

CASE STUDY

# Revolve LED

Click-through Rate doubled from .7% to 1.4% in one month after getting 100 reviews.

Company Description:

Leader in Green Lighting and Energy Saving Solutions

Category:

Home and Garden Lights



## Goal

Revolve LED was looking for a way to optimize its Google Ads ROI as well as its product and brand organic search results. They also wanted to improve their organic search results (SEO) and online visibility with stars in Google Shopping ads, and capture the top search results for product questions.

## Strategy

1. Install Google **Seller Ratings** from Shopper Approved to capture reviews about the website and the buying experience.

- a. Display those reviews and social proof in organic search results with the Shopper Approved online Review Certificate, and dedicated reviews page on the website.
- b. Display star ratings in the rich snippets within the Google Ads to capture more attention, create more trust, and generate more clicks and traffic.
- c. Establish even more instant credibility by displaying the Shopper Approved review widget and seals on the home page and site navigation.



2. Collect **Product Reviews** from Shopper Approved and display those on the website and the Shopper Approved online Review Certificate and in Google Shopping Paid Ads where possible.

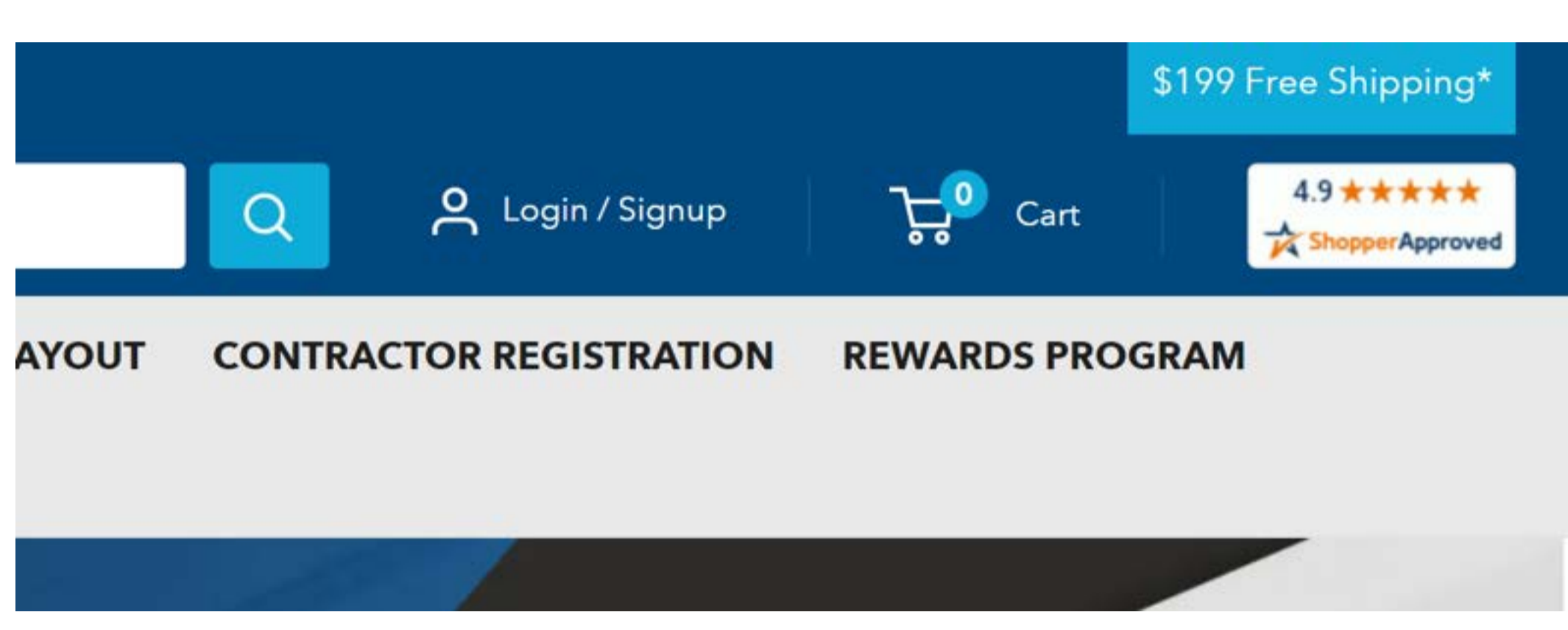


3. Implement **Q&A** from Shopper Approved to allow Shoppers to ask questions about their brand and products and then take those questions and place them on their website to proactively answer other shoppers' product questions as they search their website and search engines.



