

Advocate Answers

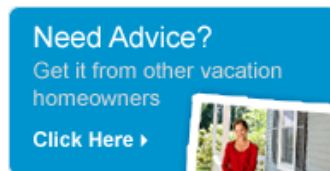
Drive Qualified Leads and Sales by Connecting Brand Advocates with Prospects

Overview

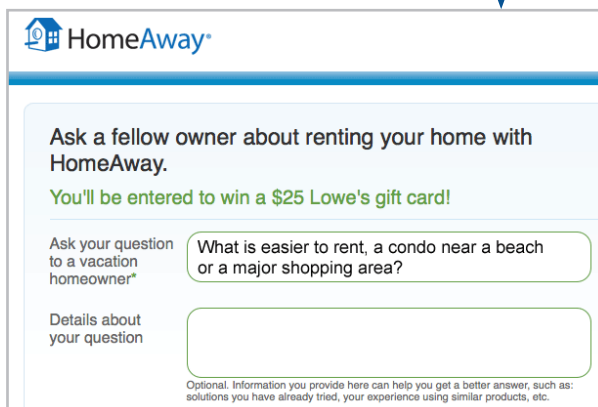
Zuberance's Advocate Answers is a hosted social commerce application that enables highly-satisfied customers (AKA "Brand Advocates") to answer prospects' questions online, driving qualified leads and sales.

How Advocate Answers Works

- 1 Prospect clicks on a banner or other promotional link.



- 2 Prospect asks a question.



HomeAway

Ask a fellow owner about renting your home with HomeAway.

You'll be entered to win a \$25 Lowe's gift card!

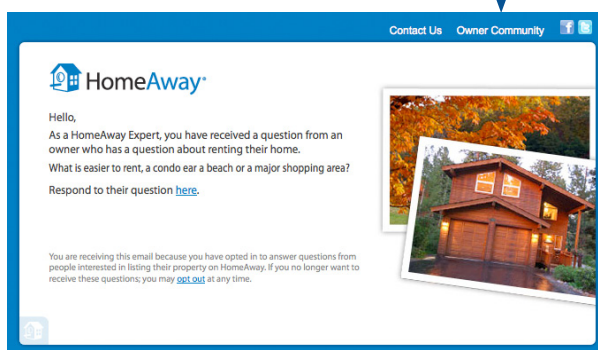
Ask your question to a vacation homeowner*

What is easier to rent, a condo near a beach or a major shopping area?

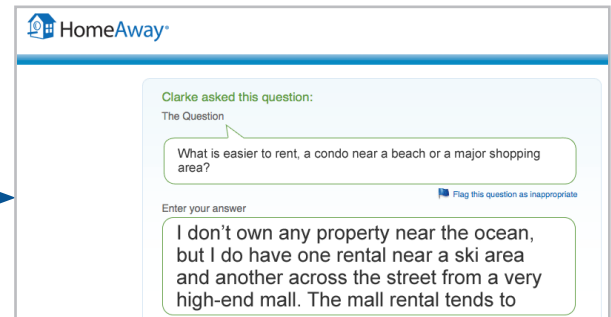
Details about your question

Optional. Information you provide here can help you get a better answer, such as: solutions you have already tried, your experience using similar products, etc.

- 3 Advocates get questions via email.



- 4 Advocates write their answer on a dedicated web page.



HomeAway

Clarke asked this question:

The Question

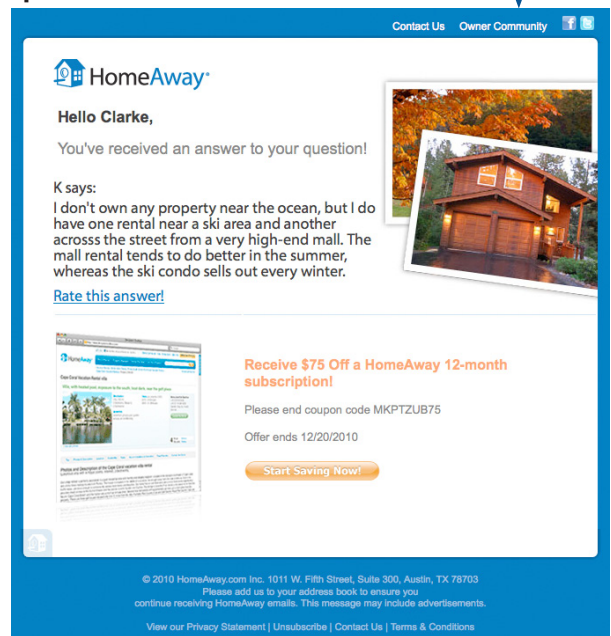
What is easier to rent, a condo near a beach or a major shopping area?

