

Michael: Don't just look at the review as the stars and the words that you put on your product page and you check the box. There's so much more than that. And if you're not leveraging them, you know, shame on you.

Narrator: This is AdLab. Performance marketing dissected, decoded, and delivered.

Gavin: What's happening listeners? Thank you for joining me this week in the AdLab. I'm your host Gavin Flynn, and if you've got marketing questions, we've got marketing answers. Before we jump in, head over to adlabpodcast.com for a free marketing review from the team here at LP, plus a special listener discount if you decide that we're the right fit for your project. Now today, we're talking about the role of customer reviews in digital marketing and why they're becoming more valuable than ever. Later in the episode, I'm joined by Michael, Michael, CSO at Shopper Approved.

Gavin: I've known Mike for years. We've had a chance to visit their offices down in Utah, and he is the leader of a really great team that's focused on the topic. And it was great to bring those behind the scene talks to the podcast. We covered how brands can get more out of their customer reviews and in turn build trust with customers. I personally really think social proof and third party citations are the way of the future for brands in the agentic web and the AI web. So this convo is gonna be more relevant than ever moving forward.

Gavin: But first, I'm joined by LP assistant team lead and account manager Elizabeth Lagison for this week's hot headline where we're discussing Google's new channel prioritization and budget allocation controls. Okay. Elizabeth, thanks for coming on for this week's hot headline. Thanks for joining.

Elisabeth: Thanks for having me. So what we have on the docket this week, Google introduces channel prioritization and budget controls.

Gavin: So in a nutshell, from what I was able to gather, this is basically another layer of two optional controls to tell Google what channels to prioritize and where campaign budgets should be going. So the rules sounded pretty simple. There's a high priority and a low priority. And for campaigns using Target CPA or Target ROAS, the high priority channels are obviously funded first within the target advertising performance targets that have been set. There's some details around how that budget gets trickled down between search and search partners and how it works within PMax.

Gavin: But before we even get into the details, I'm curious when you saw this update, where you see these changes making an impact? Is this gonna be maybe more on the SMB side, more on the search side and inner ecommerce lead gen play? I'm kinda curious where you see this having an impact on marketers and for brands when they're managing campaigns? Yes. I think it's gonna be most impactful on lead gen particularly. Probably more so on SMBs because their budget obviously is smaller and they need it to stretch further, so they're not going to have as granular of a build.

Elisabeth: They probably can't afford a budget to necessarily put toward, you know, a separate display campaign. Right? They're using more of those all in functions. And... But for lead gen particularly, I think this matters because search partners as a placement and display also can become incredibly problematic because spam leads are a much bigger problem there. And where, you know, if Google doesn't know if it's not getting information on lead quality, and those spammy leads are very quick to come through from display and search partners placements.

Elisabeth: And as soon as those start to come in, Google can sometimes chase those more aggressively and shift budget really intensely into those. And so for a lot of lead gen accounts, those are disabled. And I think the benefit to Google of this is that potentially the willingness to test into those placements again will be there because there's some security that you can say, you know, okay. Well, I am only willing to let 5% of my budget go

into search partners from this campaign or for my account overall, and be able to really avoid that becoming as problematic. Yeah.

Gavin: And while I was combing through the article, I was looking into a few of the campaign sets and some of the accounts that we're managing. It's not fully rolled out across the entire set of accounts. This is probably gonna be more commonly seen come early next year and it's gonna be a slow roll to that point. The first account that I popped open though was a pretty small build of maybe like four or five search campaigns. And I and I think the budget might have been anywhere between like 2 k and 3 k. You know, one of like a kind of a classic local service campaign build.

Gavin: And to me at least that seemed like a great example of maybe the most relevant Yes. Impact that we're gonna see in terms of tight budgets and wanting control and insight over where, yeah, budgets are budgets are placed. Now, knowing that, do you think that this signals anything interesting moving forward either for Google or Google's platform? Do you think this is part of a larger trend that you've seen as an account manager and maybe any of the tools that they've been rolling out or retracting? Or does this feel like kind of an isolated change that doesn't pretend anything larger? No.

