



**SUBTA**  
Subscription Trade Association

## On the menu today:

- Why is UGC important for your Subscribers?
- What makes Yotpo unique?
- Ideal Customer Demographics
- Plans, Platforms & Process

YOT  
PO.

CAMPSAVER

STAPLES

BURTON

MVMT

esurance

DAKINE



GoPro.  
Be a HERO.

# More Than 70,000 Businesses Worldwide Use **Yotpo**

From growing brands like Tile, Esurance and Adore Me  
to established enterprises like Staples and GoPro.

puravida  
bracelets

VANITY PLANET

TYR

leesa

ADORE ME

EVERLAST

AWAY

HH  
HELLY HANSEN

tile

Red Bull

YOT

PO.

PO.

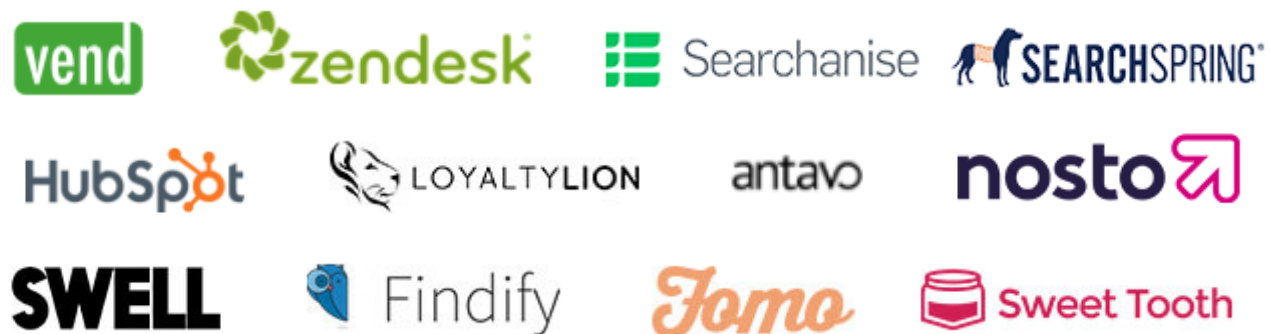
SUB

## Yotpo partners with the best Platforms

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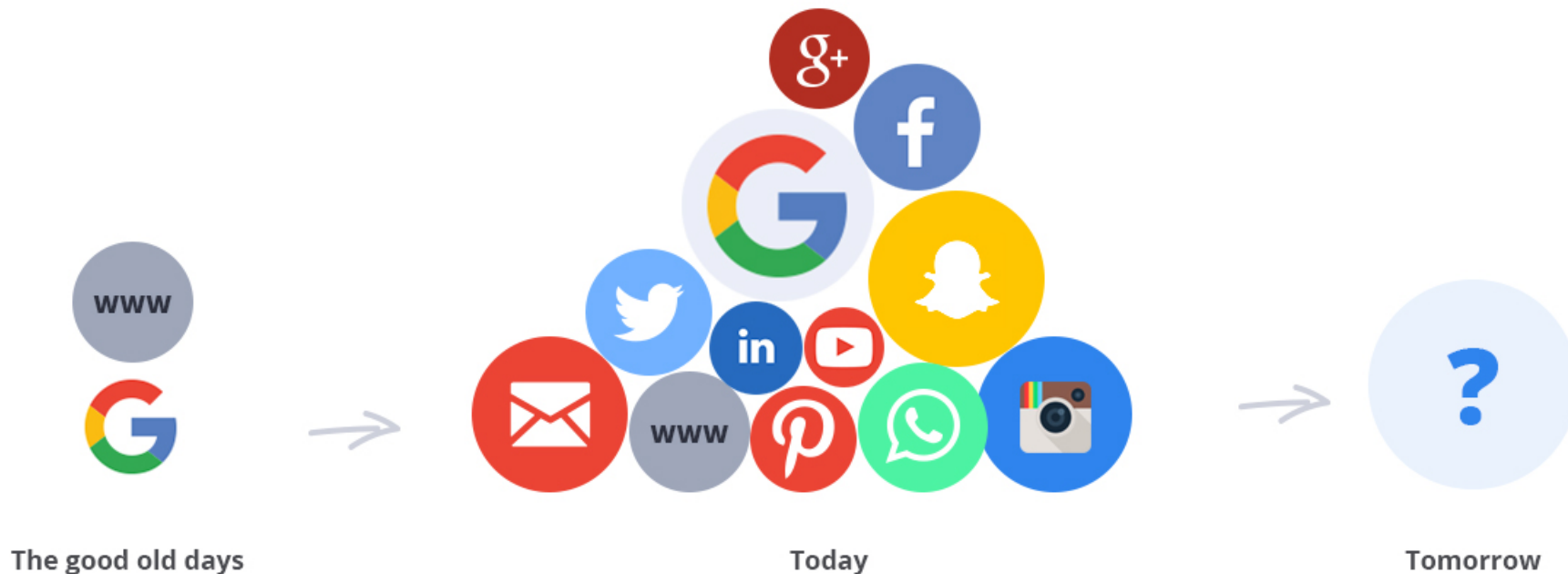
## And integrates with the best apps





# Marketing to Consumers is Impossible

Your customers are everywhere, and it's not slowing down.  
There are too many channels to optimize, too many social networks to be on,  
too much content to create, and there's not enough time.



