

Technology update

alaTest has one clear focus – REVIEWS. Below we list some of the product available to clients.

alaTest ReviewContent

Distribution of 10 million reviews aggregated from over 1,500 sources worldwide gives the client relevant, updated information on product quality from a consumer as well as a professional viewpoint. Also possible to receive video reviews.

alaTest ReviewCollect

Technology developed to enable clients to collect their own consumer reviews. Compliments **ReviewContent** supplying user reviews giving the client a head start. Surveys show people are much more willing to add their opinion if they are not the first. Based on alaTest Semantic Technology to analyze user opinions.

alaTest ReviewInsights

Data mining on the extensive, global alaTest Review database. Contains several reports like Benchmarking features report, Trend Analysis and Consumer Feedback report giving valuable insights on the product level.

PCM Tool

Partner Content Management Tool enables clients to see and search the review content being delivered to them before publishing. Possible to search for own product ID, product group or range, etc.

In depth product details

ReviewContent

"The more expensive the product the greater the need for reviews", a truth that is becoming more and more accurate as consumers worldwide are researching to a higher extent before buying.

alaTest ReviewContent builds consumer confidence through establishing trust for the product and the vendor/retailer/portal/manufacturer. People looking for a camera or a new printer need reassurance before buying. Price will get you so far but surveys show that as many as 90% of all consumers do their research for product quality online before taking the decision to buy. Adding thousands of semantically keyword rich reviews to the websites product pages also exposes the page to a much larger audience because it will increase visibility on search engines. Organic traffic has increased over 10% at client level. Available versions: Expert ReviewContent, User ReviewContent and Video ReviewContent.

ReviewCollect

Unique content is the new currency on the internet. Everyone knows that, but how does one go about collecting UGC (User Generated Content)? alaTest has developed an easy to adapt (widget), highly flexible, semantically smart technology that enables clients in different parts of the world to collect their own consumer content. The solution is flexible since it is applicable to any product range or category of products. The technology also includes language filters (auto and or human moderation) and dynamic wording suggestions as consumers/buyers start typing their review.

ReviewCollect can be used together with User ReviewContent giving the client a head start of a predefined number of user reviews from the get go. This strategy has proven to be more successful than using ReviewCollect stand alone, as most consumers do not like to be the first one to review something.

ReviewInsights

alaTest has the largest collection of user and expert reviews aggregated from the entire global review community matched to more than 20 million products from many of the largest Comparison Shopping Engine's in the world - and it is constantly growing. The sheer size of the database and the products it covers give alaTest a unique position to generate a number of reports. Feature analysis, comparative analysis and consumer preference analysis give the client possibilities to study user preferences, compare between own product and competitors within same product range, analyze trends in specific product categories over time, perform benchmarking studies in targeted categories and much more.

PCM Tool

The tool was originally launched to give clients a basic look at their in feed but has evolved to much more. Today our clients use the tool to find and validate products by product identifiers such as name, category and image. They can also add new reviews on their own, monitor status under 'Reports', group products, flag errors or omissions, perform issue management: product-, review- or matching errors. The tool can be used in multiple markets without installation and is available 24/7 accessible from any computer.

Reference clients

Philips – Manufacturer (ReviewContent / ReviewInsights / PCM Tool)

Sony Ericsson – Manufacturer (ReviewContent)

Bing.com – Portal (ReviewContent)

Ciao.co.uk – Portal (ReviewContent)

Billiger.de (ReviewContent)

RedCoon.de – Retailer (all markets – ReviewContent)

Telenor – Telecom Operator/Retailer (ReviewContent)

Vodafone – Telecom Operator/Retailer

How can you try this service out yourself?

Simply contact alaTest Sales & Marketing dept directly on +46 8 34 24 23 or send an email to Erik Bank, alaTest Business Development (erik@alatest.com)
