

Social Proofing

Building trust and credibility with consumers is paramount in today's competitive retail landscape. However, gaining the confidence of potential customers presents a significant challenge, especially in the absence of tangible evidence of product quality and popularity. According to recent studies, a staggering 91% of shoppers read at least one review before making a purchase, underscoring the critical role of social proof in influencing buying decisions.

Retail giants like Amazon have long recognized the power of social proofing to drive sales and enhance the overall shopping experience for customers. Amazon was ahead of this curve with user-generated reviews, but lately, they have pushed these signals further with product popularity and AI-generated summaries of user reviews.



Ninja AF101 Air Fryer that Crisps, Roasts, Reheats, & Dehydrates, for Quick, Easy Meals, 4 Quart Capacity, & High Gloss Finish, Grey

Visit the Ninja Store
4.8 ★★★★★ 51,317 ratings
10K+ bought in past month



-31% \$89⁹⁹

List Price: ~~\$129.99~~

Or \$15.00 /mo (6 mo)

prime One-Day

FREE Returns

Visit the Ninja Store
4.8 ★★★★★ 51,317 ratings
10K+ bought in past month

May be available at a lower price from other sellers, potentially without free Prime shipping.

Size: **4 Quarts**

Customers say

Customers like the value, ease of use, taste and quality of the air fryer. They mention that its well worth the price, it heats up quickly and evenly, and that the food comes out delicious. They also like the performance, and ease of cleaning. That said, opinions are mixed on the smell and size.

AI-generated from the text of customer reviews

- Quality
 - Ease of cleaning
 - Ease of use
 - Taste
 - Performance
 - Value
- Size Smell



/// Solution Overview

Social Proofing with Syntasa

Syntasa is the leading provider of composable MarTech solutions, and with Syntasa's innovative platform, retailers can unlock the power of social proofing in a similar manner. One of its advanced analytics offerings is a product intelligence hub, which can be integrated with any content management system (CMS) and personalization engine to bolster product demand and enhance the review experience.

Syntasa's product intelligence hub empowers retailers to reinforce trust in their products with:

Real-time Product Popularity: Display product popularity statistics in real-time, reinforcing user demand and interest, leading to reduced user hesitation towards conversion. This is aided by real-time data collection and allows business overrides to showcase only the best results.

AI-augmented User Reviews: Using Generative AI, improve the review experience drastically by providing AI-generated summaries of the user reviews and automatically detecting the key themes and features within customer reviews, making them more accessible and informative for prospective buyers.

Syntasa's platform gathers, processes, and fuels the product intelligence hub in real-time, seamlessly integrating with CMS and personalization tools for smooth deployment of social proofing.



The Proof is in the Numbers:

By implementing Syntasa's social proofing solution, a large electronics manufacturer was able to generate significant results in their eCommerce conversion experience. Notable outcomes include:



Increased Uptake

Up to **13%** uplift in add-to-cart, resulting in **\$7M** incremental revenue in one month.



Enhanced Customer Experience

By providing **relevant and informative reviews**, the retailer improved customers' overall shopping experience, bolstering trust and satisfaction.



Competitive Advantage

The **retailer gained a competitive edge** in the market, attracting and retaining prospective shoppers.