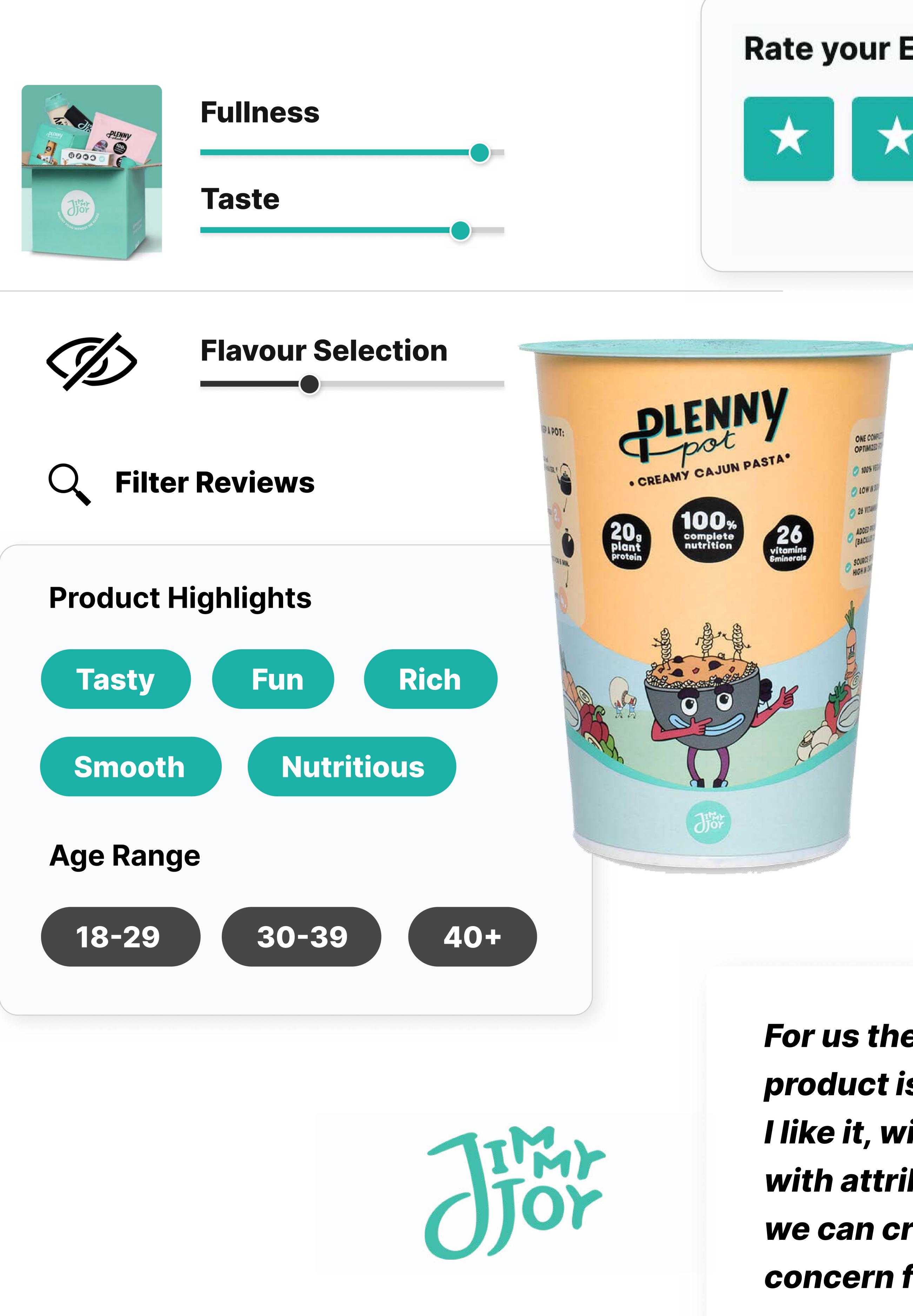
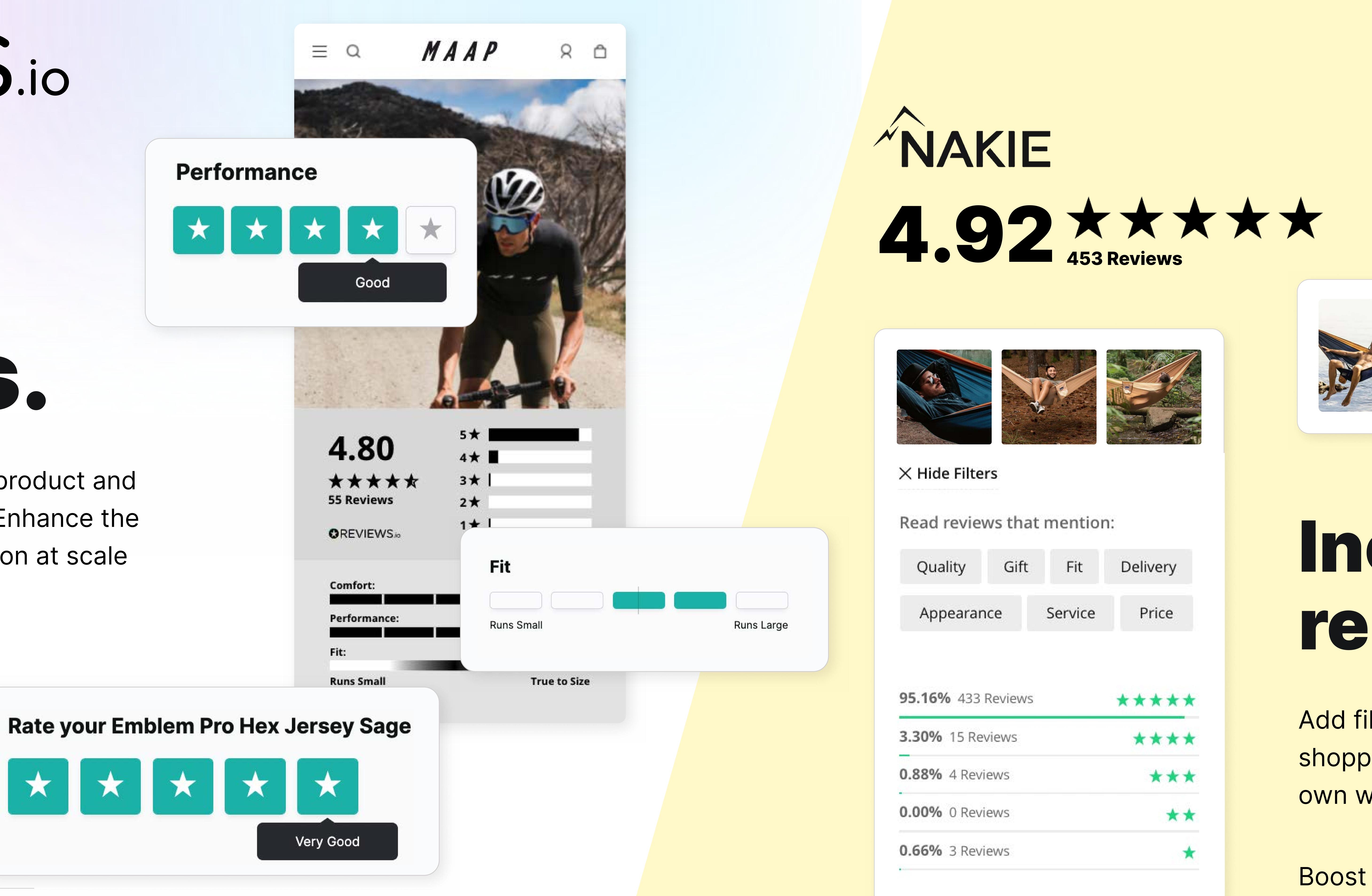
GREVIEWS.io

