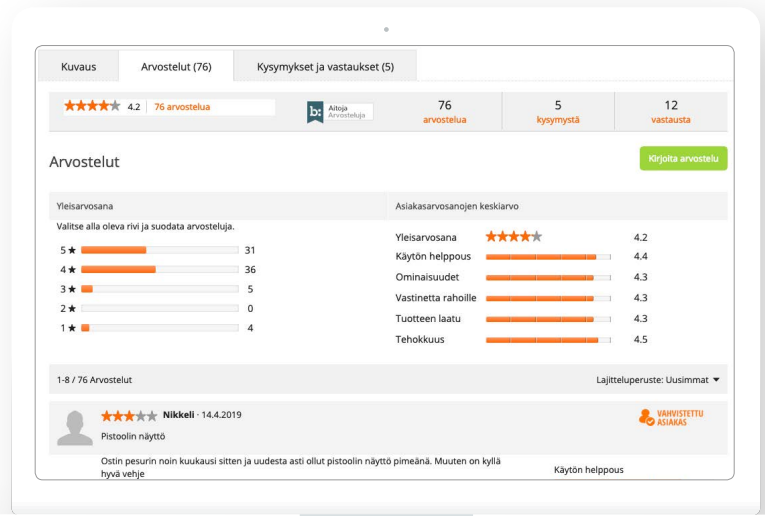


SUCCESS STORY

# Netrauta & Taloon



## User-generated content boosts online traffic, sales, and site engagement for Netrauta and Taloon

Giving consumers a better shopping experience is a powerful way for companies to differentiate themselves. Netrauta and Taloon, two of the largest online DIY retailers in Finland, succeed in creating a positive experience by capturing and displaying the opinions of customers to stand out from competitors.

Netrauta.fi and Taloon.com use Bazaarvoice Ratings & Reviews and Bazaarvoice Questions & Answers across their wide range of products, including yard equipment, tools, furniture, interior decorating products, construction materials, electric equipment, and domestic appliances. The result is a better search position, increase in traffic to the site, and more engagement with customers on those sites.

“Bazaarvoice is important partner to us, and we get exactly the content that our customers are interested in,” said Juha Saarinen, Head of Traffic and Analytics at Netrauta.

### HIGH QUALITY CONTENT DRIVES SEO SUCCESS

Organic traffic is the biggest source of new visitors to the sites, and user-generated content plays a major role in the retailers’ high search rankings, which supports the important goal of acquiring new customers.

#### AT A GLANCE

##### Challenge

Stand out from competitors in the DIY retail space

##### Solution

Leverage the voice of the customer across a wide range of products

##### Benefit

An increase in organic search position, lift in conversions, and a more compelling site experience for online shoppers

#### Featured Solutions



Ratings & Reviews



Questions & Answers

# 220%

INCREASE IN CONVERSION  
AMONG VISITORS WHO  
READ REVIEWS ON  
NETRAUTA'S SITE



*Bazaarvoice provides us great solutions to generate fresh and relevant content on our site.*

## Juha Saarinen

Head of Traffic and Analytics,  
Netrauta

“Bazaarvoice provides us great solutions to generate fresh and relevant content on our site,” said Juha. “Rich and SEO-friendly product reviews help us to generate more traffic from Google and the content contributes to a lift in online sales.”

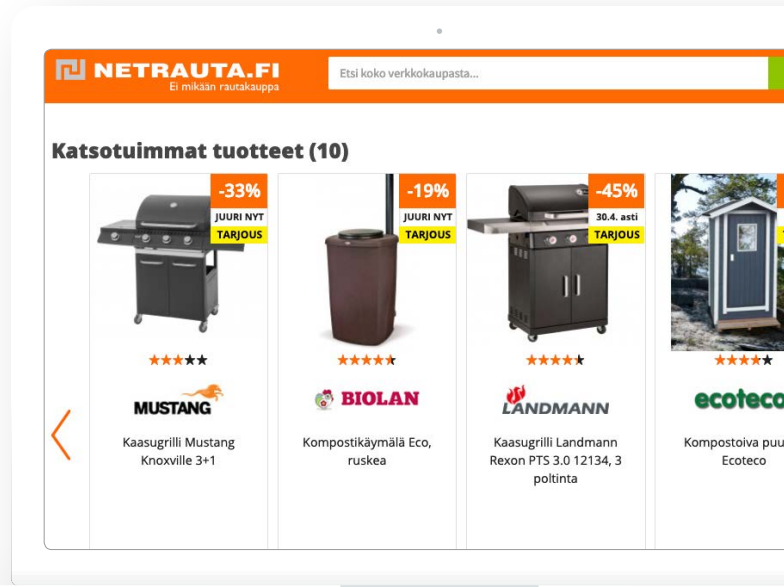
In fact, visitors to the Netrauta site who read reviews are **220% more likely to buy**, and the revenue per visitor is **282% higher**. The impact is similar for Taloon, as those who read reviews on that site are **130% more likely to buy**, and the revenue per visitor is **183% higher**.

## COLLABORATING WITH BRANDS TO INTERACT WITH CUSTOMERS

Netrauta knows the importance of engaging with customers and making sure they have all the information they need to buy the right products and achieves this by ensuring shoppers receive answers to questions they post on the retailer’s product pages.

The retailer partners with suppliers and gives them the ability to answer questions about their own brands’ products on Netrauta’s site.

“Customers asks lots of questions, which our staff didn’t know how to respond to,” said Juha. “And because our product catalog is so wide, we quickly realized that the only option was to get the brands to answer questions themselves.”



A majority of questions are product-specific, and this solution equips Netrauta with an efficient, scalable way to provide shoppers with answers from the suppliers who know the products best.

“We recruited brands to take part in the Bazaarvoice Connections program and demonstrated to them the benefits of the easy-to-use solution for direct conversation with customers. More than 150 brands signed up in one year, and customers got answers straight from the product experts,” said Eeva Latva, User-generated content specialist at Netrauta. “This also contributed to our cooperation with brands, and it’s now easier for us to do other collaborative projects with them.”

As a result, 82% of the more than 8,000 questions posted across products on Netrauta’s site have answers, and the conversion rate is 52% higher among visitors to the site who engage with Q&A.

## CONTINUING TO BUILD ON THE SUCCESS

In recognizing the positive impact of working with Bazaarvoice, Netrauta and Taloon continues investing in the program and even has internal resources now dedicated to its efforts.

“Bazaarvoice offers so many ways to optimize our performance that a dedicated person was an excellent choice for us,” said Juha. “The help that we get from Bazaarvoice is excellent, and we are in contact constantly. We look forward to seeing the results of our strategic partnership, including the sales impact, progress every week.”



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### **Juha Saarinen**

Head of Traffic and Analytics,  
Netrauta



#### **COMPANY PROFILE**

Hardware / Home Improvement

#### **ABOUT THE COMPANY**

Netrauta and Taloon are two of the largest online DIY retailers in Finland.



#### **CLIENT SINCE**

2013

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