

REGISTRIA

SUCCESS STORY

An American outdoors brand boosts positive, organic ratings & reviews through activation of Registria's Ratings and 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.**

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.



“ 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

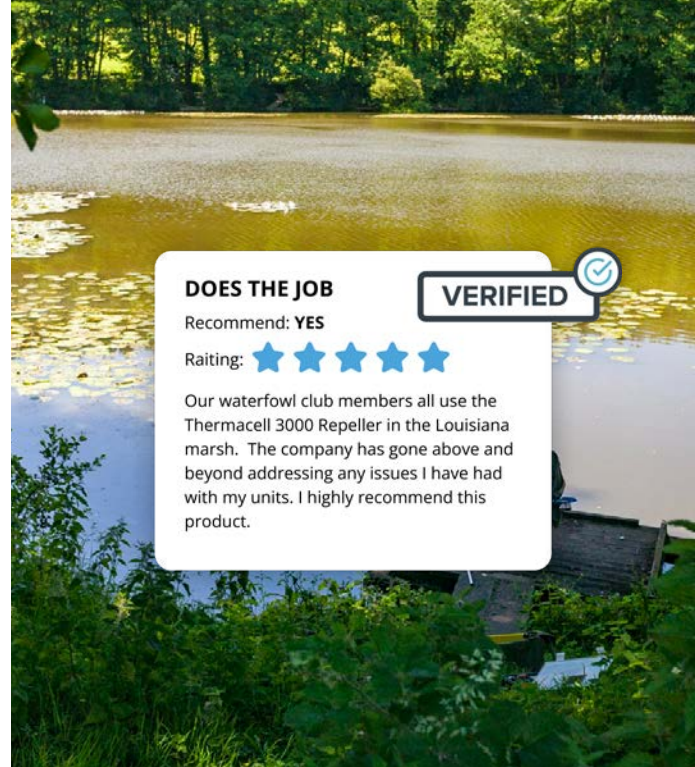
Thermacell was experiencing **low response rates** on organic review efforts. **Costly paid programs garnered suspicion and weren't building the consumer trust** their products and brand deserve.

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.

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.



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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