## People are sick of being marketed to:

- They want real interactions with the brands they love.
- They want relationships beyond sales.
- They want experiences, not transactions.
- And most importantly, **they want to hear from other people, not brands.**

# Why market with UGC?

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**Authentic**



**Scalable**



**Drives sales**

**Happy customers are your best marketers.**

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# User-generated content impacts your sales whether you realize it or not.

Your shoppers are seeking out customer reviews, photos, and other user-generated content (UGC) to inform their purchase decisions.



## Why is **UGC** important?

32%

Of website visitors  
Interact with UGC

55%

Of converted customers  
Interact with UGC

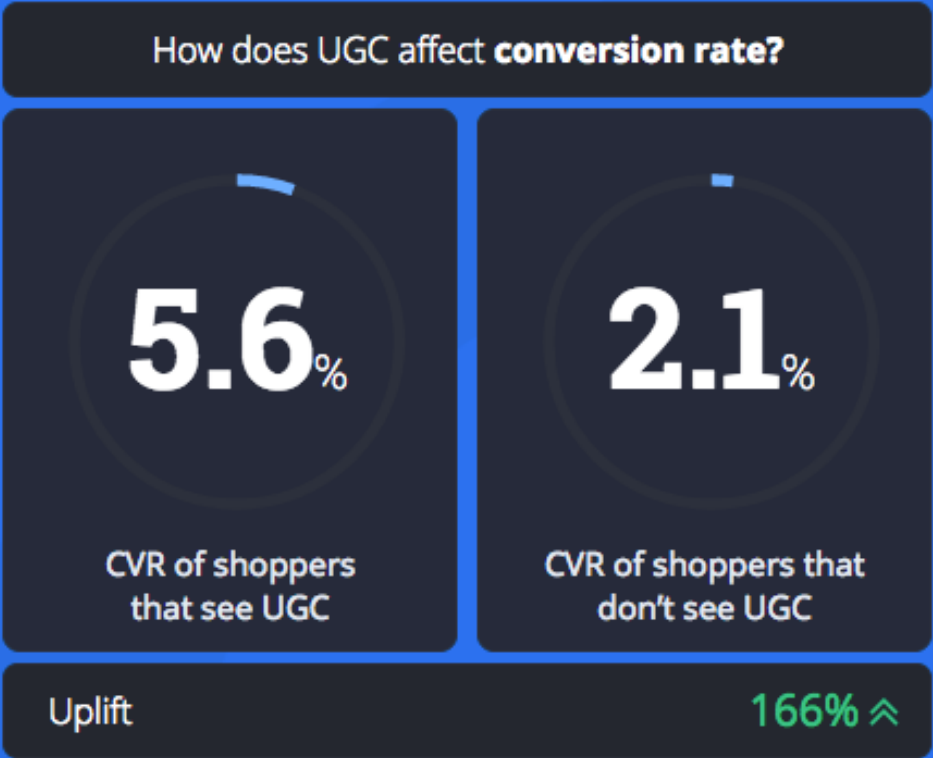




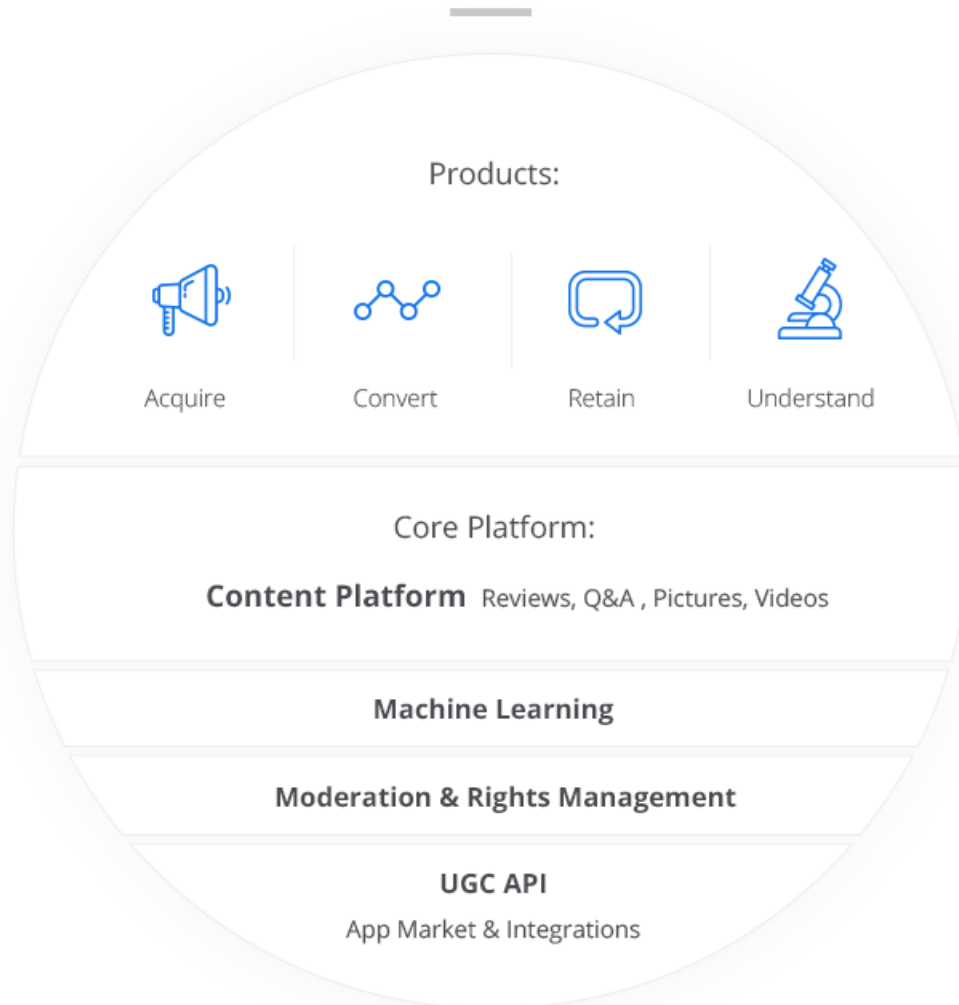
# UGC is worth too much to ignore.