Elisabeth: I think it's definitely part of a larger trend. I mean, we've seen Google doing more and more alphas that they're running that are related to giving more control over to placements within Performance Max especially that's, you know, started out as this black box all in. You couldn't see. You couldn't control. You were just giving up trust to Google. And, you know, we already know that in the last, you know, year especially, we've gained a lot more insight into what's happening without that control yet.

Elisabeth: But they have been starting to do alphas where they're giving the options to test things around prioritization within Performance Max. And this, obviously, from a budgetary perspective, it separates out display and search partners specifically, which is really impactful for Performance Max because that is the one campaign type where you did not have the ability to opt out of search partners entirely, whereas you could on everything else, just disable it.

Elisabeth: So this is still impactful from that perspective, but that kind of next layer of stuff Google's testing gives that additional piece of being able to prioritize more either by, saying you want to chase or you want to pull back on, YouTube, on Gmail within that, Performance Max campaign. So I think we are seeing that Google's starting to shift more and more toward giving those controls over.

Elisabeth: And I do think that particularly for smaller businesses that aren't willing to take the risk on something that's giving up that control to Google, that it will likely increase adoption of those products and and make it so that more businesses are are willing to try them out because they can control things and and adjust based on what they're seeing and the needs of their business. No. Yeah. Well well said. I would say any SMB merchant out there or any merchant out there, keep an eye out in your accounts.

Gavin: This is located in the account level settings, and I believe also maybe there's options in the campaign level settings Correct. For these selections. You'll be seeing those roll out through the rest of the year and probably early next year. Elisabeth, thank you for tapping in with us. Thanks for joining. Thanks for having me. It was lovely to be here. Big thanks to Elisabeth. If ever I have a question about platform updates, can always rely on her being up to date.

Gavin: That convo is one that we probably would have had on our team's messages internally, so glad to keep everybody in the loop on these updates. Now let's jump into today's deep dive. I'm joined by Michael, like I mentioned, CSO at Shopper Approved who spent nearly a decade helping brands make better use of their customer reviews. Let's head into the lab. Welcome to the pod, Michael at Shopper Approved. Michael, thanks for joining today. Thanks for having me. I'm excited. So I was doing a little bit of, you know, we work together very closely, but eight years in the review management space.

Gavin: We're we're coming on close to a decade now for you, which is which is impressive on any front. Anybody getting close to that decade mark is something to be proud of. Now to to open up the conversation and hopefully this will this will get things flowing. I wanted your perspective being in the industry as long as you have and, you know, seeing the changes. How has the role of customer reviews changed over the last decade? And why do you think businesses should think of reviews just as much as a marketing asset rather than simply a reputation management tool?

Michael: Hopefully, that kinda gets things opened up. But, yeah, what what what have the biggest changes been? Yeah. Good question. You know, when I when I came in, it's not as if reviews were brand new. Right? They... They've been around, but most people associated reviews with with Amazon. Right? Oh, yeah. I buy on Amazon all the time. I use the reviews. Great. They're helpful. You know? But as as as we kinda get into the ecommerce space, right, the reviews played such a huge aspect, especially in search, and they still do, and I'm sure we'll talk about that. That hasn't gone away.

Michael: I think, in fact, a lot of people mentally have kind of dismissed it, but there's still a huge part of it. But for a lot of people, it was like, you know, when I first came in, the big thing was, like, I need stars in my ads. Right?

Michael: And and so, you know, obviously, when you're working with a great company like Logical Position and and you're and you're buying different types of product ads or or or text ads or things of that nature, reviews played such a huge part in conversion and, and getting just, you know, more out of your out of your, marketing spend and just more clicks, more people to your site. And so, you know, when I first came here, that that was really the big part. Right? And and then, you know, maybe some stars on on product on product pages. And and that that was about it.