Attributes.

Collect actionable First Party data from product and company review invites with attributes. Enhance the shopping experience, drive personalisation at scale and improve product performance.







Deeper insights.

Give customers more of the information they need to purchase with confidence. At the same time, see how your products meet expectations and feed that knowledge into development.

For us the main objection for customers to not buy our product is taste. Basically the consumer is asking 'will I like it, will it taste good?' And by leveraging reviews with attributes around that subject, especially 'taste', we can create targeted experiences removing that concern for the consumer.

> **Otto Mouton** COO - Jimmy Joy



Customer-First

Understand purchase intentions with attribute data and feed that straight into Klaviyo to enhance its segmentation capabilities.

Attribute data will help you send relevant recommendations to existing customers and boost growth through better customer experiences.





Ease of use

Practicality

Increased product relevance.

Add filters for certain words and attributes so shoppers can find reviews relevant to their own wants and needs.

Boost the likelihood of conversion by pointing them straight to a relatable product experience.







Verified Customer Yolanda S

I recommend this product

Hair Type: Coils Hair Length: Shoulder Length **Ultimate Hair Goal:** Creating or Boosting Curls

How does it work

Add custom questions to product and company review invites and uncover valuable insights.

Demographics

apéro

Filter **Body Type**

Slim

Curvy

Regular

Broad

Customer Attributes: Create a unified view of your customer with First party data collected via Attributes. Ask questions like skin tone for beauty brands or taste preferences for healthy & complete food.

Product Attributes: Learn how your products stack up. How well do they fit according to size? What's the customer's take on quality? Do they perform to the expected standard?