It's no longer enough to just display some great reviews on your site or hope that customers tag you on Instagram when they upload a picture of your product.

To maximize ROI, you need to build a data-driven strategy.



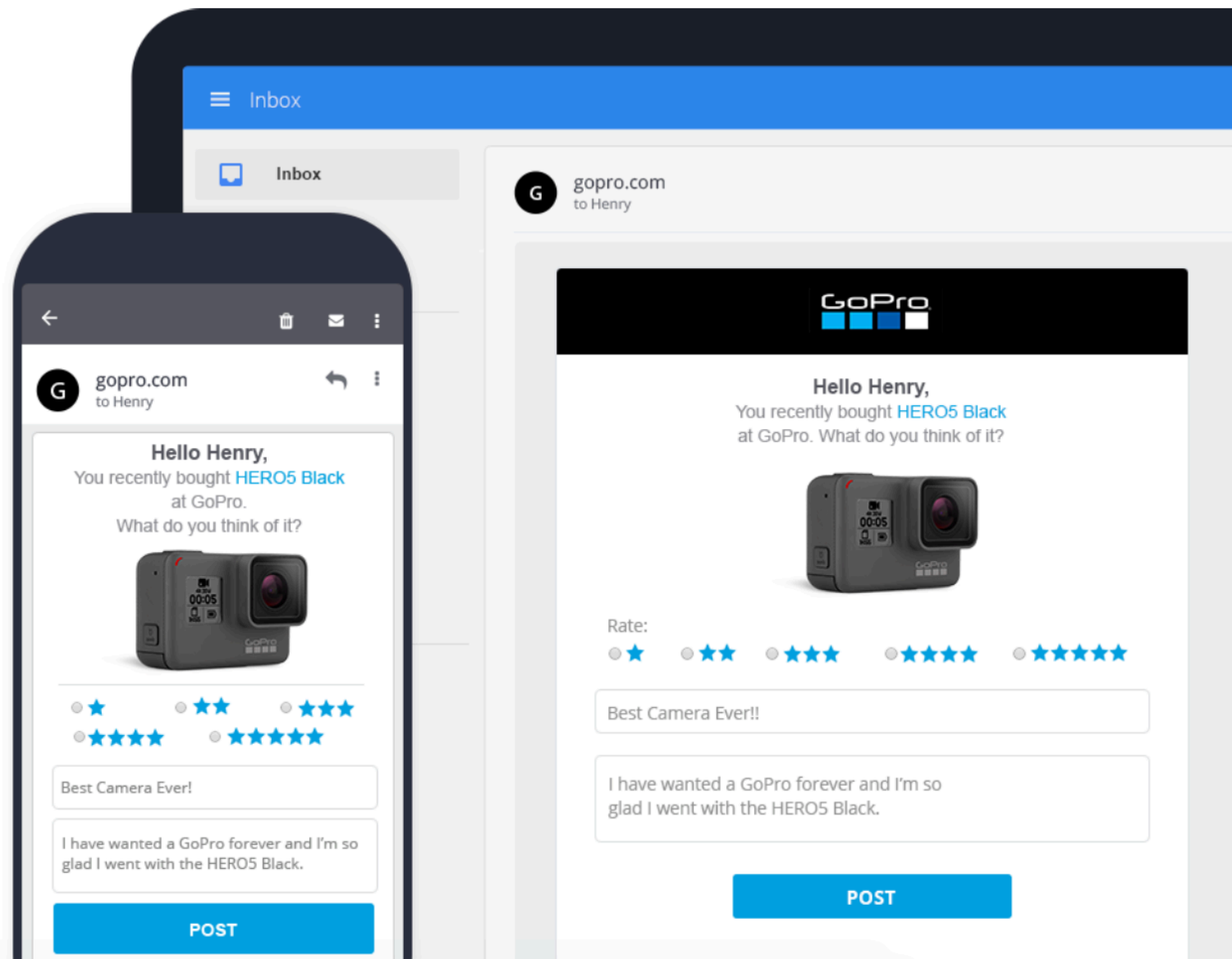
# Complete User-Generated Content Marketing Platform



