

Case Study



"It has been a real eye-opener working with CheckoutSmart. They have proactively delivered our new reviews using their data and kept us informed every step of the way. Their account manager has been responsive with additional reporting and analysis and has provided excellent recommendations on where and how to progress. We look forward to continuing the programme and developing the insights further with the CheckoutSmart team."

Jason Simpson
E-Commerce and
Commercial Development
Manager



SmartReputation Lactalis - Always On



CheckoutSmart

The Brief...

The Lactalis team were unhappy with how their products appeared in online reviews. They felt there were not enough reviews, and the ones that existed did not reflect the quality of their products.

They also wanted to make sure their products were fairly represented across all supermarket websites throughout the year. They asked us to deliver this for 22 SKUs in their range.



What we did...

Created a bespoke SmartReputation Always On campaign for the agreed SKUs and retailers. First, our system reviewed all the retailers' review data and pinpointed exactly where new reviews were required because either there were not enough, they were not fresh or not representative.

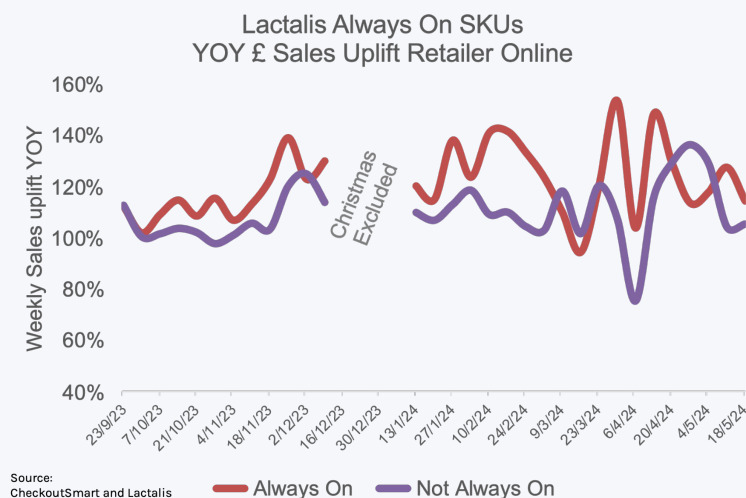
Then, we kicked off with the program members who went out to buy the products as part of their normal shop (in-store or online). They then claimed cashback from us by sending their receipts and proving they were verified buyers.

Then, we ask them for an optional unbiased review, which they wrote in our patented app and posted on all the included retailer sites. Our system then monitors the reviews daily for a year and automatically adds reviews as required.

The results...

- Over the year, we delivered over two hundred reviews per SKU retailer*.
- Although this was not the campaign's objective and is purely dependent on shopper experience, the average rating moved from 3.7 to 4.5 Stars.
- There was a clear sales uplift online +13% over the whole year, which when analysed carefully in conjunction with the client delivered a very strong ROI*.

Always On SKUs +13% Sales vs none Always On SKUs



* Individual timings
and results will vary

sales@checkoutsmart.com
www.checkoutsmart.global
© Copyright 2025 CheckoutSmart