



## Generate Dramatically More Reviews With Yotpo Reviews

In today's online economy, quality product reviews are increasingly important to potential customers. Based on recent research, 86% of consumers use online reviews and 72% trust them as much as personal recommendations.

The Yotpo reviews add-on helps eCommerce shops generate significantly more reviews, and ensure their quality and trustworthiness. We provide a full service solution that includes a beautiful in-store widget to display the reviews, as well as various features that help shops generate the reviews. Finally, our proprietary technology showcases high-quality, trustworthy reviews, over less trustworthy ones.

Shops use Yotpo to drive potential repeat customers back to their store, engage their community, promote trust for their brand and products, and ultimately generate more sales. We're compatible with every major eCommerce platform, and are generating reviews daily for thousands of shops.

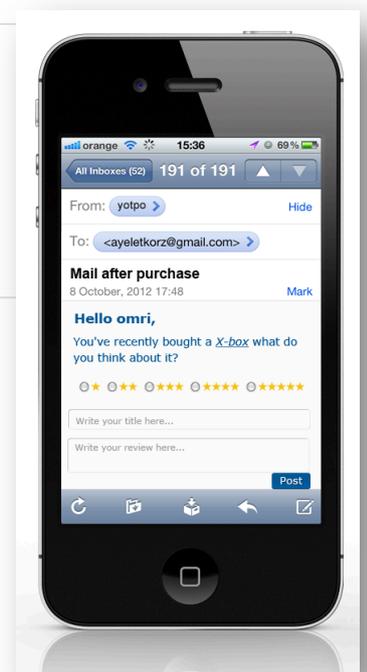
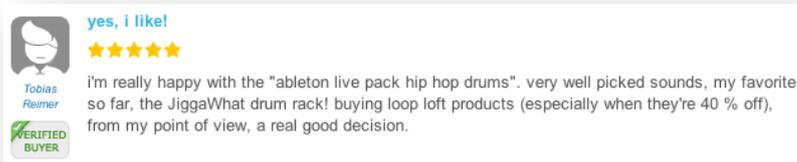
### Yotpo At A Glance

- **Convert your shoppers into reviewers.** We convert 10% of stores' shoppers into reviewers, which is extremely high for this sector. The reviews they leave help drive future sales.
- **We're aiming to solve the problem of fake online reviews.** Yotpo's proprietary technology combines social signals and crowdsourcing to detect real, trustworthy reviews and surface them ahead of less trustworthy reviews.
- Yotpo provides a **beautiful and customizable format** through which shops can present their reviews. This helps add consumer trust and drive conversions.
- Yotpo encourages reviewers to **share their reviews** on their social networks. Unlike other review solutions, Yotpo is built to syndicate reviews across websites, and aggregate user content into one true reviewer profile.
- **Compatible on all major platforms.** We're popular on Shopify, BigCommerce, Magento, Prestashop, Volusion, and other platforms. In addition, we provide a simple generic installation for sites not hosted on a specific platform. Installation is a breeze!
- **Simple and fair pricing plan.** Yotpo is **free** for sites with up to 1m pageviews per month. Beyond that, we offer an enterprise edition starting at \$100/mo.

Head to [yotpo.com](http://yotpo.com) to view a live demo of our widget!

**Generate more reviews.** Our user experience is unparalleled. In addition to a beautiful widget that collects and displays reviews, we provide new and simpler ways for shoppers to voice their thoughts. Our Mail After Purchase feature eliminates traditional barriers for leaving reviews. This feature automatically emails shoppers, at a set time after purchase, to encourage them to leave reviews. Customers are able to leave reviews directly from within the email. This is proven to dramatically increase both the volume and the quality of reviews generated.

**Turn visitors into shoppers.** Nothing helps convert unsure visitors into confident shoppers better than trustworthy product reviews. Using beautiful badges ("Verified buyer", "Verified reviewer", "Socially connected"), our add-on helps visitors understand what level of trust to attach to each review.

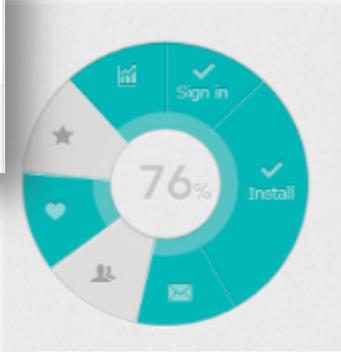
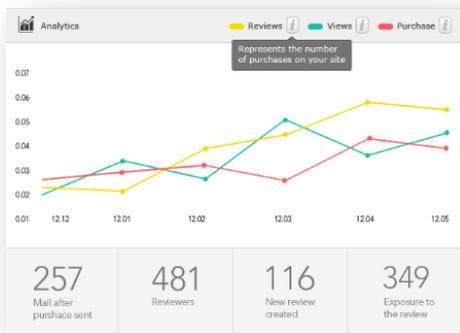


**Increase SEO.** Search engines love User Generate Content. We offer a dedicated minisite to each of our users, where we present all the reviews that a shop generates, in static html. This greatly increases SEO.



**Translations.** We offer translations of our widget to all languages.

**Powerful admin console-** Yotpo gives shop-owners a wide suite of in-depth providing them with a clear understanding of how their customers are sharing, what they like and what they want to see improved.



Month	Sent	Open	Reviews	Bounced	Unsubscribed
August 2012	1,357	347 (32%)	347 (32%)	41 (0.5%)	12 (0.5%)
July 2012	3,628	1,257 (35%)	1,257 (35%)	28 (1.2%)	31 (1.2%)
June 2012	967	182 (12%)	182 (12%)	16 (0.6%)	10 (0.6%)
May 2012	2,941	563 (26%)	563 (26%)	21 (0.4%)	18 (0.4%)
April 2012	4,268	1,843 (29%)	1,843 (29%)	19 (0.9%)	27 (0.9%)
March 2012	894	731 (83%)	731 (83%)	11 (0.5%)	13 (0.5%)
February 2012	1,361	368 (31%)	368 (31%)	32 (1.2%)	25 (1.2%)

**20% increase in social engagement.** Yotpo helps shops foster their online community, and reach new potential customers, by publishing their reviews directly onto their social pages. Yotpo also gives shops the ability to thank the reviewers on Facebook and Twitter. Shop followers can leave comments and click on the posts to read the reviews. They can also choose which reviews to publish.



**Powerful Moderation Tools.** Shop owners can easily choose which reviews to show and which to hide. Whenever a shop receives a new review, Yotpo will notify the shop and provide the reviewer's email address, so that the shop owner can either thank that reviewer or solve any issues that might have arisen with the order.