Michael: And still to to to this day for some companies, that's still all it is that they're doing. But the part that they're really missing out on and where I think they've evolved is that, you know, and and I'm sure we'll get into this later is that, you know, reviews at its most basic level is content written by people for people. Right? And and so being able to leverage reviews as actual marketing assets is such a huge thing. Right? You know? So, yeah, I mean, marketing has a tall task of creating great images and and and, you know, different looks and whatnot.

Michael: But oftentimes, they're overlooking how they can use reviews, that content as a content marketing piece, whether it's on-site, off-site, whether it helps with search or something of that nature. So reviews have really evolved. And then, again, as I'm sure there's so many different avenues we can go with this.

Michael: But now as well with the tools that we have, whether it's AI or whatnot, it gives companies the ability to source through large, like, numbers of reviews for, you know, customer insight and and just different sentiment on their business or or, you know, how their how their processes are working or anything of that nature. So, yeah, you know, I think when I first came here, was like that nice little, you know, four or five star gold thing that you saw, and it made you feel good. And and, again, to this day, that's still the thing, but there's so much more than just that. Yeah. The...

Gavin: And what I heard there, which I think is worth mentioning, is the diversification of the use of reviews. Because you're totally right. The star rating on a product listing ad on a Google Shopping page still holds value, but it can go a mile deep below that where what are those reviews saying? And the expansion of the use of the reviews is major. What what has Shopper Approved done over the years to kind of ride the waves of these changes? New service offerings, new strategies. What have you guys done to weather the the shifts in the space? Right. Yeah.

Michael: So, I mean, early on when I got here, we'd we'd released a tool or actually it's right before I got here that, you know, allowed companies to not only just collect reviews on our platform, but on other review platforms around the web. And, you know, Shopper Approved recognized really quick that, hey. You know, these reviews from a search perspective are are viewed as trust signals. Right? They... You know, very persuasive for

good or for bad, right, for for merchants and can really help steer clients towards the right direction. And we recognize, like, we're we're not the only player in town.

Michael: And so our goal is to, you know, build a tool that help collect reviews on multiple platforms. Right? And so that way,

Michael: when when consumers are out and and kind of the the wild of this... Of, you know, Google search or wherever they search for for sites, that they're seeing, you know, a company's entire reputation and not just what one comp... What one business is saying about them. So, you know, that that was an early on thing that still to this day has huge, you know, advantages for business, especially now that we're in this AI world that we are.

Michael: But getting back to that previous question, what we've been trying to do, you know, in the last couple years is really using reviews as a CRO tool, right, to help increase conversion on-site. I mean, you know this better than any of us. You know, the amount of money and time and energy it takes to get a a customer to a website, it's it's huge. Right? A lot of people think, like, oh, you know, that's when the process starts is when they're on the site. Like, it couldn't even be further. Right? Right. Yeah. So it's long before. Yep. Right.

Michael: There's a lot that goes into just getting a person to a site. And so we recognize that. So, you know, providing different tools and and different case studies and things of that nature and testing of, you know, how you can utilize reviews, where you can utilize them on your site to help people maneuver through the funnel and get to, you know, ultimately, checkout and buying. Right?

Michael: And so that's been a really big thing recently where just where, you know, where we're placing reviews and and and different tools, widgets, things like that, and placement on a site, we've seen huge increase in conversion for customers, which is just music to our ears. Right? If we can help our customers win, right, then then even better. Right? And so, and then, you know, I'm sure we'll get into this as well. But, like, from a content perspective, utilizing the reviews as a content tool and whether that's, you know, creating... You know, driving search from that content.

Gavin: The reviews as a content tool could be a podcast in and of itself. I mean, we could go on forever on that. Oh, yeah. And one thing, and I think the the piece of this what that has me optimistic for consumers, it feels like now and moving forward more so than in the past, consumers are really able to identify the highest quality service providers or products out there. Right? Where it's no longer simply the brand telling you that they're the best, where there are so many tools for consumers to identify who has the best social proof, who has the best reviews.

