

Case Study



“Checkoutsmart’s proposition to deliver ratings and reviews is smooth and unchallenging. They are quick to adapt to our ever-changing business needs with great customer service. Their model provides genuine reviews from real shoppers that are posted directly onto retailer sites. We have now worked with them for over two years and they continue to be our chosen supplier to deliver ratings and reviews – General Mills.” Lucy Cope eCommerce General Mills

SEO benefit...

In addition to the benefit on Tesco.com, the reviews are also picked up by Google which show when “Old El Paso regular soft tortillas” is searched.

* Individual timings and results will vary

NPD Post Launch Old El Paso regular soft tortillas x 8pk

The Brief...

To increase the trial of their Old El Paso regular soft tortillas amongst grocery shoppers; General Mills asked us to run a Ratings & Reviews campaign in 3 online grocery supermarkets from the complete list we cover.

What we did...

We created an RRP campaign which sent selected members of our 5,000 strong review group to ASDA, Tesco & Sainsburys to buy the product online or in-store. Afterwards, they uploaded their receipt via our mobile app to provide a verified purchase. Then we asked them to leave a review on the retailer sites. We monitored the sites and reviews created and ensured the guaranteed 30 reviews were delivered, in this case within 7 weeks of starting*.

The results...

Monitoring the results closely the team kept the offer in front of the right subset of our program members. We guarantee a minimum number of reviews in every program, in this case 30, which is inline with our minimum recommended level.

Some examples of the reviews...

Love these tortilla wraps. Soft, tasty and the siz

★★★★★ 5 stars

A Tesco Customer 24th November 2019

Love these tortilla wraps. Soft, tasty and the size is great compared to other tortillas on the market. Would recommend and buy again but only when on offer as quite expensive in comparison to supermarket own brand.

Flavoursome and versatile flat-bread.

★★★★★ 5 stars

A Tesco Customer 21st November 2019

A very tasty, versatile and nutritious flat-bread. A consistent tortilla used as either cold salad wrap or hot tortilla. Recommended for excellent flavour and texture.

Really fresh and soft

★★★★★ 5 stars

A Tesco Customer 29th November 2019

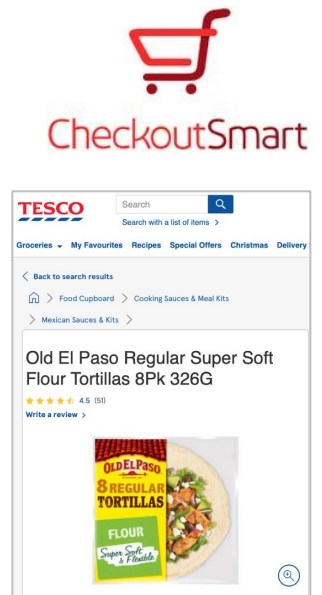
Really high quality wraps, we usually buy stores own brand but theyre not as good. These wraps are veeey soft and tasty, perfept for lunches, mexican meals

<https://www.tesco.com> > ... > Mexican Sauces & Kits

Old El Paso Regular Super Soft Flour Tortillas 8Pk 326G - T...

Reviews are submitted by our customers directly through our website. We also share reviews from other retailers' websites to help you make an informed decision.

★★★★★ Rating: 4.5 · 51 reviews



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