

FIELD AGENT[®]

10 Reasons to Up Your Ratings & Reviews game



Let's Talk R&R

Ratings and reviews have gone from a nice-to-have to a must-have—and not just for obvious reasons. Sure, today's digital shoppers often rely on R&R to guide their online purchases, but, as you'll see, there are many reasons today's brands are serious about upping their R&R game online.

The following pages describe 10 common reasons brands use Ratings & Reviews by Field Agent.



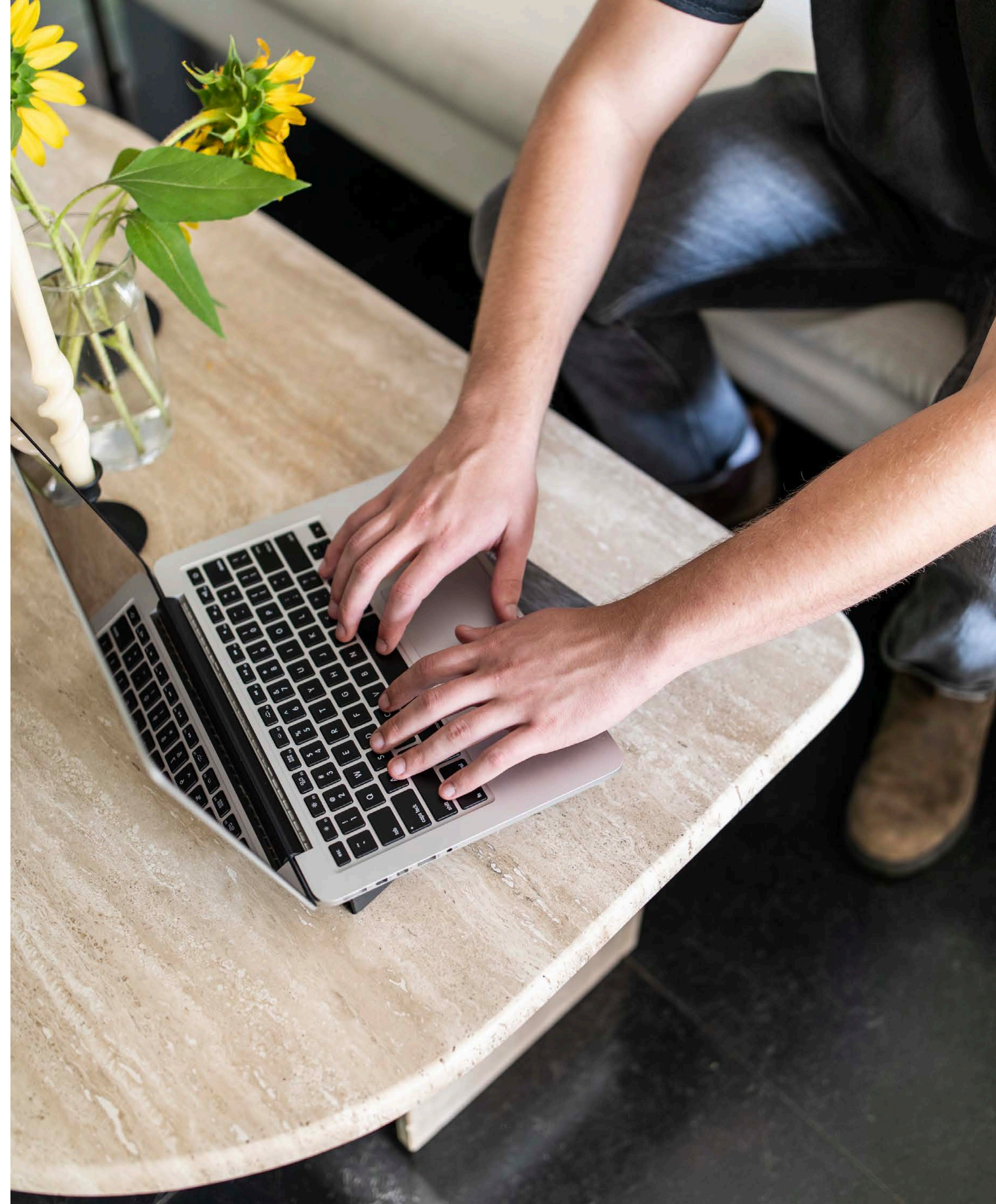


IMPROVE STAR RATINGS

Like movies or sports teams, products, too, can be underrated. But ratings become more accurate (and sometimes more positive) as more ratings come in. So if a product is underrated, more ratings may ultimately result in more stars. And that's really good news.