Gavin: And that to me at least is one of the encouraging things about how search and LLMs and how reviews and reputation management are now playing together in a way that I think will have a positive impact on kind of the bottom the bottom impact on on the consumer side. Now, to take a to take a little bit of a left hand turn, which will then lead us back into our primary through line here, which is talking about the different components of review management and reputation management. You and I have spoken off, Mike, about your love of building houses. That is true. Yes. Yeah.

Gavin: The the the details of construction, the process, the planning. And I wanted to hear from you, and this is kind of connecting this in a... In an analogy here, so bear with me. In in the review management space, what do you view as the foundation of the strategy and maybe the foundation in which the building is then built upon? So think about that foundation and then what do you think of as the roof or maybe the top layer or the top level of a review strategy? Kinda walk me through and connect in your mind that foundational piece and then building up from there.

Gavin: Where where do businesses start and kind of where should they be shooting for? Sure. That... That's a good question and and I'll be honest, I... I've never thought about it in that way. So I I might stumble a little bit, but that's okay. I I do enjoy in in in kind of my out of shopper approved work life. You have a life outside of work,

Michael. I tried to connect it in there. Yeah. So, yeah, I I... I've I've built a... I have my contractor's license. I've built a few homes. Really enjoy that. And and, yes, I love seeing things grow from the bottom up.

Michael: And so I oftentimes, you know, in meetings here, meetings with our development team, our our, you know, executive team, I often try to remind them, and and and they know this as well. But I often bring up the idea that we we... The collection piece, the starting point, the literal starting point is key. Right? Because you can't do... There's there's there's... You can't really do anything if you don't have the review. Right? And so being able to connect with consumers in a way and engage with them and pull out information from them is is key. Right? And without that, there is nothing...

Michael: There is no content. There is nothing that Google can scrape. There is nothing that can be syndicated. Right? And so being able to connect with that client, get information from them, and and and trying to get them to elude as as... Or or, you know, share as much as that you possibly can where it's beneficial to future consumers and to the business is is vital. So if I were to say, like, where's the foundation? It it is that because, again, without it, there is there is nothing really to talk about. And and I know that sounds elementary, but I...

Gavin: From a business perspective, I often try to remind myself of that of, like, hey. Are we doing the key thing first? Right? Because without that, it doesn't matter what our widgets look like or our syndication points or how we're leveraging content. It it starts there. Right? But but that... At that at that roof perspective, right, I mean, you could go a few different ways here, but I often will try to... You know, when we're working with brands, I'll try to ask, you know, and that... Typically, in today's world, it's it's pretty uncommon to find someone that hasn't collected reviews.

Michael: If you're a merchant, you kinda know, hey. I need to I need to collect reviews. And so for me, it's... I I look at it, and I'll often post the question of what are your reviews doing for you? And and let's get into that. Right? Because it's great to have this structure in this beautiful home. Right? Without that roof, there's nothing there to protect it. Right? And so, like, what are you doing with these reviews to to really help protect your brand? But then also just, you know, get the most out of it. Right?

Michael: And so, you know, these reviews should represent, like, where your brand's at today, where your products are at today for good or for bad. Right? So if you're getting negative feedback, what are you, the brand, doing with that that feedback to to improve products or processes or logistics or whatever it may be? And then, you know, assuming they are good, because most brands are good companies, and they they they provide good services and products, so they get good reviews.

Michael: What are you doing to go out and, like, you know, use those reviews to help protect your brand and and help build your brand and and, you know, and whatnot. And so I I think that's... And that part, there's so many different things. Right? You know, to to take one review and leverage it 10 different ways is is important. It's... And it's what we try to do to, like, educate our clients. Don't just look at the review as the stars and the words that you put on your product page and you check the box. There's so much more than that. And if you're not leveraging them, you know, shame on you.

