


Inspire Uplift Case Study






Inspire Uplift Gains Insight Into Customer Buying Behavior



 **Industry**
Retail

 **Platform**
Shopify

Challenge

Improve their reputation across the web and collect more user-generated content to gain insight into their customers' buying behavior.

Solution

Collect customer reviews and feedback to help streamline the buying journey and inform their product offering.

Results

9000 reviews in the first month, 20% increase in sales and a 60% increase in customer response rate. Increased average rating from 4 to 4.7 stars.

Inspire Uplift was founded in 2015 borne out of the idea to spread happiness, joy, and inspiration around the world.

Company

Inspire Uplift started out with a Facebook page spreading these good vibes through engaging content and posts and quickly grew their fan base which now stands at more than 6 million followers. In 2017 they decided to take their business to the next level and open up an online store with the same premise of offering inspiring products that their fans could incorporate into their everyday lives.

Inspire Uplift is now a destination where consumers can acquire the newest, hottest and most innovative products that are trending worldwide, ranging from kitchen and household products to toys, health, beauty and electronics.

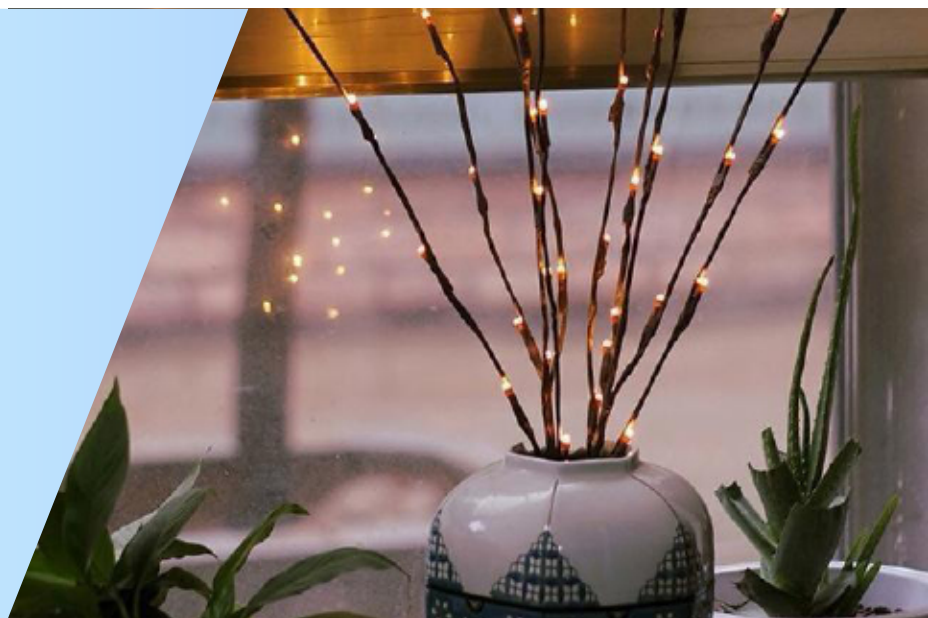


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“We believe it’s our job to spread happiness, joy, and inspiration around the world. That passion, drive, and insatiable focus to bring our vision to life are at the core of everything we do.”

- Inspire Uplift

15K+
Reviews
And Counting



Challenge

Starting out in the world of social media, Inspire Uplift understood the importance and value of user-generated feedback and how crucial it is. As they looked to build their reputation across platforms other than Facebook, they noticed that there were some negative reviews across the web that they wanted to fix as these didn't accurately portray their business.

Inspire Uplift wanted a solution that could not only manage their current reviews across multiple review sites, but also enable them to collect more reviews and user feedback in order to gain insight into their customers' journey and buying behavior.



