

Silver Star Brands Achieves 300%+ Conversion Lift with TurnTo in Just 6 Months

CHALLENGE

Ian MacDonald, Director of eCommerce for Silver Star Brands needed a way to improve their SEO performance and increase traffic to their websites. Ian was also seeking a way to lift conversion rates. He thought he'd find an answer using customer-generated content, but he already had ratings and reviews. He needed more.



Founded in 1934, Silver Star Brands is one of America's first and largest direct-to-consumer marketers of consumer gifts and household products. Consisting of six separate brands (Miles Kimball, Walter Drake, Easy Comforts, Exposures, As We Change and NativeRemedies) Silver Star Brands process 5 million orders annually. Combined, their catalogs reach more than 120 million households and feature over 12,000 different products.

SOLUTION

Ian found that TurnTo's best-of-breed Community Q&A platform and proprietary "Checkout Chatter" products were the key to creating breakthrough Customer-Generated Content quickly to tackle his objectives.

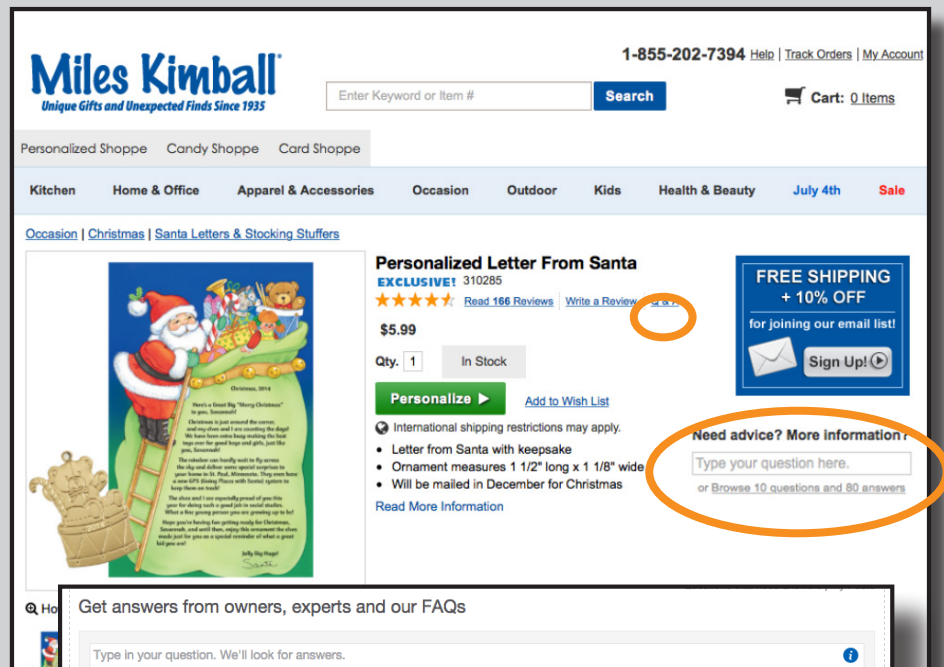
With TurnTo, Silver Star Brands' customers can get quick answers to their questions right on the product detail page from fellow customers, staff experts, and the store's FAQ content from the help center.

To maximize the usefulness of this utility, Ian strategically used an "input teaser" on the product page, enabling shoppers to submit their questions without having to scroll. In addition, each product page has a link to Q&A next to the review link and is also featured as a tab below the fold. Questions that aren't answered instantly from a search of the Q&A knowledge base are routed to past purchasers of the item (where appropriate) and to Silver Star Brands experts. Their answers then become part of the knowledge base for the next shopper.

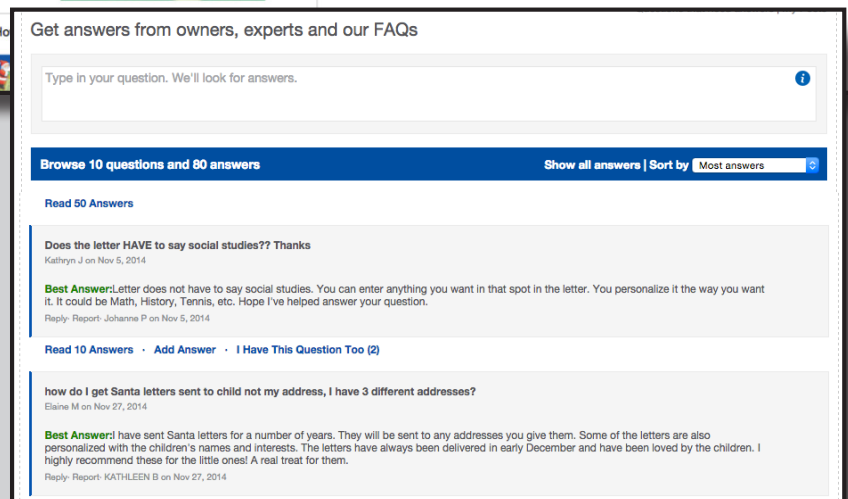
Additionally, at the time of purchase, Silver Star Brands' customers are asked the simple question "Why did you choose this?" TurnTo's Checkout Chatter enables the company to collect short, positive sentiments from customers, equating to more Customer-Generated Content for their sites that is indexable for search engines.

