

# TurnTo beats Bazaarvoice & PowerReviews for Social Q&A on eCommerce sites

*TurnTo “Ask Owners” generates more, faster social answers, by far*

To date, Q&A on eCommerce sites has been largely a tag-along application to customer reviews. The model has been geared more towards customer support than providing a true social experience between shoppers and customers, producing few, slow social answers.

TurnTo has developed a new approach to eCommerce Q&A called “Ask Owners” that reliably delivers many, fast answers to shopper questions – from customers who really bought the products. Not only does this provide a great resource for shoppers, it deepens a store’s relationship to its customer base and generates substantial UGC, with significant SEO benefits.

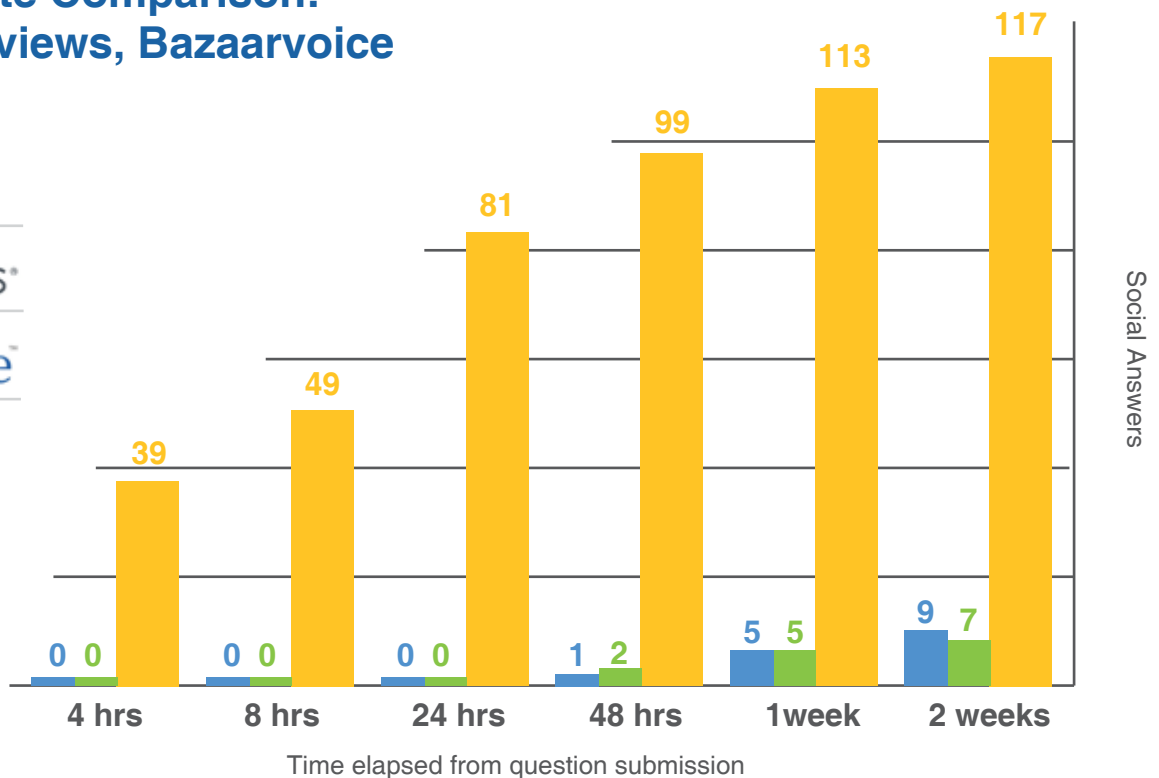
To measure the difference between the TurnTo approach and that provided by the leading customer reviews vendors, Bazaarvoice and PowerReviews, we conducted a simple test. We asked 16 shopper questions on a range of sites with Q&A powered by TurnTo and each of these other vendors, and we tracked the answers. We tried to keep the playing field level – see the back for details.



## Social Answer Rate Comparison: TurnTo, PowerReviews, Bazaarvoice



16 shopper questions asked per vendor – 4 questions on each of 4 eCommerce sites, 1 site per vendor in each of 4 verticals: outdoor gear, fashion, kitchenware, photography gear. Similar/identical questions asked about similar/identical items in each vertical. Sites varied in size, but total traffic of the Bazaarvoice and PowerReviews sites was larger than the TurnTo sites.





# Methodology

In our test design, we tried to keep the playing field level. We asked general questions that could easily be answered by anyone with experience with the product. We tried to ask the identical question about identical products wherever possible. Where not possible we tried to pick featured items on the Bazaarvoice and PowerReviews sites likely to have high traffic and have been purchased many times (no new arrivals items were used). We tried to pick sites where the Bazaarvoice and PowerReviews Q&A tools were implemented in a highly visible way on the page. That meant that the PowerReviews and Bazaarvoice sites were not always the largest in each vertical (in particular, in the photo gear category), but more often than not, the Bazaarvoice and PowerReviews sites had far more traffic than the TurnTo sites, and they did so in aggregate. We checked the item page where each question was asked at exactly the specified intervals and counted posted answers. We also provided our email address with each question asked and counted answers received by email - the Bazaarvoice and PowerReviews stores often emailed answers well before those answers appeared on the sites, in some cases even before the questions appeared on the sites. None of the sites were alerted in any way about this test. All questions were submitted on Wednesday, August 10, 2011 between 9am and 11am eastern time.

## TEST SITES

Retail Sector	TurnTo	PowerReviews	Bazaarvoice
Outdoor Gear	SunnySports	Sierra Trading Post	Bass Pro Shop
Fashion	GoJane	Johnston & Murphy	Bluefly
Kitchenware	KitchenwareDirect	Hayneedle	Walmart
Photography Gear	Adorama	Abes of Maine	Cameras Direct

## STAFF ANSWERS

We also tracked answers from store staff. At the end of the two week test period, the questions on PowerReviews sites received a total of 10 staff answers vs 7 social answers. The questions on Bazaarvoice sites received a total of 5 staff answers vs 9 social answers. No staff answers were received on the TurnTo sites - note that 15 out of 16 questions on TurnTo sites received at least 1 social answer within 24 hours.



Find the full report at [www.turntonetworks.com/Social-Answers-Comparison](http://www.turntonetworks.com/Social-Answers-Comparison)

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