

## CASE STUDY

How Migrating From Yotpo  
Helped TarpsNow Improve Their

# Reviews By

# 210%

The Result Of Migrating From Yotpo Reviews  
System To TargetBay Review & QA

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A dark blue circle with a white border of diagonal blue lines. Inside the circle, the number '210' is written in white.

Generated 210  
Reviews In 70 Days

A dark blue circle with a white border of diagonal blue lines. Inside the circle, '18%' is written in white.

Increased organic  
traffic by 18%

A dark blue circle with a white border of diagonal blue lines. Inside the circle, '2%' is written in white.

2% increase  
in conversions

## About The Company

TarpsNow is the manufacturer of custom made tarps and covers for various industrial machine equipments, athletic fields, vehicles, etc. They pride themselves in manufacturing high quality and industry standard tarps that are spot-on in term of dimension, material and other specification that makes the product accurate and intact. Since they are the manufacturers, they are able to provide such covers and tarps at reasonable costs to industries and consumers throughout North America.

“ **Problem:**  
Collected only  
**287** Reviews  
with Yotpo in **1 year** ”

# Problem

## - Lack Of Reviews And Organic Ranking

TarpsNow understood the importance of reviews when they signed up an annual contract with Yotpo to help them build user generated content. But unfortunately, their efforts served no purpose as Yotpo had helped them collect just 287 reviews in the one whole year.

For the huge amount of fees they had spent on the Yotpo review collection software, the client could collect a very less number of reviews in return. They were unhappy with the result and looking for another review collection tool to effortlessly help them build their product and site reviews and ratings. The biggest concern of the client was that they had a great product, but unable to leverage the experience of their happy customers to improve their product rating.

# Solution

## - Migrated To TargetBay Review & QA Tool

The client was skeptical when they signed up with TargetBay as they had lost all hope in generating quality reviews. But to their surprise, TargetBay review & QA tool helped them build 218 reviews in just 70 days.

This was made possible with TargetBay's unique approach to get customer's attention after they checkout through 'Order Comments'. TarpsNow could engage better with their customers through order comment approach, as all paying customers were given the opportunity to review their latest purchase. They could also reach out to customers through emails and leverage their reviews on various marketing material to improve conversion

# The Result

## - Increased Review Collection, Organic Traffic And Conversions

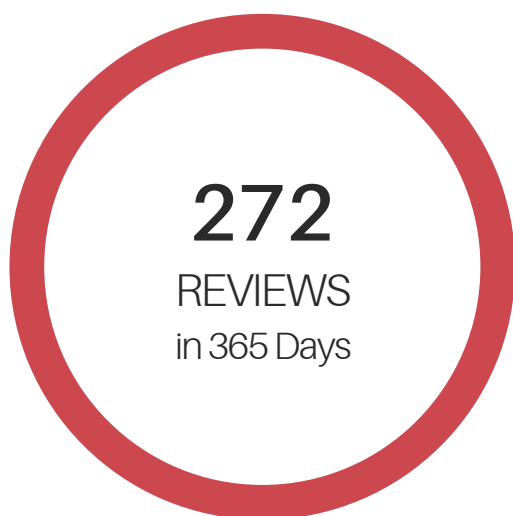
Reviews collected through TargetBay are completely search engine friendly and this helps customer rank for various long tail keyword resulting in improved organic traffic. All product pages now have a shiny rating and review stars in the search results, improving the click through rate.

By migrating to TargetBay reviews & QA from Yotpo, the client has witnessed a 210% increase in reviews. They also ranked for multiple long tail keywords resulting in a 18 % increase in their organic traffic.

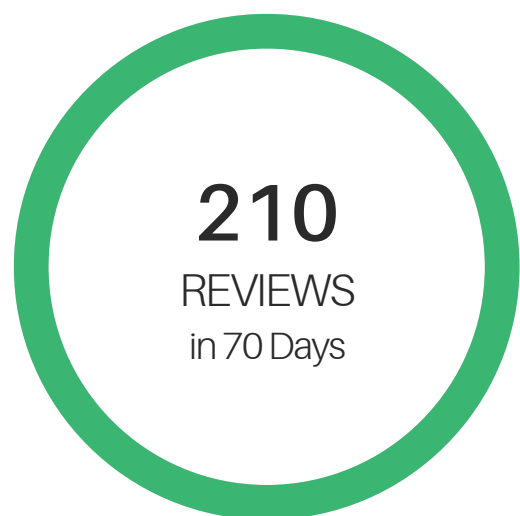
The client is able to leverage the power of user generated content as visitors are spending more amount of time on the page which leads to improved conversion of over 2%.

### TarpsNow Review Status

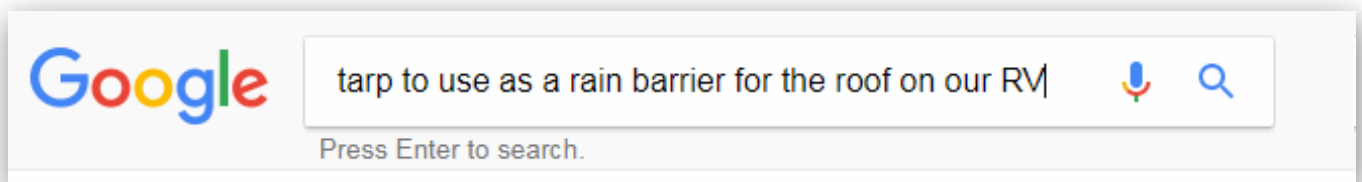
With Yotpo



Before TargetBay



An additional perk that the client enjoys now is the reduced workload of their support team with the TargetBay Q&A widget integration. It lets customers ask questions directly on the product page to which the support team can address to the issues instantly.



### Tan Heavy Duty Poly Tarps - Tarps Now

<https://www.tarpsnow.com/heavy-duty-tan-poly-tarps.html> ▼

★★★★★ Rating: 4.9 - 9 votes

Our Heavy Duty Tan Poly Tarps are also very resistant to water and tearing. ... You can use Tarps Now Heavy Duty Tan Poly Tarps for many different industrial duty applications ..... Bought this tarp to use as a rain barrier for the roof on our RV.

Google Rich Snippet

Overall the client can see a considerable increase in the conversions as well as total orders generated.

This resulted in them adapting to our email personalization products as well to improve on-site eCommerce experience for customers.

“ Increase in the  
**conversions**  
as well as total order generated.



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