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“We wanted to streamline the customer experience by obtaining feedback and insights via a customer survey”

- Aaron Layne, Inspire Uplift's CMO

Solution

Sitejabber helped Inspire Uplift improve their reputation across the web by helping them collect more customer content and feedback and use this to increase their sales and improve product discovery throughout the buyer journey. They collected valuable content after each sale that showed patterns of issues which allowed them to make simple but important changes to the consumer journey. These changes impacted their sales and cart abandonment in a significant way. “We noticed a lot of our customers complaining about the frequency of a pop-up we were displaying. Once we decreased the frequency, we immediately saw an increase in sales,” said Layne. Sitejabber enabled Inspire Uplift to improve their reputation across the web through their review collection tools, also positively impacting their SEO.



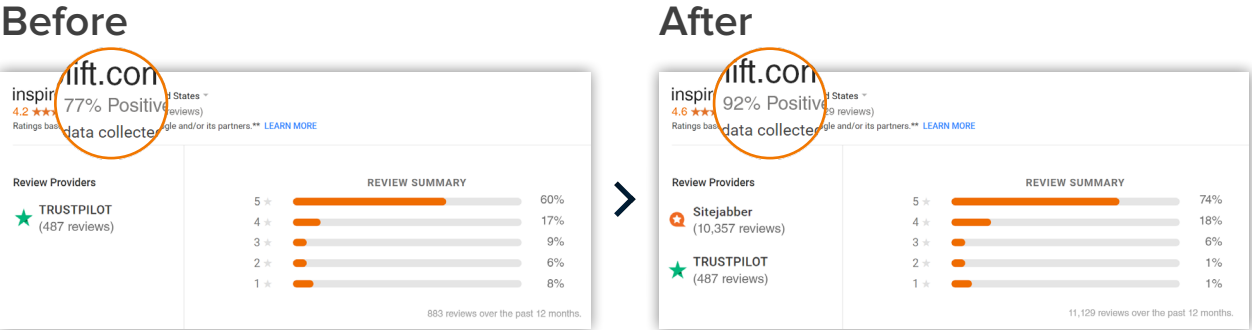
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Sitejabber enabled Inspire Uplift to improve their reputation across the web through their review collection tools, also positively impacting their SEO. “Sitejabber is more useful than other review platforms we’ve used,” Layne explained. “We even experienced a positive impact on our Google Shopping ads and quickly earned Google Seller Ratings stars in our Google ads.”

Inspire Uplift had previously used Trustpilot which collected 558 reviews in a year and wasn’t able to provide the buyer insight they were searching for. Sitejabber was able to provide these insights quicker due to an industry-leading conversion rate and because of the sheer volume of reviews that were collected from so many loyal shoppers. For Inspire Uplift, the value of review collection was more than they ever expected. They used it to increase their on-site sales, improve their SEO ranking and inform their product team using the reviews as an invaluable source of feedback.

Results

With Sitejabber, Inspire Uplift’s review request conversion rate increased by 60%, allowing them to collect more than 14,000 reviews in the first two months alone. Inspire Uplift showcases these reviews on their Sitejabber Profile Page and other public-facing review platforms where millions of consumers search for, research and discover brands. As a result of increasing their star rating from a 3 to 4.7 stars, Inspire Uplift has increased its sales on average by 20%. They also increased their Google positivity score to 92%, collecting more reviews with Sitejabber in one month than their previous review solution collected in one year.



Moreover, Inspire Uplift was extremely happy with the leads that their Sitejabber Profile Page created, sending them 116 consumers to their website in one month alone and fundamentally increasing their bottom line. Utilizing third-party verification truly provided that extra level of credibility that consumers crave before buying online. Most importantly, Sitejabber allowed Inspire Uplift to gain valuable insight into their customers’ buying experience and implement changes to streamline this process which has ultimately increased their sales and improved their product offering. They are now delivering and constantly improving on a more engaging customer experience. Listening to your customers is one of the best ways to grow and scale your business. Happy customers are repeat customers; it’s that simple.



“Sitejabber has without a doubt increased our sales, decreased our cart abandonment and had a hugely positive impact on our store. The results definitely surpassed more than we could have ever imagined.”