INSTILL CONFIDENCE IN ONLINE SHOPPERS

Social proof plays a major role in online purchases. Digital shoppers ask, “Are others buying this product? Are others satisfied?” By furnishing product-level pages with reviews from verified buyers, brands may give shoppers just the boost they need to buy.





SHOW RETAIL BUYERS THEY MEAN BUSINESS

There's so much riding on ratings and reviews. Retail buyers sometimes put pressure on brands to improve their online ratings—or, in some cases, get deleted.

Taking proactive steps to influence the quality and quantity of ratings and reviews can win over watchful retail buyers.

GIVE NEW PRODUCTS A HEAD START

New products are especially vulnerable online. It takes time to amass ratings and reviews organically —time most new products just don't have. By taking control of the ratings and review process, brands can plant “seed” reviews for their new products, and products can realize their full potential early.





MAKE A CASE FOR GETTING ON STORE SHELVES

Online is a proving ground for many products. Retailers may require a product to succeed online before agreeing to commit limited shelf space to it. When this is the case, the right ratings and reviews in the right amounts can make all the difference, landing products in the big dance: on shelves inside stores.

SUGGEST POPULARITY

A small number of reviews—even if they’re positive—can convince shoppers to go elsewhere. After all, when online shoppers see only a few reviews, it suggests few have purchased the product. Ouch! But an intentional approach to reviews can give the impression of a popular product.





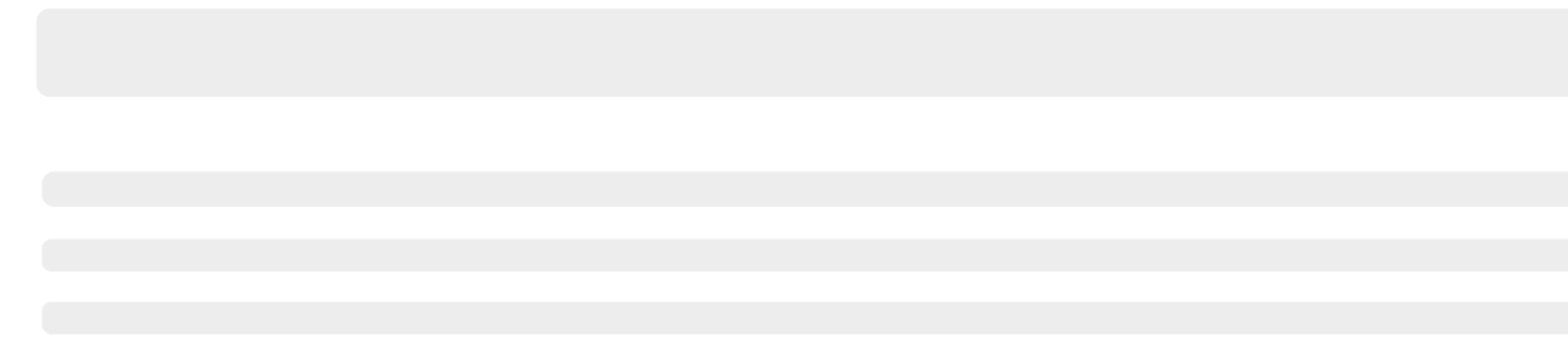
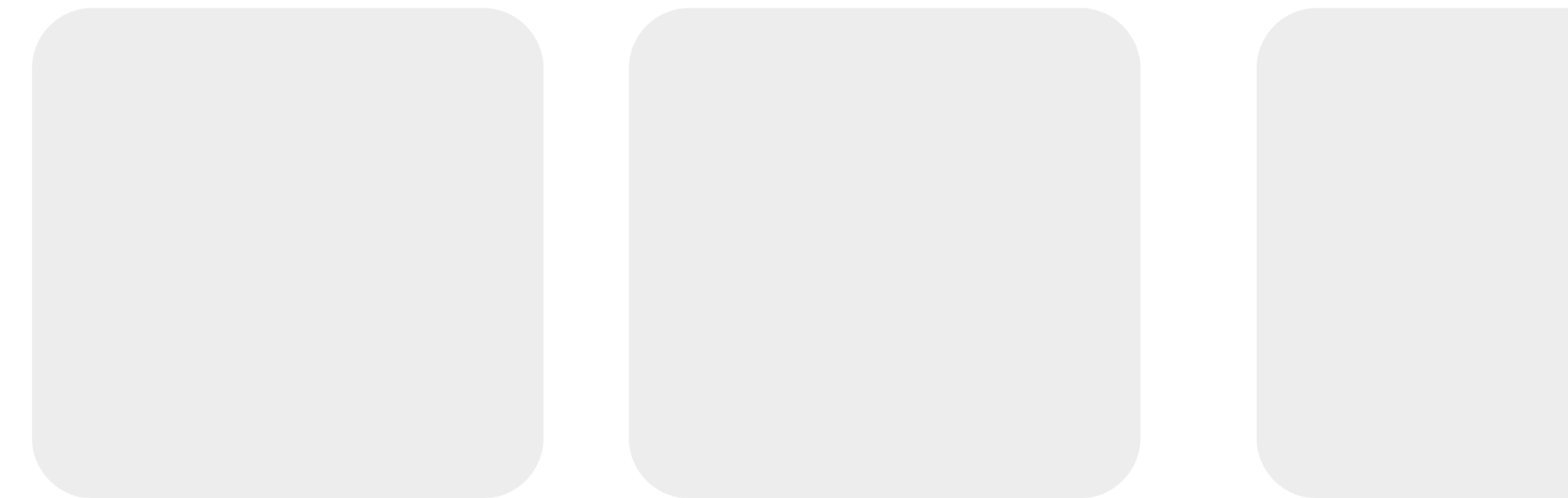
REFRESH OUTDATED REVIEWS

