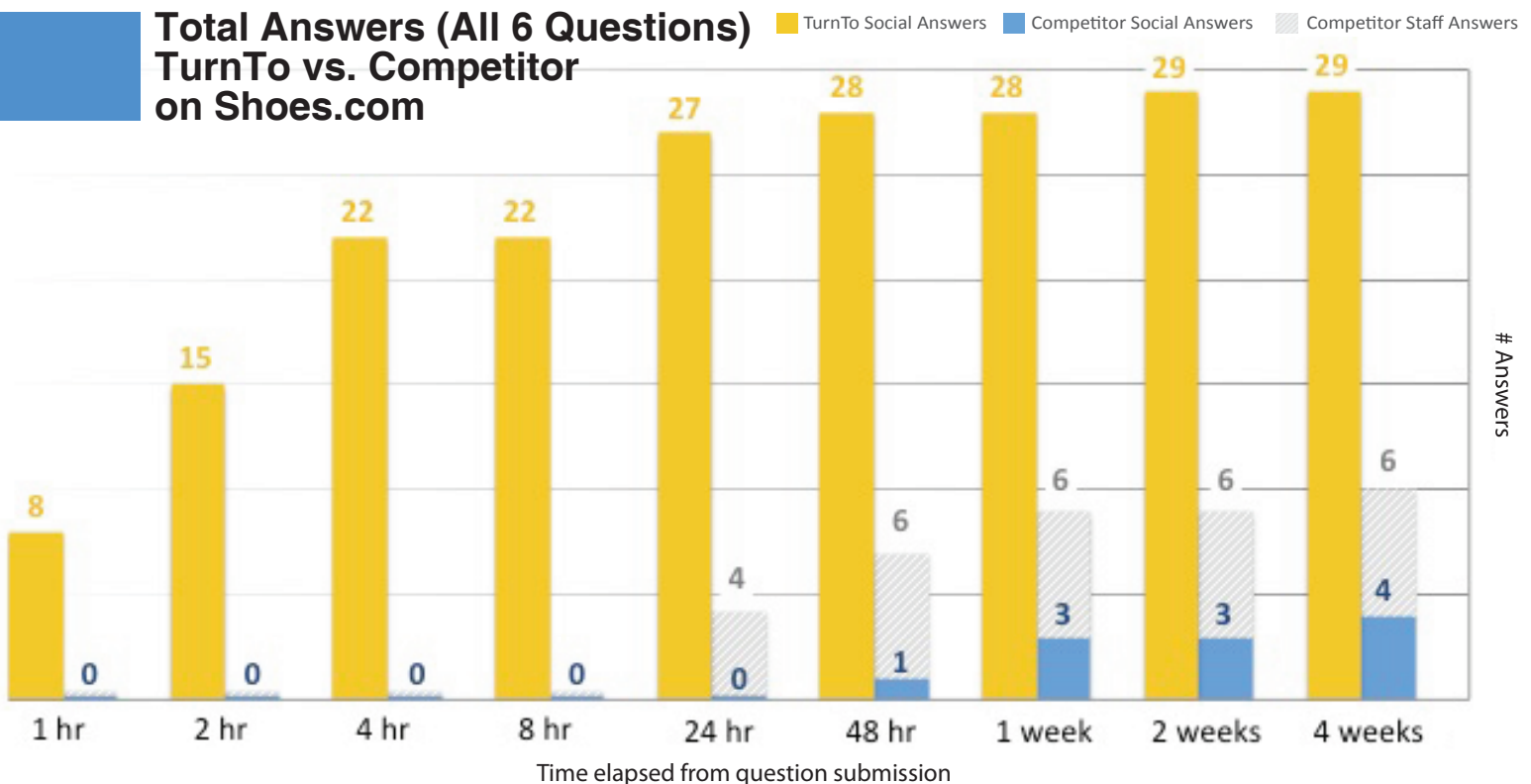


In head-to-head test on Shoes.com, TurnTo Social Q&A delivers the most social answers

For a couple of months during the summer of 2012, Shoes.com evaluated two Social Q&A products simultaneously: TurnTo vs. a competing Q&A tool. During this time, we took the opportunity to run a comparison of the answer rates the two systems delivered.

To do this, we asked identical questions through both systems on the site, across multiple products. The questions we asked were varied, as were the products. For example, we chose a men's sneaker and a women's pump for two of our six products and asked questions ranging from comfort through to style.

Total Answers (All 6 Questions) TurnTo vs. Competitor on Shoes.com



The TurnTo system generated 27 social answers in the first 24 hours. The competing system generated no social answers in that period and only 4 social answers total after 4 weeks. In total, the TurnTo system generated over 7x the amount of social answers as the competing system.

Product

New Balance Men's M609

Kenneth Cole Reaction Men's T-Flex

Calvin Klein Women's Dolly

Lauren Ralph Lauren Women's Cecilia

Converse Men's All Star Core Ox

Naturalizer Women's Bates

Question Asked

Does this shoe provide much arch support?

Are these shoes suitable to wear in the rain, or will my socks get wet?