Gavin: I I I love protect the brand. A perfect analogy with the roof where the roof protects the people inside the house, and the reviews are able to protect the brand and really make sure that you safeguard brand sentiment by continually updating and making sure that the reviews accurately represent the current day. Now where where do where where do you view q and a fitting into that in the current landscape, especially when you're thinking about visibility and actually finding a brand? Sure. Sure. So, you know, questions and answers is not a new concept. It's...

Michael: You know, if you've been in ecommerce or even as a consumer, you you oftentimes see, you know, questions and answers, frequently asked questions and answers on product pages and some things of that nature. Few years ago, Shopper Approved, we started leveraging... We started looking at questions and answers,

not simply as just, you know, conversion tools, which they are. Right? If if you've... Like we said, it takes a lot of money and energy to get someone to the bottom of that funnel.

Michael: And if you're losing a cell just because of a simple question that could have been answered, right, then that... That's no good. Right? So having questions there is vital for conversion. But we started asking ourself the question of, hey. If a consumer has the... That question, right, at... On... When they're at the checkout or when they're on the product page, How many people are potentially searching that same thing on Google? Right? And so we started looking at questions and answers of... As as a content play. Right? Again... And I've said this... You know, I said this at the beginning.

Michael: You know, we think a lot about content created by people for people. Right? And and that's a phrase in Google's helpful content update that they pushed back in 2022. You know, when you've been in the industry for eight years, you you geek out on that kind of stuff. But, I often think about that content created by people for people, and that's exactly what q and a is. Right? If if you have that same question... If you have a question, chances are someone else does, but they don't know anything about your brand.

Michael: And so if that that content can be displayed in search, and you can not only answer someone's question but acquire a customer that way, then it's similar to what I was just saying about the reviews. How are you leveraging that content to get more out of it? And and that's... We we try to take that same con... That concept with q and a of how can we leverage this content and get more out of it. And we've seen wild success with it, not just in Google search, but, you know, all the LLMs, you know, have just eaten it up.

Gavin: It it does feel like while Q and A has always been around, it feels like it's gained importance in the last maybe year or two, which I think is an interesting development. And I encourage any listener out there to think about their own search behaviors and how they're interacting with their purchasing signals when it comes to keywords, search queries.

Gavin: I know me personally, heck, even looking this morning, my keywords, my search queries are much longer than before because people and consumers are getting into a rhythm of conversational shopping where it's no longer putting in a keyword into Google where it's full sentences. It's really giving the full context around what you're looking for as a consumer. And the more you can have those answers live somewhere and have answers and those questions sourceable by an LLM. It's only gonna help when we're talking SEO strategies.

Gavin: And I think it's an interesting development in how brands are going to be communicating, maybe not directly at the start, but communicating in a conversational way through the content they produce. A 100%. I mean, I've often told people, you know, when it... Like, if you think about Google Search, but I think AI is the same way, even more so this way. But the way people communicate with a Google Search, it's the way they communicate with a friend. Right? And Yeah. And similar to a friend, Google search or AI just wants to give you the best possible answer they can. Right?

Michael: And so, you know, when I come visit you up in, up at your, LP headquarters, right, I might say, you know, Gavin, where is the best place to eat around my hotel? Right? I don't just say food or restaurant. Right? I ask you a question, and that's how we engage with search. And as a good friend, you try to give me the best possible response you can. Right? You don't just say, like, one block away. You say, oh, it's this place. It's great. You'll love this. That Get specific. Yeah. Yeah. Yeah. Answer is answer as in-depth as you can. Yeah. A 100%. And and that's how we engage with search.

Michael: That's how we engage with AI. And so, you know, gone are the days... I mean, I was a little kid, and you'd maybe type in basketball. Right? Like, you know, or hammer. Right? But, no, now it's, hey. I need a hammer that does this very specific thing. I have this issue or this need, and I have to... It needs to do all these different things. Right? And and so, yeah, like, if your your content has to be built around that. Right? And that's where,

again, q and a has been so great because if somebody is asked the question, hey. Will this hammer be good for whatever roofing? Right?