[Flag this question as inappropriate](#)

Enter your answer

I don't own any property near the ocean, but I do have one rental near a ski area and another across the street from a very high-end mall. The mall rental tends to

- 5 Prospects receive answers and a special offer via email.



- 6 Prospect clicks on offer & purchases recommended product or service.



Unique, Compelling Features

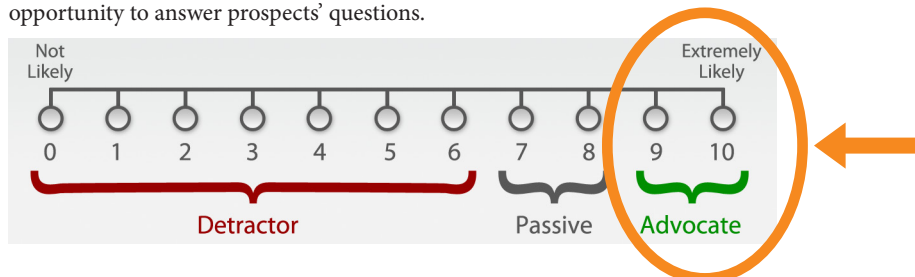
- Only pre-qualified Brand Advocates can answer questions
- Connect Brand Advocates and prospects at multiple online locations (e.g., brand's website, eNewsletter, Facebook, Twitter, brand-sponsored online community.)
- Customize with your brand's look and feel
- Control how many questions Advocates receive
- Easy to implement and manage
- Fully hosted application; no site integration required
- View and track results in real time
- Prospects can rate answers as helpful or not helpful

Measureable Benefits

- Generate qualified leads and sales
- Improve conversion rates
- Reduce shopping cart abandonment rates
- Increase purchase intent
- Increase brand engagement

How Brand Advocates are Identified

Companies identify customers who will answer prospects' question by using Zuberance's Advocate ID application. This application asks customers the "Ultimate Question" for customer loyalty: "How likely are you to recommend our brand or product to a friend or colleague?" Customers who answer 9 or 10 (on a scale of 0-10) are Brand Advocates and are given the opportunity to answer prospects' questions.



Who Should Use Advocate Answers

Advocate Answers is ideal for companies in industries and verticals where prospects typically seek advice from others before they buy, such as automotive, consumer electronics, computers and software, hotels, restaurants, online services, financial services and insurance, professional services, and more. In addition, Advocate Answers is ideal for companies that are marketing new products and services.

Real-World Case Study

Problem

A leading vacation rental site was facing high shopping cart abandonment rates. About 90% of prospects abandoned the site without listing their rental property.

Solution

The company implemented Zuberance's Advocate Answers to connect its previously-identified Brand Advocates with prospects. The company put banners inviting prospects to ask questions on key locations throughout its website.

Results

- 44% of Advocates opted in to answer questions
- Of those, 51% are "Active Answerers" (customers who actively answer prospect questions)
- Average answers per question: 14
- 13% conversion rate for prospects
- ROI / ROA (Return on Advocacy): 10X

About Zuberance

Zuberance is the leading Brand Advocacy company. The award-winning Zuberance Advocate Platform makes it easy for marketers to systematically identify and energize Brand Advocates at scale, plus track advocacy results in real-time. Zuberance customers include leading consumer and business brands worldwide. Zuberance's investors include Canaan Partners, Emergence Capital Partners, and Correlation Ventures. Headquartered in San Carlos, CA., Zuberance is a member of the Word of Mouth Marketing Association (WOMMA.) For more information, visit <http://www.zuberance.com> or call 866.967.9746. Follow Zuberance on Twitter at <http://www.twitter.com/zuberance>, or visit us on Facebook.



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