## Turn Happy Customers into Your Best Marketers

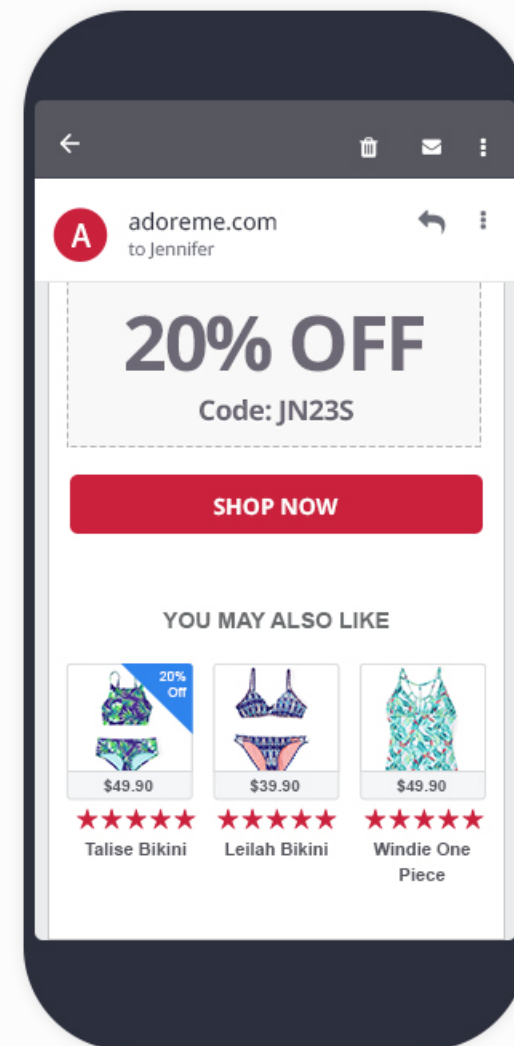
With Yotpo, it's easy for customers to submit reviews, photos, Q&A, and other content.

Our highly customizable requests ask in the right way, at the right time, to make content collection as easy and frictionless as possible.



## Convert customers and bring them back, **time and time again**

Yotpo's suite of retention tools, like coupons and upselling, makes it easy for you to bring your hard-earned customers back to your site.



PERSONALIZED  
STYLE SERVICE

For Girls

SIZES 4-14

A CUSTOM FASHION BOX  
OF HEAD-TO-TOE OUTFITS

HAND-PICKED & DELIVERED FREE!



GET STARTED



3419 Customer Reviews

Powered by 




AVERAGE  
**\$89**/BOX



With fully customizable CSS, the Reviews Widget can be designed to fit any branding. Plus, it can include all types of content, including reviews, Q&A, comments, photos, custom questions, & more.

- 1 Custom Review Forms
- 2 Q&A
- 3 Buyer Verification
- 4 User-Generated Photos



MEN'S ALL MOUNTAIN SNOWBOARD

## Star Wars Burton Darkside Snowboard

\$649.95

Add To Cart

★★★★★ 546 Reviews

★★★★★ 546 Reviews

Reviews (342) Questions (42)

1

Design

Comfort


Speed

Weight

WRITE A REVIEW

ASK A QUESTION

Sort: Newest ▾



Rob G. Verified Buyer

★★★★★

Great Product!

Looks stellar, feels responsive, and is overall a great buy.

2

Design

Comfort


Speed

Weight

3


05/01/16

4



Share

Was This Review Helpful? 🍌 51



Jill B. Verified Buyer

★★★★★

The Force is Strong with this Board!