Yeah, maybe online shoppers are reading a product's reviews, but they're from two or three years ago. This, too, can convince shoppers to look at other products. Digital shoppers often need fresh, more recent perspectives before pulling the trigger on an online purchase.

BUILD SEO AUTHORITY

Google is so much more than a search engine. It's a shopping center. As more folks write about a product online, including reviews, that product enjoys a better chance of ranking well in Google results, and purchase-minded shoppers are more likely to see it. Online reviews help brands build SEO authority.

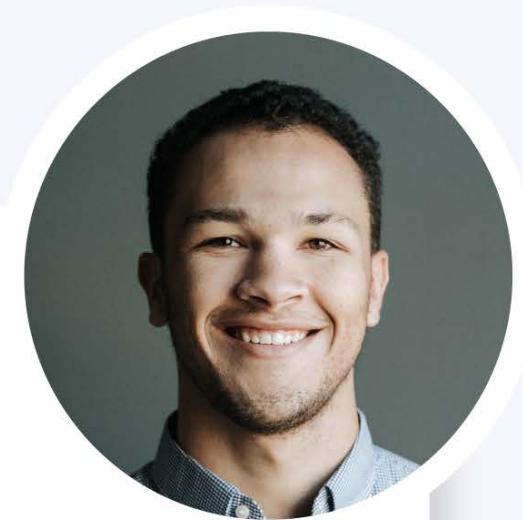
🔍 easy, healthy snack





Didn't arrive on time.

JOHN, AR



AVOID NEGATIVE REVIEWS ABOUT SHIPPING

We've all seen them. Online reviews that look something like: "Didn't arrive on time" [2 stars] or "Damaged packaging" [1 star]. How frustrating for brands! After all, brands have little-to-no control over shipping. Thankfully, Ratings & Reviews by Field Agent can send shoppers into stores to buy products. No shipping.

AVOID GIVING AWAY PRODUCTS

Why give away products when you can sell products? R&R services may require brands to give their products to reviewers for free, but Ratings & Reviews by Field Agent actually drive sales. Not only do brands get ratings and reviews; they also get a nice sales bump. A double win.





Take Control of Online Reviews

The Field Agent Marketplace offers brands a fast, simple, reliable, and cost-effective approach to online reviews. With just a few clicks, our platform will mobilize real shoppers to buy your product from a specified store or website, try the product at home, and then leave an authentic review on the website of your choice. It's online reviews, completely on-demand.

IT'S HOW RATINGS + REVIEWS SHOULD BE

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