Company Attributes: Evaluate your service. Would the customer buy from you again? Would they recommend you? How satisfied were they with delivery times and packaging?



OREVIEWS.io Attributes

| Kirstie S. | | |
|--|--|--|
| Practicality | | |
| Capacity | | |
| Value | | |
| $\bigstar \bigstar \bigstar \bigstar \bigstar \bigstar$ | | |
| Phenomenal bag that you can feel good about purchasing. This | | |
| is my second bag purchase. One for me and then I gifted my | | |

husband one.



Suitability: PERFECT

Combine attributes with UGC

Use our powerful widgets to publish shoppable UGC galleries complete with review attributes.

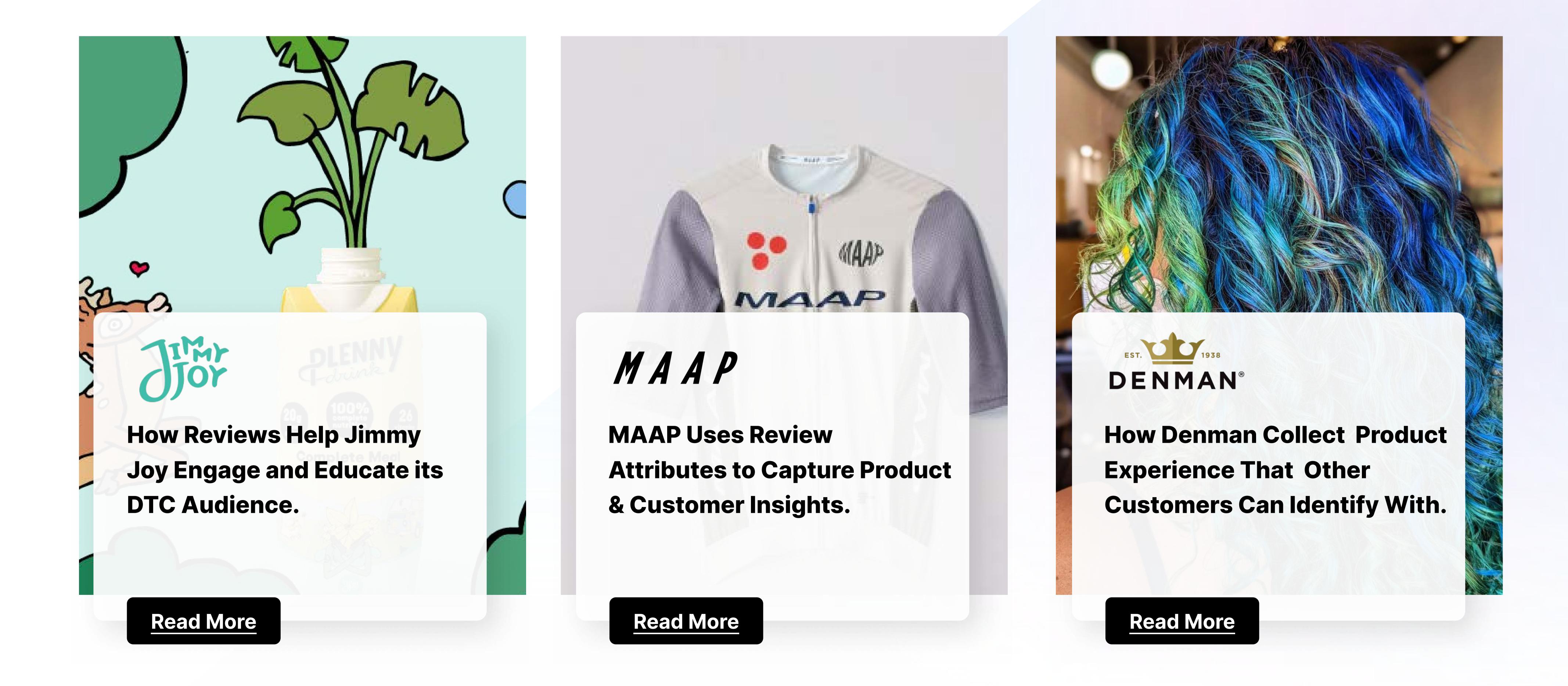
Combine context, authenticity and inspiration for high converting review content.

We need to be able to continue to push the boundaries in terms of research and product development. So not having direct access to those reviews and additional data points would be a hindrance.



Success Stories

Attributes give a deeper level of understanding, helping buyers decide if a product really suits their individual needs, whilst providing brands the sentiment of what works and what doesn't.





MAAP MAAP

| Comfort: | | |
|--------------|--|-----------|
| Performance: | | |
| Fit: | | |
| Runs Small | | Runs Larg |