Design

Comfort

Speed

Weight

05/01/16

# Yotpo's Google Partnership

**Rise to the top of paid and organic search results.**

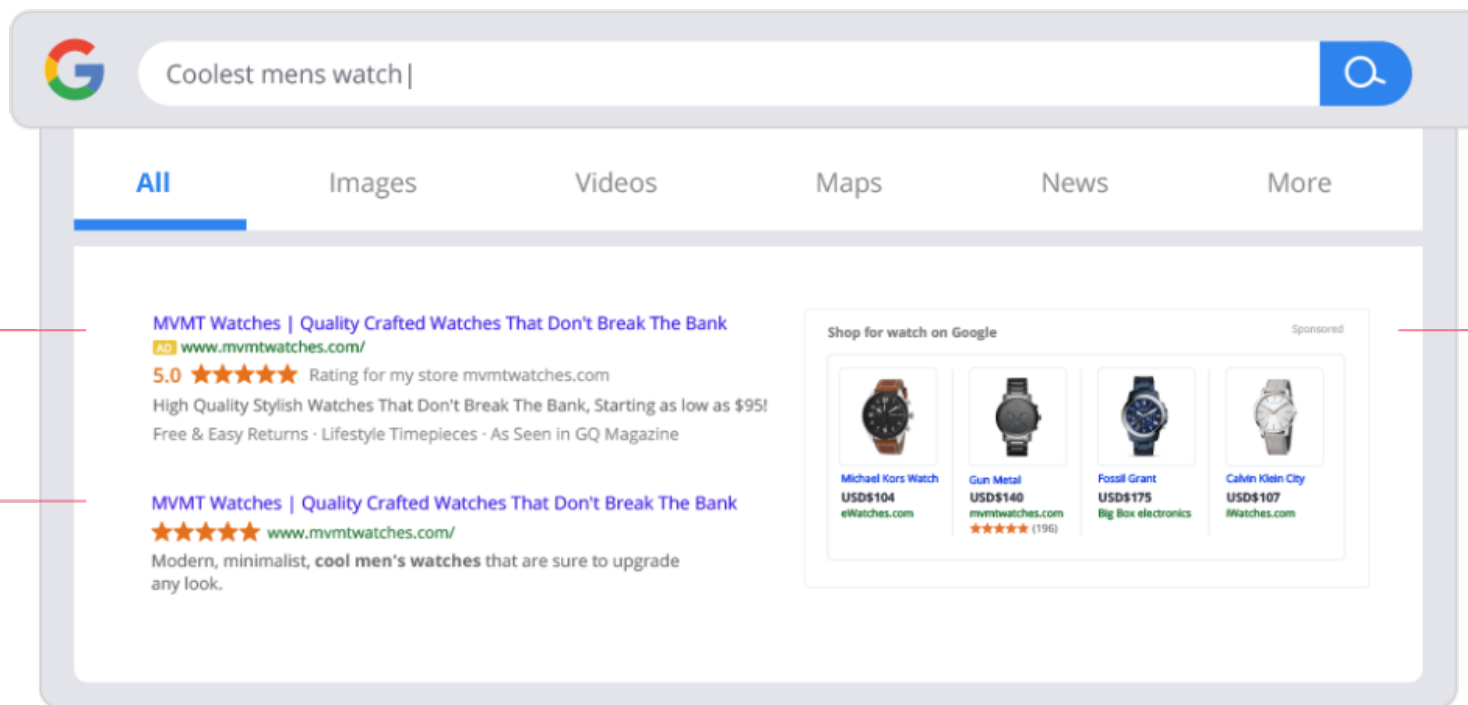
Our certified partnership with Google gives you multiple ways to improve results from paid and organic search.

## Google Seller Ratings

Add reviews to your Ad Words campaigns which gives you 17% higher click through rates.

## SEO & Rich Snippets

In-Line SEO opens your site up to thousands of new, long-tail keywords plus adding ratings into rich snippets is proven to increase CTR.



## Product Listings Ads

Injecting reviews into PLA's increases click through by 24% which decreases Cost Per Acquisition.



pura vida subscription box



All

Images

Videos

News

Maps

More

Settings

Tools

About 926,000 results (0.92 seconds)

### Pura Vida Monthly Club | Pura Vida Bracelets

<https://www.puravidabracelets.com/products/pura-vida-monthly-club> ▼

★★★★★ Rating: 4.9 - 6,776 votes - US\$14.95 - In stock

Each month, you'll receive 3 exclusive bracelets (up to \$50 value) that are only available to **Pura Vida** Club members. ... Stay ahead of the trends and mix it up with a new surprise pack each month! ... No coupon codes valid on the **Pura Vida** Monthly Club.

### Pura Vida Bracelets Club – July 2017 Spoilers! | My Subscription ...

[www.mysubscriptionaddiction.com/.../pura-vida-bracelets-club-july-2017-spoilers.ht...](http://www.mysubscriptionaddiction.com/.../pura-vida-bracelets-club-july-2017-spoilers.ht...) ▼

Jul 12, 2017 - Check out the spoilers for the July 2017 **Pura Vida** Bracelet Club! ... The **Subscription Box**: **Pura Vida** Bracelets Club. The Cost: \$14.95.

### Pura Vida Bracelets Club Subscription Review – April 2017 | My ...

[www.mysubscriptionaddiction.com/.../pura-vida-bracelets-club-subscription-review-a...](http://www.mysubscriptionaddiction.com/.../pura-vida-bracelets-club-subscription-review-a...) ▼

Apr 19, 2017 - Check out my review of this new **subscription box** from the **Pura Vida** Bracelets Club!

### Pura Vida Box - Home | Facebook

<https://www.facebook.com/puravidabox/> ▼

**Pura Vida** Box. 262 likes. A Costa Rican inspired monthly **subscription box** of mind, body and soul. Use code SUMMER25 for 25% off!

