



Confidently Generate the **Most Trusted Ratings & Reviews** on Canada's Largest Omni-channel Retailer.

Don't let your products fall behind

Shopper Army will generate the Highest Quality & Most Trusted Incentivized Reviews to help your products succeed on Walmart.ca

83%

of Walmart.ca shoppers say they look for consumer reviews when considering products online*

70%

of Walmart.ca shoppers who noticed the review summary say it influenced their purchase decision*

Why Shopper Army?



Better Performing Reviews

Shopper Army Reviews are at least 1.6x longer than competitive services**



Trusted experts

in the legal landscape of Ratings & Reviews



Flexible Logistics

Mailouts, Rebates or Both!

100% Rebate Review Conversion = Savings of over 30%



Leveraged by top companies

Clients include P&G, J&J, Mondelez and many more



Backed by leading market research firm BrandSpark International

Data Driven Approach = better targeting, reviews & insights



Access to exclusive targeting

of early adopters of sustainable & eco-friendly products



Access to Shopper Army Badges, Claims & User-Generated Content

When Should Brands Use Shopper Army Ratings & Reviews?



When Launching New Products



To Hit Your Review Targets



To Uncover & Gather Product Insights



When Launching Sustainable Products

* BrandSpark 2021 Canadian Ecommerce Study

** Based on analysis on 2021 content from over 15 Bazaarvoice CPG brands



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How Does it Work?

Sit back & relax! We'll take care of it.



Create Buzz
"Apply to Try"
Campaign



Target the Right Shoppers
Custom Screeners
for every campaign



Seamless Logistics
Mail-out, Rebate or
both!



Generate Reviews
Trusted & Detailed



Insights
Product Metrics &
Dashboard

Pricing For National Brands

Mailout
\$750

Up to 50 reviews, per SKU

Rebate
\$550

Up to 50 reviews, per SKU
100% review conversion rate

Recommended

Annual Rebate
\$1870

Up to 200 reviews annually, per SKU
100% review conversion rate

New Launch (pre & post)
\$950

Up to 50 reviews pre-launch, per SKU
Up to 25 reviews post launch, per SKU



Available to
license at an
additional cost
if product
scores 4 stars
or above.

Get in touch

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