Michael: Is this specific to that niche? Well, when somebody's searching in Google, hey. I need a hammer that can handle this. Google's got the answer, and and the merchant provided it already. So we can serve that up. You know? And so, anyway, it, yeah, those things excite me being in the business. Right? Damn. I I really do think... You know? Yeah.

Gavin: And and I and I wanna connect that thought to an even larger thought around LLM citations because what we're talking about with q and a, what we're talking about in terms of aggregating and collecting the reviews, I feel like the next step past that is third party validation. I've seen some wild stats, and I'm sure that you've also seen some studies over the last couple years, specifically within LLMs, how often those customer sentiments are sourced from third party sources, not the company's own website.

Gavin: I've seen numbers ranging anywhere from 70% all the way at up to 90%, and I even like to pay attention to it when I'm doing my own searches when I'm maybe interacting with ChatGPT or Gemini. They'll show you the link extension from which that information was sourced, and pay attention. Are those coming from brands, or are they coming from customer sentiment? Talk to me about the importance of third party validation and the and the role that reviews play in building trust with consumers and AI systems from a third party standpoint in that validation. Yeah. That's been a... You know, I...

Michael: It's it's funny as we've as we've all sat back and watched AI kind of unravel. Right? And AI has been around for decades, but oftentimes when we say AI, the way we think of it is, you know, ChatGPT or or, you know, Gemini showing up in Google search and things like that. So, but as we've seen that kinda unravel these last year... Couple years, we've been pleasantly surprised to see how much reviews are playing a factor in that.

Michael: And and it kinda validates what I was saying that when I first came here, we developed a tool to help get reviews on other platforms because we understood that when consumers go out and search, they typically wanna cast a wide net. Right? And it's and it's interesting to see AI doing the exact same thing of, like, hey. Let's cast a wide net and make sure that whatever we're recommending to Gavin is is the best thing. Right? Again, I go back to that friend analogy. Your friend wants to give you the best advice possible. Unbiased, just the best advice possible.

Michael: And so we're seeing, like, with third party aggregate... Review aggregators, we're we're getting a lot of clout in the system, which is, you know, it it puts a lot of... I don't know if the right word's pressure, but, you know, a lot of responsibility, which we've known we've had forever. I mean, we take a great deal of responsibility knowing that people do put a lot of... They make a lot of decisions based off the content that we're we're not producing it, but we're collecting it, aggregating it, syndicating it. And and so it...

Michael: It's even heightened that responsibility, I think, because, again, we're... It's going out and seeing sources like Shopper Approved, Trustpilot, Reddit, these different places, this con... This people first content, and it's putting a great deal of of respect or, you know, it's it's really height... You know, heightening that and and propping it up quite a bit. And so reviews has played a huge source, a huge part in helping brands get more visibility, more respect around that brand, and and and building its reputation. To close our time out with a future focused question.

Gavin: Looking ahead, how do you predict the review space changing over the next few years, and what review strategies do you think are gonna separate the successful brands from everybody else? What do you think are gonna be the key factors influencing visibility in the review space in the next couple years? Sure. Well, going back to the the the conversation we had about the foundation, I I truly believe that those who are able to collect not only the most content, but at the highest level of quality will win. AI gives companies, people ability to consume massive levels of data and make sense of it.

Michael: And so, you know, we had clients in years' passwords like, hey. We've we've collected millions of reviews for them. Right? And the ability for us or for them to sort through that data, see real time insights was difficult and expensive. Now you can sort through that level of data instantly and and as a merchant, see, you know, what... What's happening, what's going wrong. I'll give an example of this. We had a merchant. They... They're a high high volume site where they were consuming. We... At Shopper Approved, we we collect reviews in a few different timing...

Michael: Different times of of the buying, process, and one of those is right after checkout. And so they had thousands, if not millions of reviews at the checkout where they were starting to analyze and noticing a pattern where customers were complaining about the checkout process being a little clunky. And so they were able to take that information, make tweaks, and they saw conversion increase by 10% overnight. Right? And so oftentimes, we think about reviews as we've been discussing it out in search, reputation, all that kind of stuff.