### Pura Vida Monthly Club - Hello Subscription

<https://boxes.hellosubscription.com/subscription-box/pura-vida-monthly-club/> ▼

**Pura Vida** Cyber Monday Deal: 50% Off Entire Order + Free LE Bracelet + ... **Pura Vida** Monthly Club August 2016 **Subscription Box** Review + Shop Coupon!



cute bracelets subscription box



All

Images

Videos

News

More

Settings

Tools

About 16,000,000 results (0.61 seconds)

## Pura Vida Monthly Club | Pura Vida Bracelets

<https://www.puravidabracelets.com/products/pura-vida-monthly-club> ▼

★★★★★ Rating: 4.9 - 6,776 votes - US\$14.95 - In stock

Each month, you'll receive 3 exclusive **bracelets** (up to \$50 value) that are only available to Pura Vida Club members. ... Stay ahead of the trends and mix it up with a new surprise pack each month! ... No coupon codes valid on the Pura Vida Monthly Club.

## 10 Best Jewelry Subscription Boxes to Try This Month - Urban Tastebud

[urbantastebud.com/best-jewelry-subscription-boxes/](http://urbantastebud.com/best-jewelry-subscription-boxes/) ▼

Thanks to these jewelry **subscription boxes**, you can now get a box of ... Coupon / Buy Now: [CLICK HERE](#) to join the Pura Vida Monthly **Bracelet Club** and get ...

## Images for cute bracelets subscription box



→ More images for cute bracelets subscription box

Report images

## Bracelet Subscription Boxes - Hello Subscription

<https://boxes.hellosubscription.com/subscriptions/bracelet-subscription-boxes/> ▼

Make your daily outfits stand out even more by wearing a beautiful **bracelet** from one of these **Bracelet Subscription Boxes**! From fun and funky **bracelets** you can ...

# Leverage Yotpo's Facebook Partnership

- **Social Share**

Allow your customers to share their great reviews to create a new marketing channel for your brand

- **Facebook & Instagram Ads**

Leverage UGC in your ads through our integration, proven to increase CPC and reduce CPA

- **Post Your Best Reviews**

Nothing sells like word of mouth. Automatically push your best reviews as timeline posts to drive social traffic back to your site





[Marketing on Facebook](#)[Industries](#)[Inspiration](#)[News](#)[Create advert](#)[Create a Page](#)

Success Story

## Making reviews go social

Tech startup Yotpo has developed a tool that combines Facebook with reviews and offers brands a powerful advertising opportunity.

4X

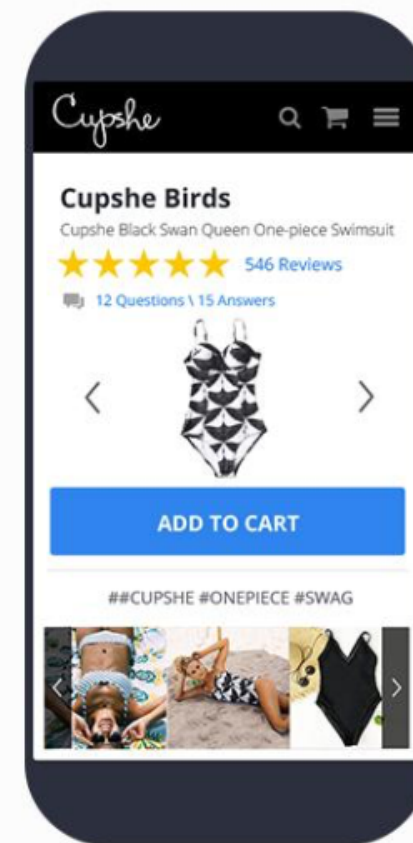
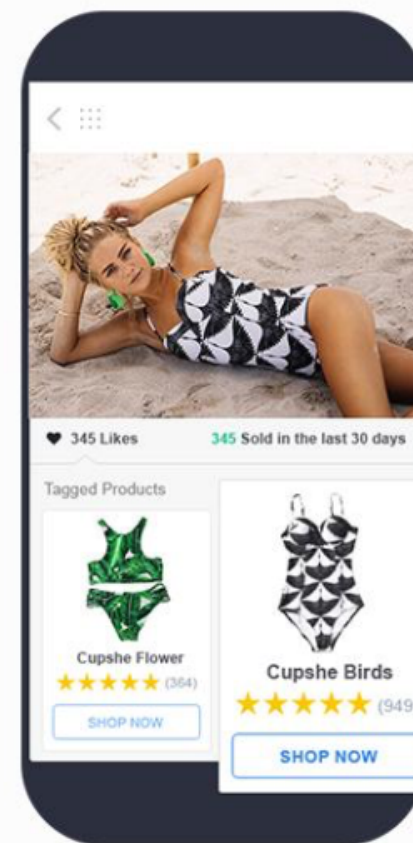
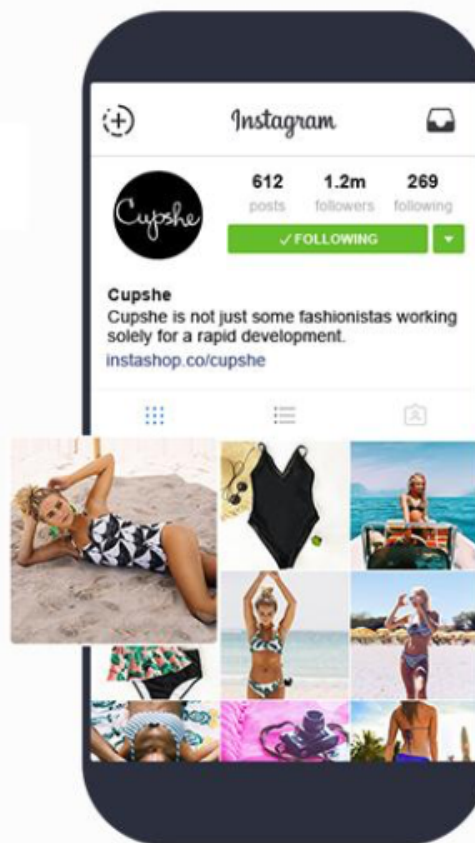
higher click-through rate for review-based ads

