



REGISTRIA

# SUCCESS STORY

*An American outdoors brand boosts positive, organic ratings and reviews through activation of Registria's Ratings & Reviews feature within their existing, Registria driven product registration flow.*



## ABOUT THE BRAND

Thermacell makes the world's leading spatial mosquito repellent and targeted tick control solutions. Dedicated to delivering the best consumer experience, Thermacell has an ever-expanding product line for both adventure and home use. It is a product that can be used for all lifestyles.

## INITIAL CHALLENGES

Thermacell **needed more high-quality reviews**. They were experiencing **low response rates** from emails and paid programs, **that garnered less trust**.

## SOLUTIONS

Thermacell added **Registria's Ratings & Reviews feature, best practices for customer engagement** and leveraged **scalable syndication**. This allowed them to collect the necessary, high quality, trustworthy reviews they needed with ease.



## CHALLENGE: GAIN MORE REVIEWS

Customers heavily rely on quality, verified reviews to make informed, confident and *fast* purchasing decisions. Thermacell was **not generating enough ratings or reviews with their efforts.**

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## SOLUTION: IMPLEMENT RATINGS & REVIEWS FEATURE

Adding Registria's Ratings & Reviews feature to the product registration flow allowed for **seamless, scalable review collection** during high-engagement moments. Thermacell saw **a 104x increase in quality reviews...** during a season that's typically low-volume for the company.

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*“ This feature is a cost-effective, scalable solution for generating authentic reviews, enhancing consumer trust and outperforming traditional seeding strategies - even in low-volume periods. ”*

SENIOR MANAGER, CONSUMER EXPERIENCE AT THERMACELL  
REPELLENTS, INC.



## CHALLENGE: LOW RESPONSE RATES, LIMITED RESOURCES

Thermacell was experiencing **low response rates** on organic review efforts. **Costly paid programs garnered suspicion** and **weren't building the consumer trust** their products and brand deserve.

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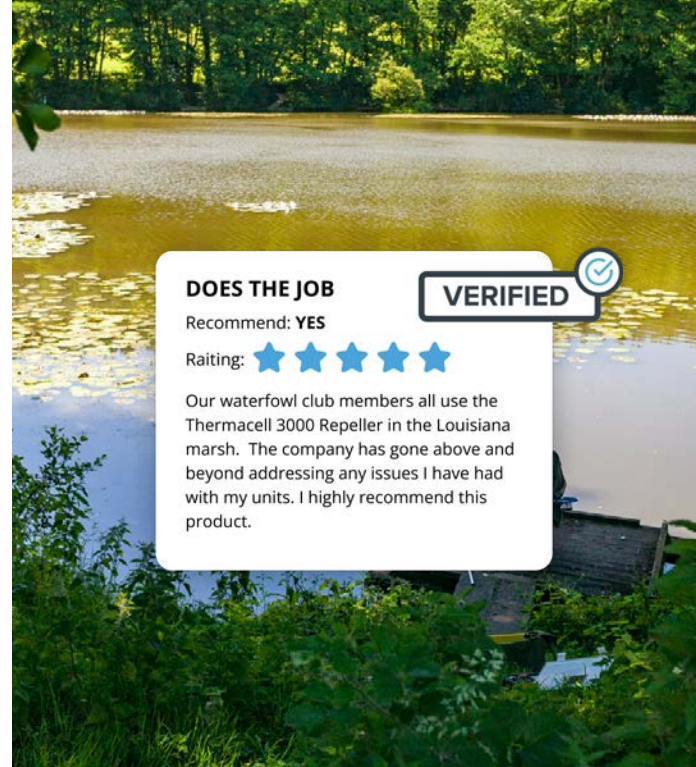
## SOLUTION: IMPLEMENT RATINGS & REVIEWS BEST PRACTICES

Presenting customers with **an easy opportunity to leave a review during product registration** helped Thermacell gain the quantity *and* quality reviews they wanted. They saw a **much lower cost-per-review** than paid programs, along with significantly higher response rates. **79% of new reviews** were coming from the Ratings & Reviews feature **combined** with customer engagement best practices.

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## BONUS: SYNDICATION WITH SCALABILITY

Through Registria's partner network, reviews collected with the Ratings & Reviews feature were syndicated at scale **based on first-party data** collected during Registria's customer onboarding flow. **Thermacell experienced the results they wanted** with features and solutions **designed to seamlessly integrate** into their existing systems.



### DOES THE JOB

VERIFIED 

Recommend: **YES**

Rating: 

Our waterfowl club members all use the Thermacell 3000 Repeller in the Louisiana marsh. The company has gone above and beyond addressing any issues I have had with my units. I highly recommend this product.

# RESULTS

Thermacell saw measurable improvement in reviews captured, quality of reviews and saw cost-savings as Registria's cost-per-review was much lower than incentivized seed programs.



## 79%

of all Thermacell reviews are driven by Registria's Ratings & Reviews feature, while 21% are native.\*



## 104X

Reviews increased 104x from the previous year, during a traditionally low season.



## 376%

Thermacell projections indicate up to a 376% year-over-year increase in organic reviews using Registria's solutions.

*\*The statistics and figures presented are sourced directly from Thermacell Repellents, Inc.*

## ABOUT US

From the first purchase to the next sale, it all runs on Registria.

Registria replaces static moments with personalized, post-purchase experiences triggered at exactly the right time making customers feel seen, keeping them engaged beyond the sale. Our award-winning solutions and proprietary technology deliver personalized, post-purchase experiences at scale...no matter what product category your brand operates in.

## FOR MORE INFORMATION

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