

# How RVUpgrades.com uses Product Q&A to:

Reach a Conversion Rate of

**75%**



Increase Lifetime Value by

**2x**



Reduce Support Cost by

**60%**



**RV**upgrades.com

## COMPANY BACKGROUND

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RVupgrades is one of the largest online retailers of RV parts and accessories, providing everything an RV'er needs to outfit their motorhome or camper. RVupgrades' online store ([www.rvupgrades.com](http://www.rvupgrades.com)) has over 10,000 products available and has shipped over a quarter of a million orders.

## THE GOAL

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Increase sales by growing organic search visibility, organic traffic, conversion rates, efficient customer service, and thought leadership (be seen as “THE resource” for product answers).



## THE PROBLEM

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**“ The problem was slow cumbersome emails. After answering a customer we had no database or way of efficiently retrieving the information if the question came up again.”**

Before turning to Q&A, RVUpgrades was using email to respond to customer requests.

Bill (RVUpgrades - President) recognized that if they could answer customer product questions quickly and easily in a way that could position them as an online thought leader, they could be recognized by their current customers as a “go to resource” for RV related information, and also positively impact SEO which would attract new customers. They were also hoping for a silver lining in changing how they were managing their customer questions.

This created an opportunity for a win/win/win if they found the right solution that could establish them as an online thought leader, increase their search engine traffic, and make their answer delivery more efficient. These goals led them to Q&A.

## THE SOLUTION



Product Reviews



Q&A

Integration of product Q&A with Product Ratings and Reviews to achieve their online visibility and organic traffic and conversion goals.

When you combine both Social Proof (Product Ratings and Reviews) with Product Q&A on the product pages, you get a multiplier effect that amplifies trust and conversions.

MaxxAir TuffMaxx Coleman RV A/C Replacement Shroud - White

★★★★★ 13 reviews | 37 answered questions

Price: **\$231.56**

MFG: Maxxair

Availability: In Stock

Q&A

Social Proof

## THE RESULTS



**75%**

actual conversion rate of clients who receive an answer to their question in Q&A



**2x**

in Customer Lifetime Value by adding Q&A to their product pages



**60%**

reduction in customer support and supports costs by adding Q&A.

## THE EVIDENCE

Q&A fuels Google Organic Featured Snippets at the top of search results, which drives more high purchase intent organic traffic and conversions.

Imagine **1000s** of long-tail, high purchase-intent organic search results in **Position 0...**

Above Amazon!

The screenshot shows a Google search interface. The search bar contains the text "How long will an Olympian heater run on a...". Below the search bar, it indicates "About 4,020,000 results (0.62 seconds)". A featured snippet is highlighted with an orange border and a "Beat Amazon!" badge. The snippet title is "around 160 hours". The text of the snippet reads: "According to the manufacturer, on the Olympian Wave 6 heaters maximum heat setting the Wave 3 uses 1/8 lb of propane per hour. A 20 lb tank would last around 160 hours. On it's low setting it uses approximately 1/15 lb per hour so it should run around 300 hours." Below the snippet, there is a URL: "https://answers.rvupgradestore.com › How-long-will-this-... How long will this Olympian heater run on a 20 lb propane tank?". At the bottom of the snippet, there are links for "About Featured Snippets" and "Feedback". Below the snippet, there is another URL: "https://www.amazon.com › ask › questions Customer Questions & Answers - Amazon.com". The text below this URL reads: "On it's maximum heat setting the Wave 3 uses 1/8 lb of propane per hour. A 20 lb tank would last around 160 hours. On it's low setting it uses approximately 1/15 ..."

# 9x The Average Product Page Conversion Rate



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We find that after answering a customer question with an answer that confirms the product is a good fit we generally see an order approximately 75% of the time.”

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We fired up Shopper Approved Q&A on our product pages and it's been amazing for increasing sales.

For more info  
visit [ShopperApproved.com](https://ShopperApproved.com) or call 888-951-7467 ext. 1