50%

drop in cost per acquisition on ads with reviews

# Increase Conversions from Instagram

A shoppable Instagram feed lets followers buy the products in your posts.



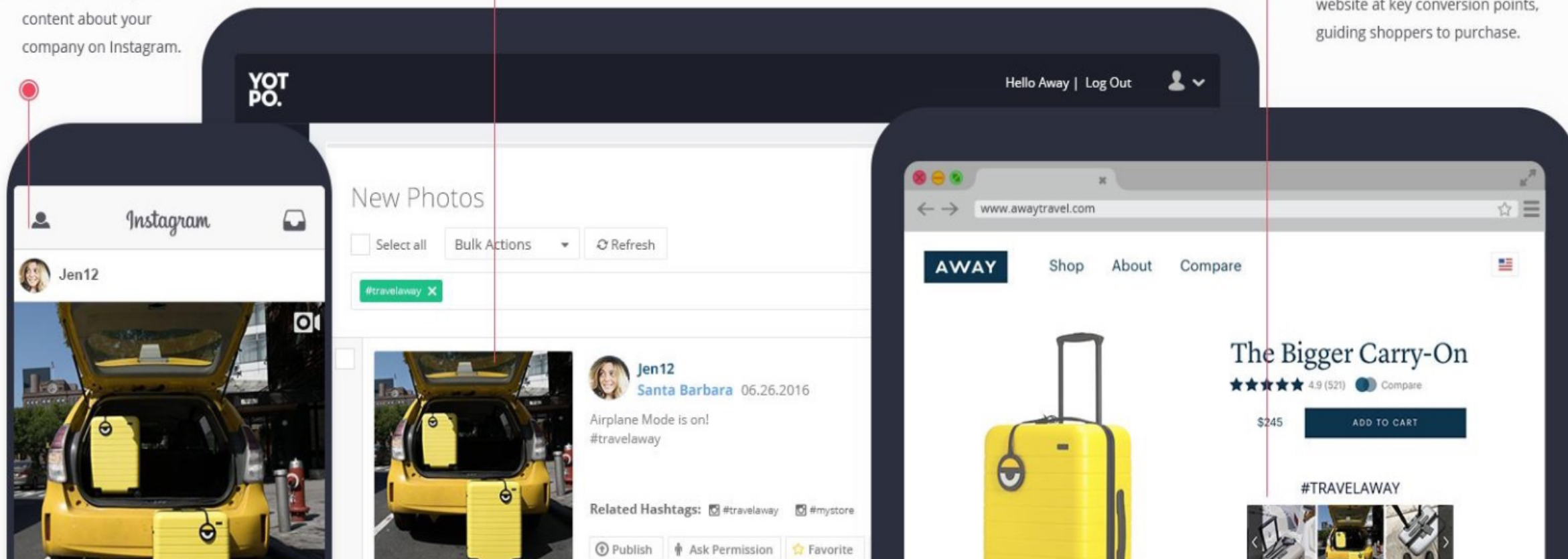
# Curate photos from Instagram

Yotpo's fully integrated discovery and rights management platform makes content curation more powerful and easier than ever.

1. Your customers post content about your company on Instagram.

2. Search and tag this content in the Yotpo Dashboard by #hashtags or username.

3. Publish this unique content on your website at key conversion points, guiding shoppers to purchase.





CREATE HER STYLE PROFILE



# KIDPIK MOMS REVIEWS

★★★★☆ [3419 Customer Reviews](#)





Kidpik

Shop Now



Adrianne G. Verified Buyer

08/12/17

**Super Fun Experience!**

My daughter was so excited to receive her first Kidpik box and it did not disappoint! She loved almost everything. It was nice to let her try them on and decide on which items to keep and which to send back. Overall, the stylist did a great job based on her profile. We sent back a couple items and it was a piece of cake! Can't wait for the next box! PS. Also can't wait for them to do this for boys too!

