



SUCCESS STORY

Einhell

Einhell uses product reviews to influence DIY product purchases

The way consumers buy DIY products is changing. Spending on home improvement supplies online is increasing, and shoppers today want more content that helps them with their home improvement projects.

According to a recent Bazaarvoice survey of 4,200 European consumers, 62% of German respondents want to carry out decorative renovations like painting or shelving, and 90% plan to invest in DIY projects this year. To find the right products for these projects, many turn to friends, family, and consult brand and retailer websites for product information. This online research includes reading product reviews from fellow consumers for guidance.

Einhell, a German manufacturer of professional power and garden tools for heavy and light DIY enthusiasts and hobby gardeners, has optimized its digital strategy to address the changes in shopper behavior and reach more customers using Bazaarvoice Ratings & Reviews and Questions & Answers.

“In addition to the product details, reviews are particularly relevant to 85% of our customers, thus influencing the decision-making process. The reviews offer our customers another platform to learn about our products,” said Uwe Glöckner, Head of Marketing - Brand Management at Einhell.

AT A GLANCE

Challenge

Address the changes in shopping behaviors among DIY consumers who seek more trustworthy content from other shoppers.

Solution

Utilize UGC to create compelling and informative shopper experiences, while helping guide shoppers with opinions of like-minded peers.

Benefit

A large number of reviews and questions and answers UGC on the brand and retail sites that gives consumers the confidence to buy Einhell products.

Featured Solutions



Ratings & Reviews



Questions & Answers

1,300

REVIEWS DISTRIBUTED
TO MORE THAN A DOZEN
RETAIL SITES IN THE
BAZAARVOICE NETWORK

Einhell has collected more than 2,500 reviews across hundreds of products on its own site and distributed more than 1,300 reviews to more than a dozen retail sites. The Bazaarvoice Network allows brands to automatically share the reviews they gather with retail sites using syndication. This means brands can increase review volume and give customers access to even more of the authentic content they want and trust wherever they shop. More than half of all reviews of Einhell products on these retail sites are sourced from syndication from the brand.

In addition, more than 5,500 questions have been submitted by shoppers on the brand's site. Allowing shoppers to ask questions gives Einhell the opportunity to engage directly with the customer by providing an expert answer, giving further information and helping shoppers in their decision-making. Equally, other customers can also see the brand's responses and get the critical of information they need to finalize a purchase.

These questions also identify opportunities to improve multiple areas of the business, including tweaks to products based on feedback directly from customers.

"Questions we see frequently serve as suggestions for improvement, including for packaging and instructions," said Glöckner.

Decorating or renovating can be daunting for many people. As more DIY shoppers go online and seek opinions of like-minded peers, Einhell succeeds by utilizing voice of the customer content to create compelling and informative shopper experiences.



In addition to the product details, reviews are particularly relevant to 85% of our customers, thus influencing the decision-making process.

Uwe Glöckner

Head of Marketing - Brand Management,
Einhell



COMPANY PROFILE

Home & Hardware

CLIENT SINCE

2016

ABOUT THE COMPANY

Einhell is a German manufacturer of professional power and garden tools for heavy and light DIY enthusiasts and hobby gardeners.

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