

Silver Star Brands Lifts Search Traffic & Conversions with Community Content

Customers who interacted with TurnTo’s community features had a 315% higher conversion rate across Silver Star’s websites.

“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
Silver Star Brands

THE CHALLENGE

How to improve traffic and conversions

Silver Star Brands already knew the power of customer ratings and reviews. Across the company’s six brands of gifts and household products, ratings were a popular tool for shoppers. And reviews generated valuable content that helped with placement in search engines.

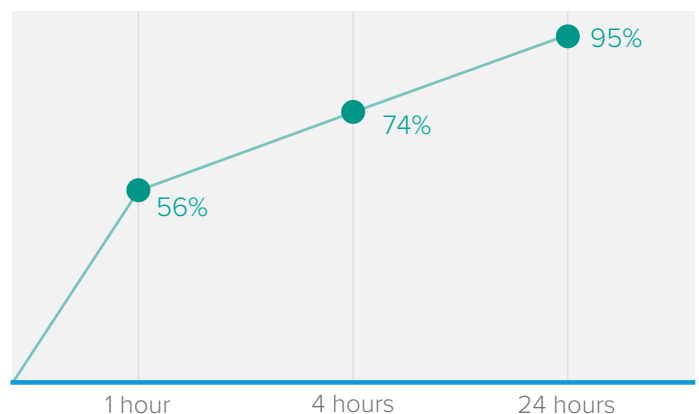
But Director of eCommerce Ian MacDonald was looking for new ways to increase traffic to Silver Star Brands’ websites. He hoped to improve SEO performance by adding more customer-generated content. Ian was also seeking a way to lift conversion rates—something beyond ratings and reviews. Ian found his breakthrough in TurnTo’s Community Q&A and Checkout Comments platforms. Shoppers embraced these new sets of interaction tools, and Silver Star Brands benefited from an influx of high-quality customer-generated content.

THE SOLUTION

Community Q&A and Checkout Comments

TurnTo’s best-in-class Community Q&A platform opened a way for customers to get quick answers to their questions right on the product detail page. Many shopper questions are answered instantly from a search of the Q&A knowledgebase, which draws from existing answers and FAQ content from the store’s help center.

Fast Community Answers



COMMUNITY Q&A WORKS QUICKLY. HALF OF ALL ANSWERS ARRIVE WITHIN THE FIRST HOUR.

TurnTo's platform also automatically sends questions to past purchasers and to Silver Star Brands experts by email. Community answers arrive within minutes or hours, and become part of the knowledgebase for the next shopper. In the first half year, TurnTo's Q&A solution exceeded Silver Star Brands' expectations by providing exceptional engagement and conversion metrics and ROI.

In addition to Community Q&A, TurnTo's Checkout Comments service exceeded expectations.

It works by asking customers to leave a short comment at the time of purchase. Response rates are high, and customers are inclined to leave positive remarks about items they've just purchased. The result is a large collection of short, positive sentiments from customers.

Both platforms generate customer-generated content that's indexable for search engines. Silver Star Brands saw the positive impact reflected in their organic search traffic. In addition, Silver Star Brands benefited from new insights into why customers are making their purchases. This new knowledge enabled Silver Star Brands to optimize page content and marketing messages.

Community Q&A and Checkout Comments helped Ian tackle the challenges he set out to solve: More customer content, increased inbound traffic, improved conversion rates, and higher customer satisfaction.

ABOUT SILVER STAR BRANDS



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.



315%

increase in
conversion rates

when shoppers engaged
with TurnTo's platform



109K

visitors browsed
Q&A content

with 35,000 Q&A database
searches conducted



90%

of all questions received
at least one answer

for a total of 11,500
community answers



1 in 6

orders received a
Checkout Comment

for a total of 210,000
comments



Next generation customer content

☆ Ratings & Reviews

❓ Community Q&A

📷 Visual Reviews

🛒 Checkout Comments

To request a demo,
call 800-491-7876 or
visit turntonetworks.com