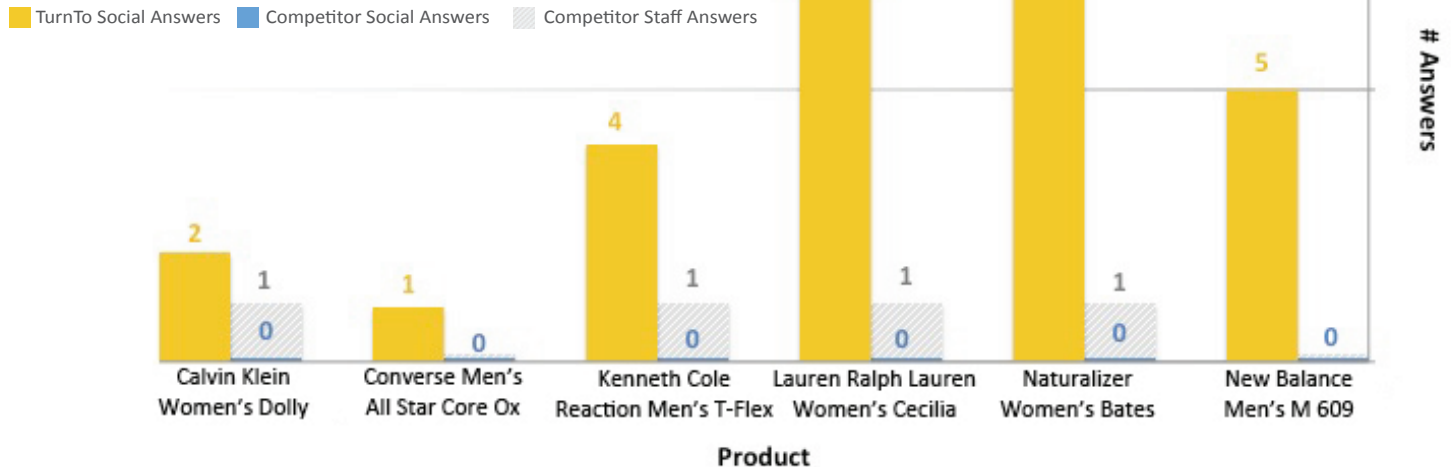
Do these shoes run large? I'm between a size 8 and 8.5 and am not sure what size to order.

Do you think these shoes would work for a beach party?

Do these shoes stain easily?

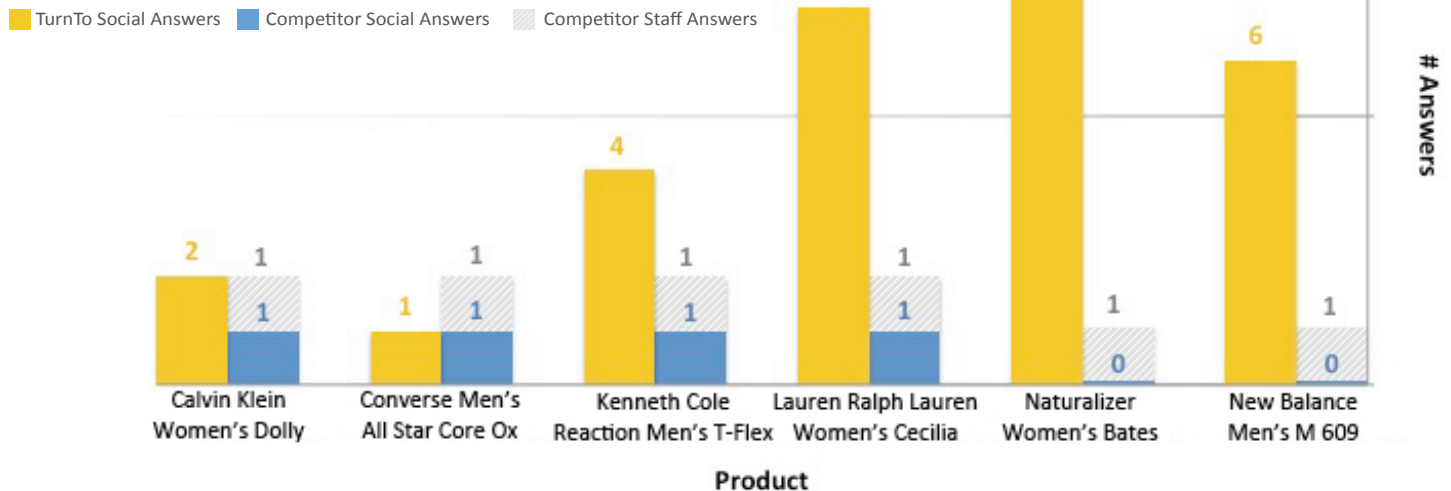
Are these boots very heavy?

Answers per Question at 24 hrs TurnTo vs. Competitor on Shoes.com



After just 24 hours, 100% of the questions asked through the TurnTo system received at least 1 social answer. 2 of the questions asked through the competing system never received any social answers, even after 4 weeks.

Answers per Question at 4 Weeks TurnTo vs. Competitor on Shoes.com



Note: Since the TurnTo system had just been installed, Shoes.com had not yet begun providing staff answers for the TurnTo questions, but we kept track of the staff answers from the competing system anyway.

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), Quidsi (Diapers.com, Soap.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.