Share |

1 0





# Campus Protein Increases Checkouts by 29% Using Customer Photos



Industry: Nutrition Supplements

Location: New York, NY

Favorite Yotpo Feature: Yotpo Ads

29%

Increase in  
Checkouts

3


Photo Types  
Published




200+



Published Customer  
Photos

# Campus Protein Increase Checkouts

By 29% Using User Generated Photos

**CAMPUS  
PROTEIN**







FAQ    CART







**FUEL**  
Campus Protein  
★★★★★ 71 Reviews  
4 Questions \ 4 Answers  
**\$ 26.99**

Qty  
1 **ADD TO CART**

Photos from #TeamCP



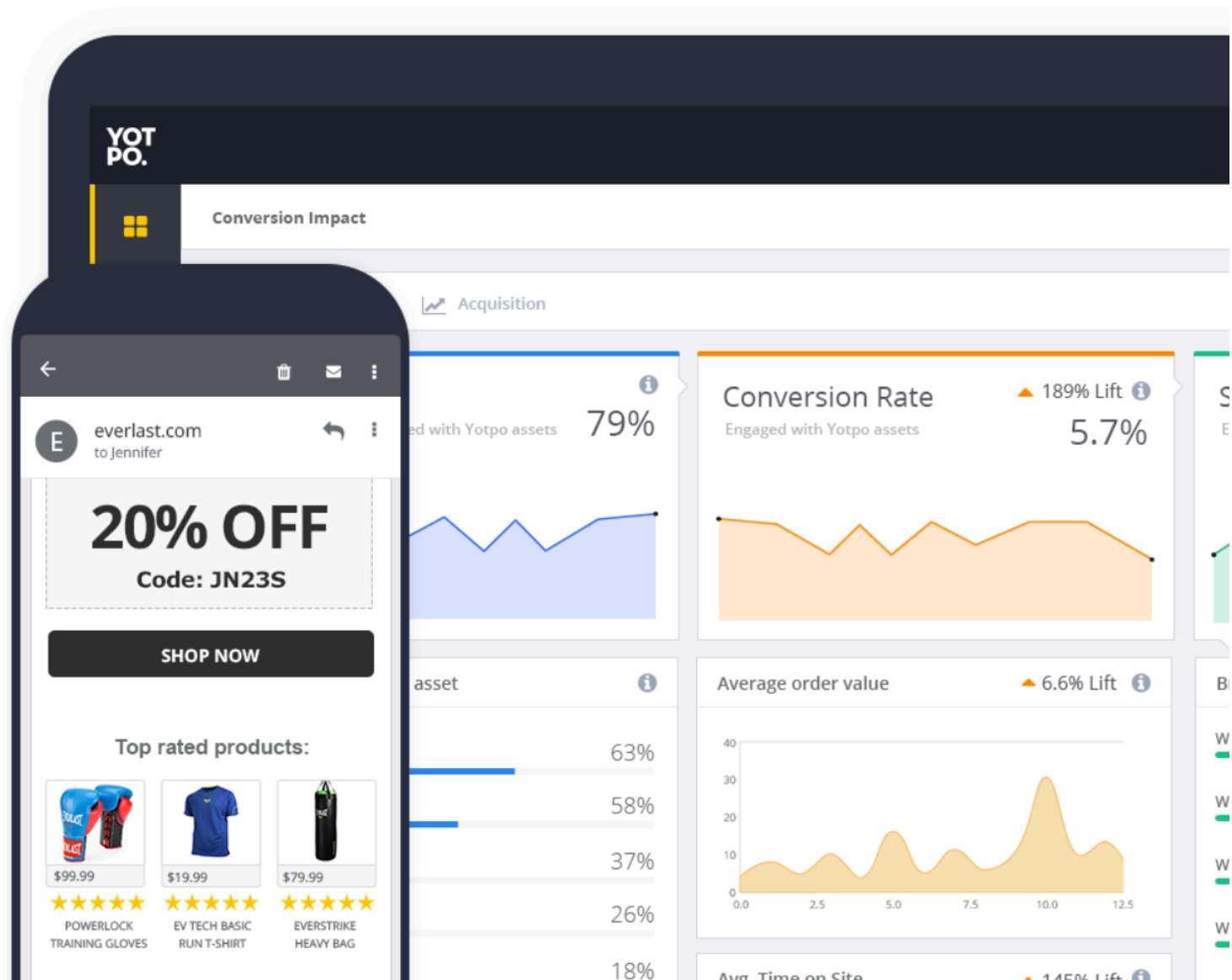
OTHER CUSTOMERS WERE INTERESTED IN



# ROI from Yotpo

Bring in more revenue.

- **Increase site traffic** with In-Line SEO
- **Increase conversion rate** with Social Proof
- **Reduce Paid Acquisition** Cost by increasing Ad Quality Score
- Encourage **Coupons** for reviews and sharing
- **Upsell** with suggested products
- **Analyze** your products and profits



# What we recommend for SUBTA clients

Optimize every part of the funnel:



## Acquire

Social Push  
Yotpo Ads  
Rich Snippets  
Google Seller Ratings & PLA  
In Line SEO



## Convert

Reviews Widget  
Dedicated Testimonials Page  
Questions & Answers  
User Generated Photos  
Social Curation



## Retain

Promoted Products  
Coupons  
Questions & Answers



## Understand

Analytics Dashboard  
Photos Dashboard

# Thank You!

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Gdeitsch@Yotpo.com

