

# Inside Nike's Strategic Partnership with TurnTo



“The TurnTo team always follows through. Even at the very beginning, they made themselves available to attend all of my training sessions for our internal teams.”

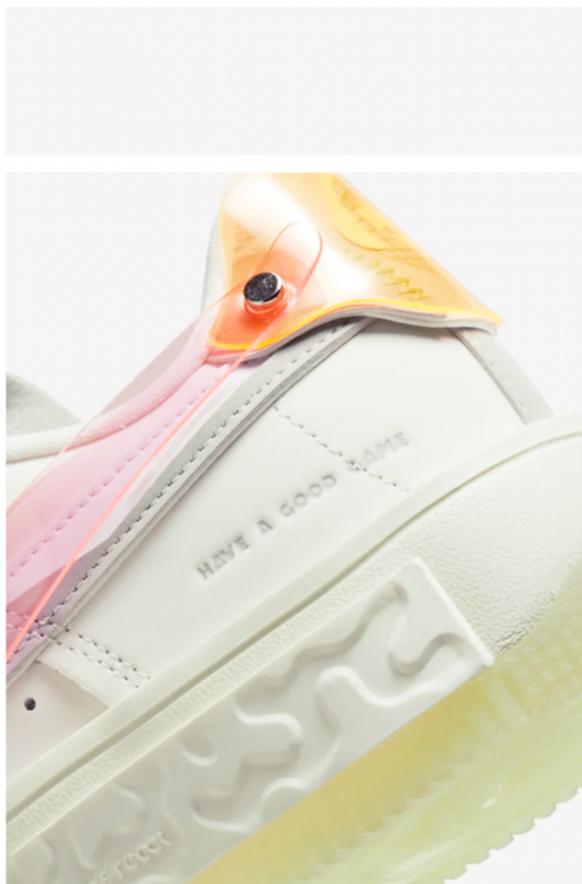
-Carmelina Cafarelli

Digital Experience Manager, Global Digital Flagship at Nike

Nike's prowess in the athletic industry has been established over decades, with the multinational corporation now selling apparel, equipment, accessories, and services in addition to its renowned footwear. Boasting a dedicated brand community, the brand needed an efficient customer feedback solution that captured customer sentiment for its wide variety of products that could also provide merchandising insight for the global organization. To gain deeper sentiment analysis from its passionate community of customers and further grow as the world's most community-driven brand, Nike chose TurnTo as their strategic partner.

## TurnTo's Commitment to a Strategic Partnership

Nike values TurnTo as a strategic partner to streamline review management, but also as a trusted resource to help create and build the brand's visions from the perspective of the community. Through multiple communication channels and fastidious attention to detail, the TurnTo team ensures that Nike's review insights and review coverage are providing best-in-class insights to the team.



★★★★★ 4.5 Stars

[Write a Review](#)

Great shoe

★★★★★ D O. - Nov 28, 2021

Great product fits nice and is very comfy. Love all the different attachments that come with it.

Awesome shoes

★★★★★ danelap147858073 - Nov 23, 2021

Great shoes. Super comfy and stylish. I ordered my usual Nike size 6 and it fit perfect. I love them and the extra stickers is a plus

Perfect purchase

★★★★★ K E. - Nov 22, 2021

Best purchase of my life 🙌🙌🙌🙌 Love colors , style, everything ! Hope to get more like this soon 🥰🥰

TurnTo team members act as strategic advisors to Nike, working with the team to build a long-term roadmap focused on improving review quality, quantity, and experience across various channels and brand touchpoints.

## A Customized Approach to the TurnTo Platform

Nike takes a unique approach to TurnTo's customer feedback platform, capitalizing on custom integrations and measurement strategies to enhance review collection from top sellers and review generators via custom reports. These custom reports provide critical insight for Nike's design and merchandising teams helping to tie customer feedback as directly to product innovation as possible.



Nike Air Force 1 '07

\$90

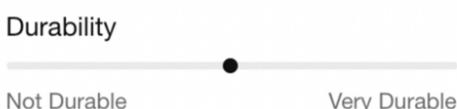
★★★★★

1,252 REVIEWS



**"We are relying on the custom dashboards that TurnTo built to inform community-driven business decisions. We always had a vision of the insights we wanted to glean from our customer feedback, but TurnTo helped bring that vision to life. And even since launching, they've enhanced the dashboards to help us gain even more insight."**

★★★★★



### Love Them!

Saw that they ran big! So grabbed a size 7 instead of the 7.5 and the 7 fit right at the tip but not tight, 7.5 would of been probably to big! Love them I can't wait to wear them.



March 27, 2020 - CeliaM391129502 - Turlock, CA, US  
Use for: Everyday wear

👍 7   🗑️ 0   🚩

These custom dashboards help to connect valuable product feedback to core ecommerce metrics both quantitatively and qualitatively. For example, the TurnTo dashboards enable the Nike team to gain visibility into reviews on-site in different languages, quantify review syndication success, and track weekly ratings over time. Managing and analyzing this review data gives the team a way to convey the significance of customer feedback to other departments within the company.

“Before using TurnTo, if our internal team wanted to get a gauge of what consumers were saying, they had to look through disparate sources to try to find answers. In our partnership with TurnTo, the dashboard has been very valuable and it’s a very efficient way for our teams to look at the data.”

## Maximizing Review Coverage and Visibility for Brand Growth

Upon partnering with TurnTo, Nike was looking to increase review coverage and visibility to the brand team. Using review-driven data and customer sentiment gathered through TurnTo, Nike is able to improve its greater product strategy and consumer experience both online and in-store.

“TurnTo enables a high level of visibility to the team, which we share cross functionally. Our product, merchandising, and brand teams can use those insights to understand what customers are saying as well as to plan future offerings.”

Nike continues to enhance its review collection and management strategies, and appreciates the TurnTo team’s dedication to helping the brand’s team design, develop, and create a long-term community feedback strategy.