"Checkout Chatter is powerful. All of this content is positive because it's captured at the time of purchase, it's keyword rich, great for your SEO and helps to increase conversion rates"

- Ian MacDonald
Director of eCommerce



The screenshot shows the Miles Kimball website for a "Personalized Letter From Santa" product. The product is priced at \$5.99 and has a "Personalize" button. A "Q&A" link is highlighted with an orange circle. Below the product image, there is a "Need advice? More information?" section with a text input field and a "Browse 10 questions and 80 answers" link, also highlighted with an orange circle.



The screenshot shows the TurnTo Q&A community page for the "Personalized Letter From Santa" product. It features a search bar with the text "Type in your question. We'll look for answers." Below the search bar, there is a list of questions and answers. The first question is "Does the letter HAVE to say social studies?? Thanks" by Kathryn J on Nov 5, 2014. The best answer is "letter does not have to say social studies. You can enter anything you want in that spot in the letter. You personalize it the way you want it. It could be Math, History, Tennis, etc. Hope I've helped answer your question." by Johanne P on Nov 5, 2014. The second question is "how do I get Santa letters sent to child not my address, I have 3 different addresses?" by Elaine M on Nov 27, 2014. The best answer is "have sent Santa letters for a number of years. They will be sent to any addresses you give them. Some of the letters are also personalized with the children's names and interests. The letters have always been delivered in early December and have been loved by the children. I highly recommend these for the little ones! A real treat for them." by KATHLEEN B on Nov 27, 2014.

RESULTS

In the first half year, TurnTo's Q&A solution exceeded Silver Star Brands' expectations by providing exceptional engagement and conversion metrics – and ROI. Here are the results by the numbers:

109K visitors have browsed Q&A content

35K Q&A database searches have been conducted

6.0K Questions submitted

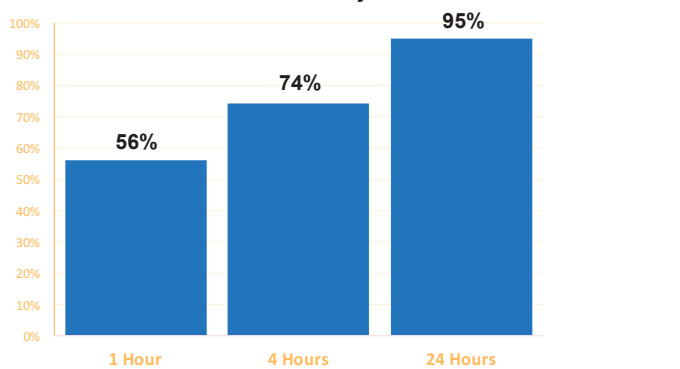


11.5K Answers from fellow customers

~90% of all questions asked receive at least one answer from the community or staff

~75% of all questions moderated for social answering receive at least one community answer

Fast Community Answers



Checkout Chatter

Over 1 in 6
Orders received a comment at checkout

Over 210K
comments since launch



315% Average Lift Across Brands
Conversion rates of shoppers who engage with TurnTo's platform are far higher than of those who don't - across all of Silver Star Brands' sites

This incredible volume of Customer-Generated Content from both Q&A and Checkout Chatter is indexed by search engines, which has greatly improved Silver Star Brands' SEO.

In addition to improved conversion rates and organic search traffic, Silver Star Brands has benefited from the insights this new customer content provides. Understanding both why customers are making their purchases and the questions they needed answered before doing so enables Silver Star Brands to tune page content and marketing messages, which increases sales and improves customer satisfaction.

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 is the fastest-growing provider of customer-generated content (CGC) solutions to top merchants and brands, with a suite including Ratings & Reviews, Community Q&A, and TurnTo's proprietary Checkout Chatter. Built on an innovative platform that tightly integrates to stores' customer profiles, TurnTo delivers a more personalized user experience that captures 2-4X more content, faster, with less work, while ensuring authenticity. That's why eCommerce leaders like GNC, Saks, Newegg, Sur La Table, and brands like Cole Haan and Clarins rely on TurnTo for their customer-voice programs. More information about TurnTo is available at www.turntonetworks.com.

