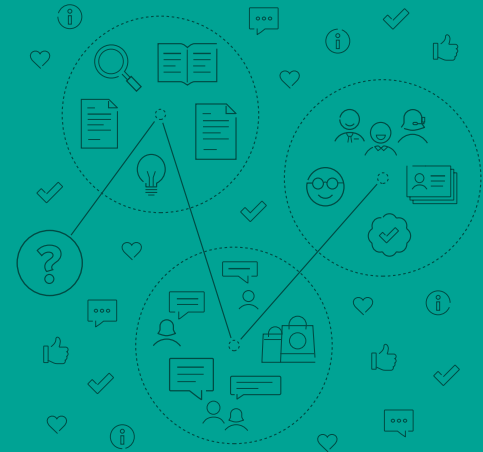


Community Q&A

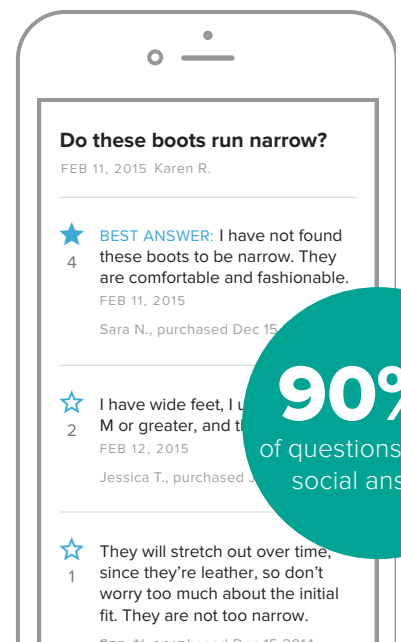
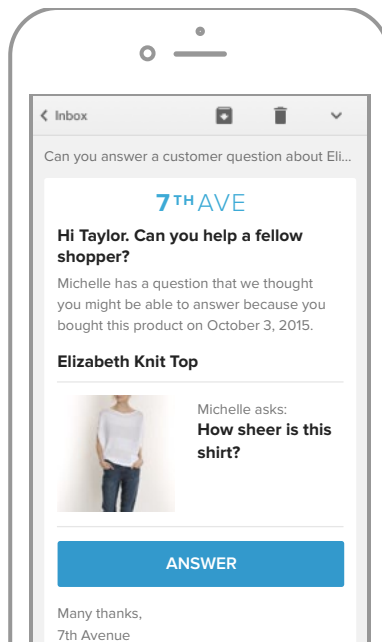
The fastest answers from the most relevant sources to the most types of shopper questions

Put a living knowledgebase right on every product page. Only TurnTo combines the wisdom of your customers and internal experts with your existing content to answer shopper questions fast.



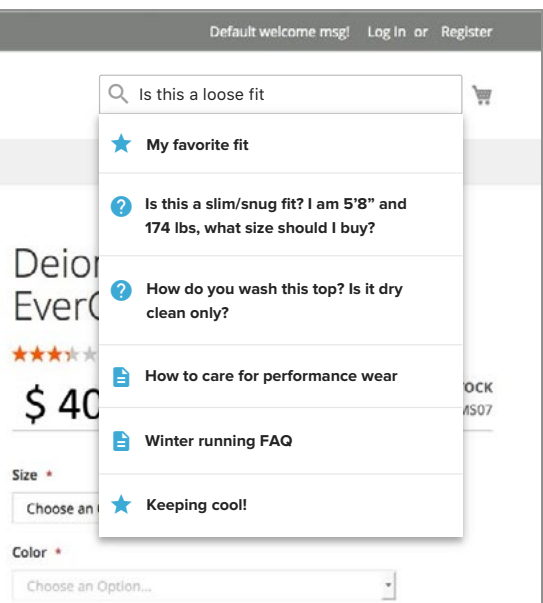
Powerful social answers

TurnTo invented the “active outreach” model for getting fast answers from customers who already own items, and offers the industry’s most powerful Q&A platform. Askers who receive social answers from owners convert at a 25% higher rate.



90%+
of questions receive social answers

20%
average higher repeat purchase rate



Instant Answers

Instant Answers ensures many questions are answered instantly with results from prior questions and knowledge base articles. Synchronize your third party knowledge base through the TurnTo API in real time.



TurnTo's Q&A has enabled us to build a terrific knowledgebase for our community. Content that is not only helping customers, but...also indexable and searchable for SEO. We could not be happier.



Soren Mills
CMO
Newegg

Sophisticated workflow for expert answering

Some questions need answers from the pros. TurnTo makes it easy to extend your community to include staff and brand representatives.

Advanced moderation and management

Between 80 and 90% of questions are moderated automatically, thanks to advanced language filters and algorithms.

Positive SEO impact on product pages

Experience a 20% increase in organic traffic thanks to TurnTo content crawled directly on your pages, without separate "SEO friendly" microsites and subdomains.

Integrate with existing content and programs

Take helpful content that's available elsewhere and make it easy to find right from the product page. Get real-time synchronization to your existing loyalty or gamification platform through the TurnTo API.

Get answers from selected advocates

Through our partnership with Needle, the leading provider of fan-sourced product experts, TurnTo can provide fast, personal responses from a team individually selected for their in-depth and hands-on knowledge of your products.

Even better with The Suite

Community Q&A tightly integrates with Ratings & Reviews and Checkout Comments. Questions can be referenced in search results when shoppers are browsing reviews, and comments can be featured as questions in Q&A.

Learn how these customers are generating tons of customer content with TurnTo's Community Q&A



Schedule a demo: 800.491.7876 / contact@turnto.com



TurnTo is the fastest-growing provider of customer-generated content solutions to top merchants and brands. 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. Visit turnto.com or on social media as [@turnto](https://twitter.com/turnto).