

Home Depot Seeds sampling program doubles conversion rates

Home Depot Canada gets high-priority products into the hands of its most loyal shoppers in exchange for ratings and reviews.

Home Depot is a household name. The retailer carries over one million products for DIY customers, professional contractors, and installation businesses. Home Depot Canada has been innovating its e-commerce store with Bazaarvoice for many years. When Bazaarvoice has a new feature or service, the Home Depot Canada team is quick to take advantage of it. They understand the impact user-generated content (UGC) has on sales. Customers who interact with UGC on Home Depot are over 2X more likely to convert.

Last year, Home Depot Canada decided to take advantage of Bazaarvoice's Managed Sampling capabilities to help the store's brands increase UGC on its product pages. In January 2020, the Home Depot CA Seeds program was born.



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UGC is becoming increasingly important. It's no longer a 'nice to have.' It's a necessity. We see our site as a research tool, so even if people come into the store, they still use their phones to see ratings and reviews and make a final decision. UGC is important for the health of the whole business, not just e-commerce.”

Gabriela da Silva

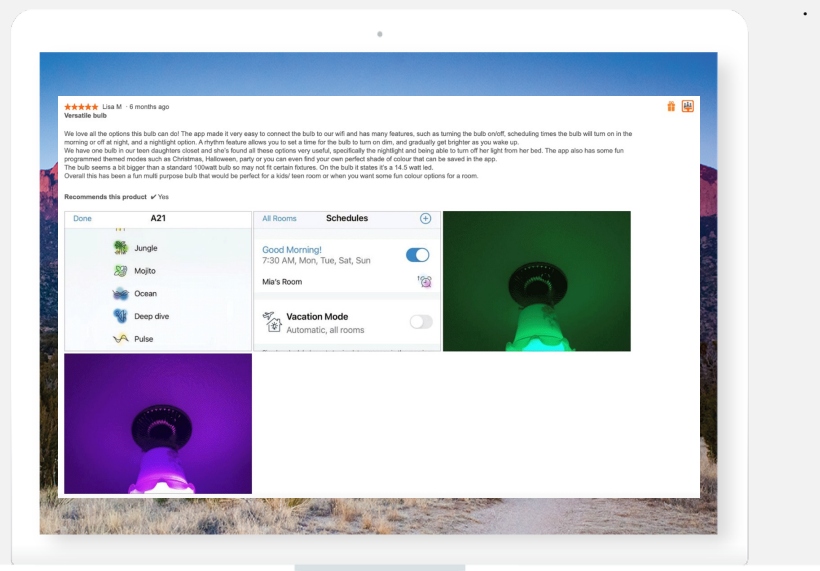
Senior Brand Advocate Analyst, Home Depot Canada



Inspiring more confident purchases with Home Depot Canada Seeds

Seeds Sampling is a review seeding program that puts the brand's products in the hands of Home Depot Canada's most loyal shoppers in exchange for honest reviews. Home Depot helps its brands select which items to sample and which audiences to target. Home Depot then partners with Bazaarvoice to sample these products to a community of members, using the targeting parameters to ensure optimal pairing between product & member.

Home Depot Canada vendors are encouraged to use the Seeds sampling program strategically throughout the year to generate UGC when needed, for seasonal, regional, exclusive, and new product ranges. There's two primary audiences for the Seeds program who contribute UGC: The "Pro" members, who are experts in their trade like electricians and plumbers, and the "DIY" members, who are home enthusiasts.



Get Started:

To get started, visit www.Bazaarvoice.com/homedepotca

Click "Learn More" and select "Collect and Distribute" as product interest.



★★★★★

Perfect for putting together furniture. Love the light. Battery life is great!



20-Volt Cordless Drill

★★★★★ 4027 Reviews

Add to Cart

★★★★★

Best compact drill

lightweight and powerful, with the long battery life.

★★★★★

Batteries are GREAT

I'm using it for working on beverage equipment, works great! I get a week out of one battery charge, and has more than plenty of power, seems like is handling everything I throw at it effortlessly. I had to drill a few holes in plastic, no problem at all! Makes my work much faster and gets into really tight places. Really lightweight to! I will definitely buy this screwdriver again!

★★★★★

We started our contracting business 5 years ago using this brand of cordless power tools, and they are all going strong! Thank you for offering a great tool at a fair price.



★★★★★

Truly long-lasting

Today I find myself looking for a new 20-volt cordless drill. I purchased the old model 7 years ago. I use it daily at my shop. I've beat on it, used it as a torque wrench and it just never gave up as much heck as I put it thru. The rubber finish gave out a couple years ago, but the drill wouldn't die. It was expensive 7 years ago, but it was the best \$\$ I've ever spent! I'm a professional mechanic.

Philips WiZ is a Seeds sampling success

Philips WiZ, a brand Home Depot carries, used Seeds to create buzz for four new products launched in September 2020. Home Depot Canada sent out the new WiZ products for sampling in exchange for ratings and reviews. The goal was to raise awareness about the products for the upcoming holiday season.

The sampling campaign worked. Those four new products saw more reviews on their product pages in one month than any existing WiZ product. The conversion rate for these four products was **68% higher** than the rest of the WiZ products that weren't part of the Seeds program.