## Execution

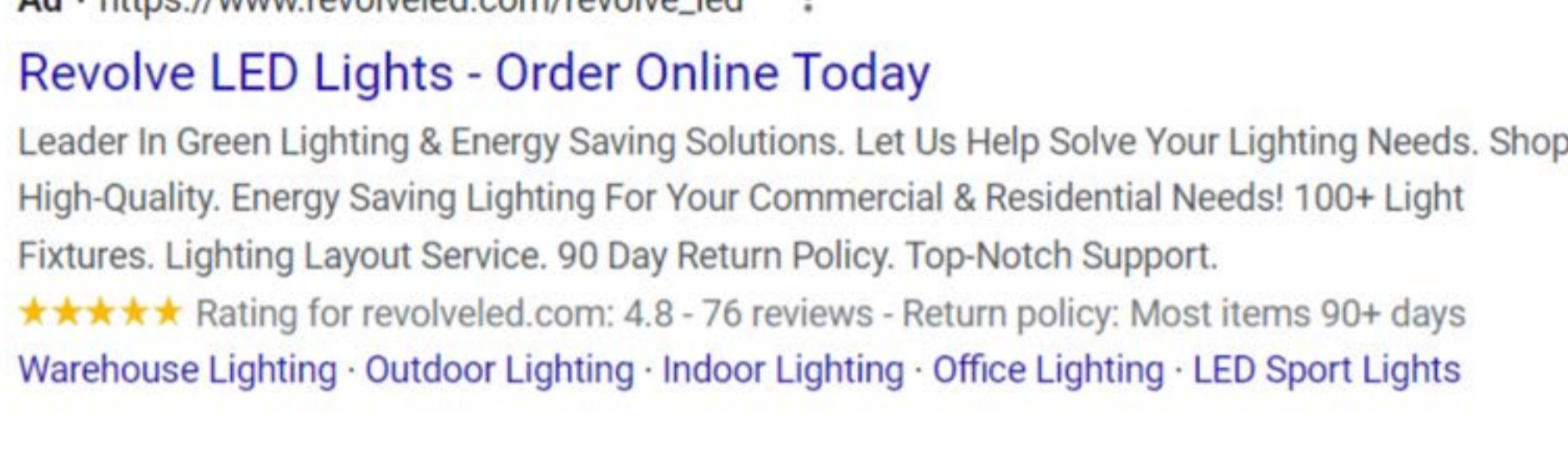
Review seal on the homepage (right top sticky nav):