Michael: But I think, you know, it's gonna give businesses insights into what their customers think and feel in an easier way than they've ever been able to do. So that foundation of, like, are we collecting content for you and are we collecting a lot of it is gonna be really important. So review companies that are collecting, you know, content. Used to just be, hey, Gavin. Leave me a review. What do you think? But I think what you'll start seeing is more detailed questions. You know, talk to me about this. Talk to me about that.

Michael: Gaining insight into, you know, Gavin, it looks like you've purchased multiple times from us. Why do you keep coming back? Right? And and trying to understand... Get a better understanding understanding of the customer. I really think that will be... You know, we've spent so much of today's conversation on content search and things of that nature. I really think brands' ability to take in that information, make changes internally will be a big big part of it. But make no doubt, you know, the LLMs search, all that is going to keep...

Michael: Continue to lean into this people first content, and it will be a major player in it. And and so, you know, review company's ability to not just collect reviews, but collect lengthy quality reviews that provide helpful insight to future consumers is going to be prioritized. Right? Brand advocates. That's how you establish those brand advocates. Yeah. Brand advocates. And and in many ways, you know, like, you know, these last few years with social media, you you see, you know, what we call influencers, and and influencers have really changed. Right? You still have the big names of this world.

Michael: But, you know, if you're a brand and, you know, you do, I don't know, \$510,000,000 a year, you're not going out and getting one of those names that we all know. Right? I'm not gonna say them on this podcast, but but what what you can do is you can, you know, get someone who, like, you know, shares a helpful insight that that can help, you know, two or three other customers. And and and, yeah, like you said, it's a brand advocate. It's an influencer. Right? These reviews, these people, they have the ability to influence future buying, and and it's impactful more so than people think.

Michael: Again, we've all just grown up. Like, reviews are everywhere, so you just kinda take it for granted. But there's such a huge, they play such a huge part in the buying buying space of of the ecommerce world. Yeah. The the cyclical workflows that you can establish with that feedback loop not only re... Holds in the review space, but we're even seeing in the in the call tracking space, in the email marketing space, in the SMS space.

Gavin: Those touch points, I think, are becoming a lot more integrated with the expected consumer experience, and the hope is over time consumers feel full autonomy to leave a really in-depth review and have a conversation with the brand, maybe if there was a challenge in the checkout process with the product, whatever it might be. And again, in the past, those might have been individual incidences that are happening in silos, isolated, and hard to aggregate up and find those kind of general sentiments, but now it's easier than ever.

Gavin: And again, I think in the review space that's happening, but I think it's happening across the board with any ecommerce brand out there. You have so much at your fingertips for how to use what's happening on the

quote unquote marketing front, and then turn it back and use that to improve not just your marketing process, but also your products, your service offering, your website experience, whatever it might be. No. It's... I think that we're in a time of major change within digital marketing, which is apparent to anybody in our space.

Gavin: But I think on the brand side, there's so much new on the horizon and there's so many ways to hopefully engage with consumers in a way that still is human first and service first, but we can use these tools to help improve that experience. So I'm I'm optimistic not only on the consumer side, but also on the e com brand side that these tools will provide smoother purchasing behavior. And... Yeah.... Percent. It's it's... There's no better time to to to be a brand, to to own a own a, you know, ecommerce plat...

Gavin: Ecommerce store. The tools that you have available to you, you know, it used to be just, you know, hey. You got a gut feeling that, like, you know... Or, hey. It seems like a lot of people are buying this product, so let's make more of it. Right? The information that's available for these brands, it... Again, there's no better time to be selling in the ecommerce space than today. And the tools that are out there are just amazing. Now a great way to close this out. Michael, thank you so much for coming on today. This is great. Yeah. Thank you, Gavin. It's always fun. That was great.

Gavin: Big thanks to Michael for joining us, entertaining a few of my funny questions and sharing his

Gavin: insights on how brands can use customer reviews to build trust, improve performance, and reach more customers.