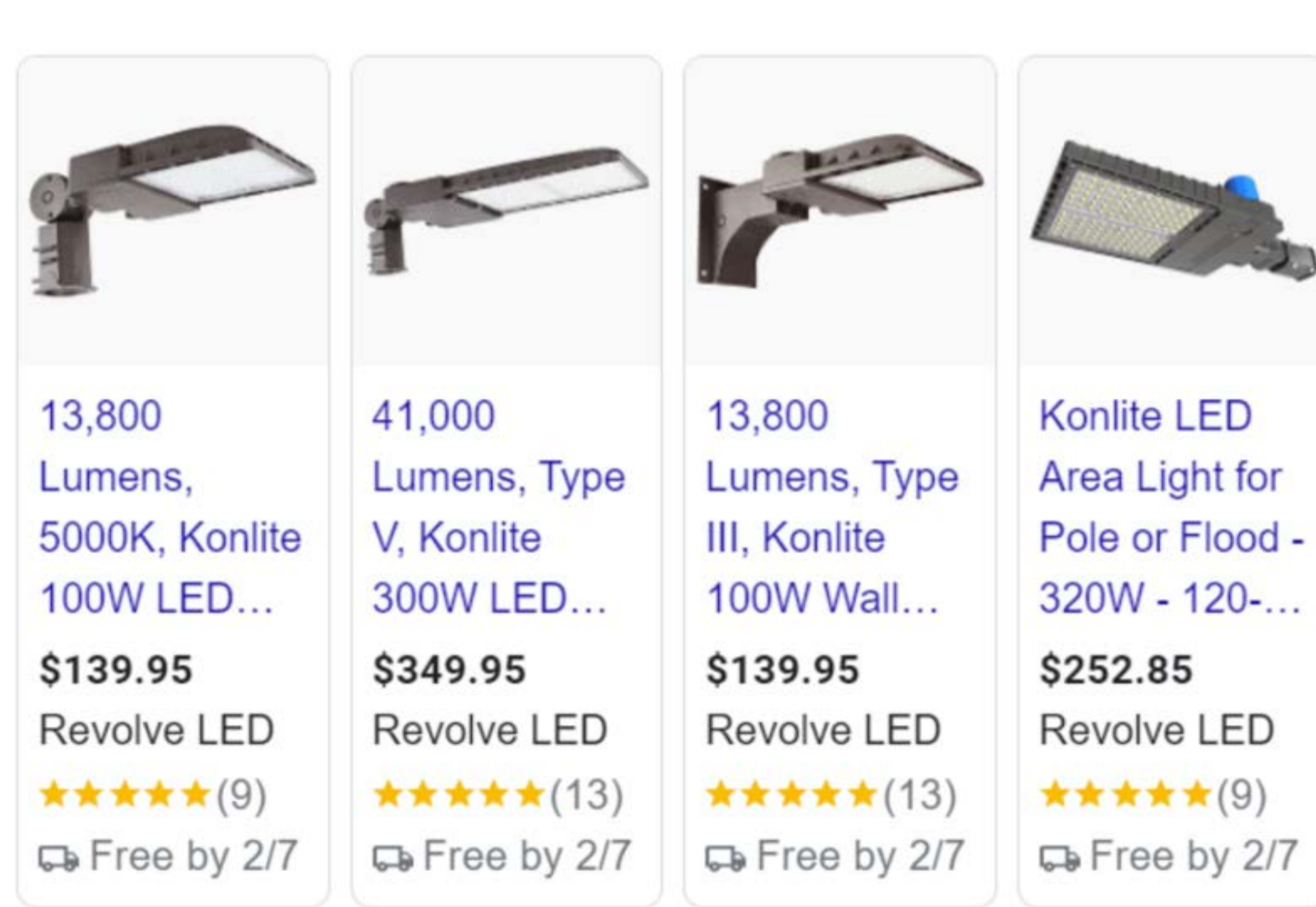
Review widget on the homepage:



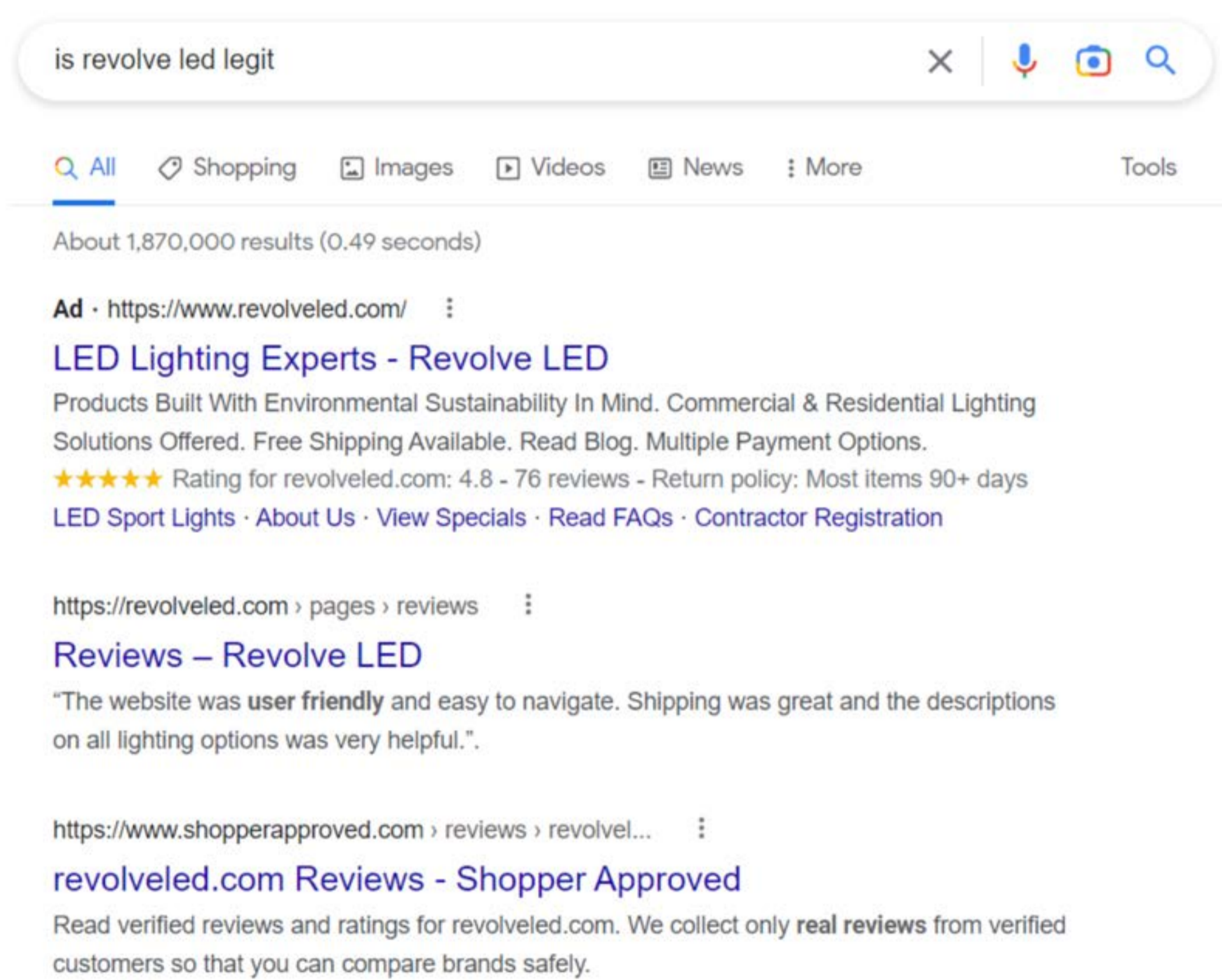
Showing stars in their Google Text Ads:



Stars in Product Listing Ads:



"Legit" search with social proof in google ads and organic search for their certificate page on Shopper Approved's website:



Getting questions from consumers and making those questions available on their website within the product pages (image below shows product reviews and answered questions on the product page):



## Results

**2x**  
Doubled  
Click-Through  
Rate

Improved  
Clicks,  
Traffic, &  
Sales

“

We started collecting reviews in late 2021. By adding an easily identifiable star rating below our organic listings, Shopper Approved was able to relay trust and authenticity to first-time buyers of Revolve LED lighting products.

This, along with verifiable seller reviews, helped connect prospective product purchasers with satisfied customer reviews and ultimately **drive additional sales**. After hitting our 100th review in February 2022, **our Click-through Rate doubled from .7% to 1.4% in March.**”

Logical Position, Google Ads Agency for Revolve LED

Both Google Ads and Google Shopping Ads now stand out with reviews. Creating more clicks, traffic, and sales.

Shopper Approved has also helped us dominate the search results for "Is Revolve LED legit?" Which helps us with reputation management and organic traffic. **By** having the paid and organic search results in the top 3 search positions, we really feel like our brand is more competitive.