

FINDING THE RIGHT AUDIENCE

How ExpertVoice vets and verifies experts.

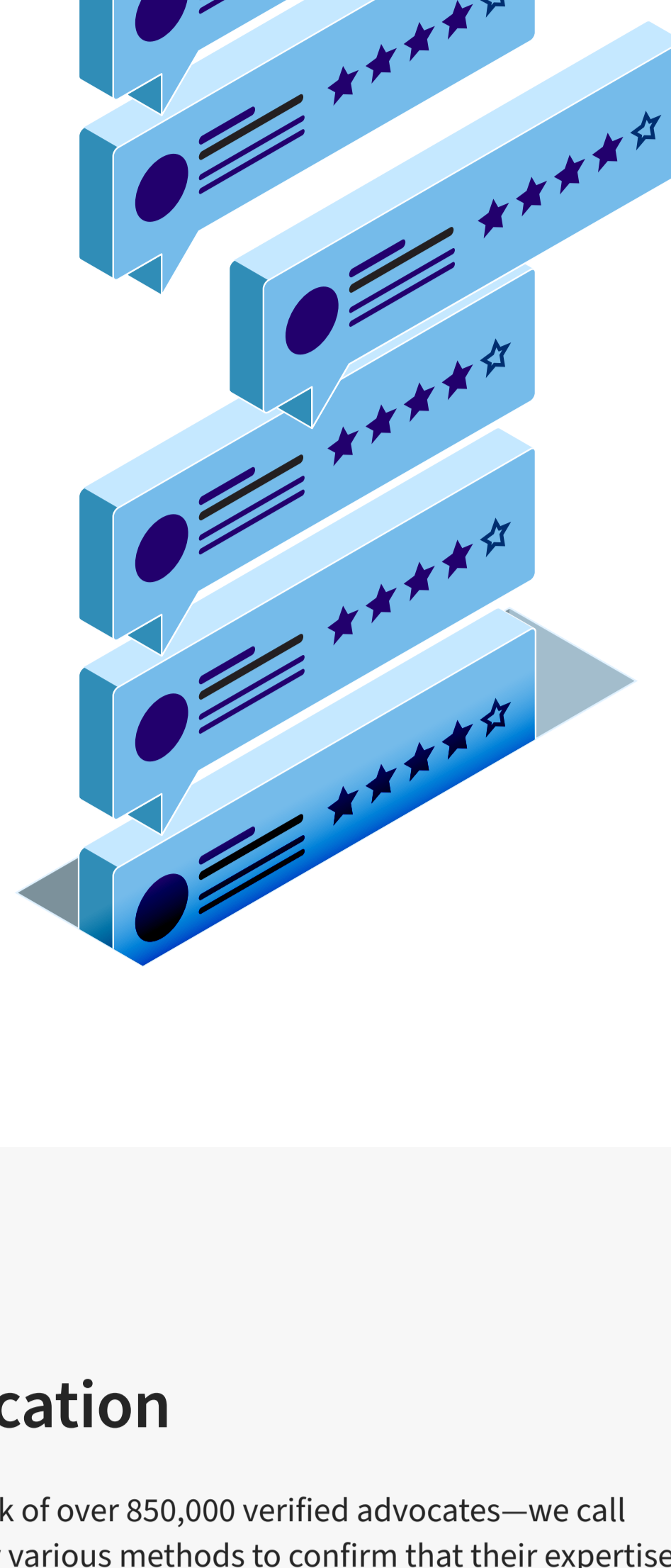


Everyone wants to be the brand generating buzz—with user-generated testimonials circulating on social channels or as the subject of gear conversations on the ski slopes. Advocacy marketing means activating a community of influential people to learn about your products, put those products to the test and start talking about them online or out in the world.

Research shows us that consumers are increasingly skeptical of what a brand says about itself and are more interested in what other buyers say about your brand. Over 90% of consumers say that reviews impact their purchase decisions more than anything else.

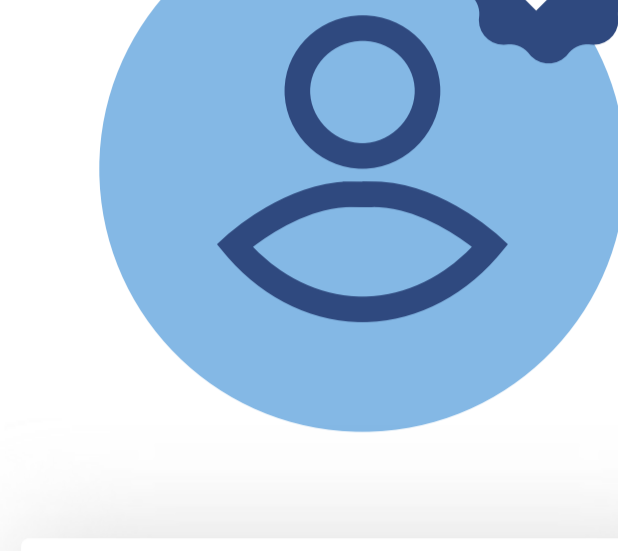
When it's done right, you'll see the impact of advocacy in the form of revenue return. These strategies inspire more recommendations from industry professionals, in the form of high-quality product reviews on your e-commerce sites or as great recommendations from retail sales associates in-stores. Well executed brand advocacy programs strengthen consumer trust and drive full-price sales.

So, how does ExpertVoice find the **right** people to engage with your product and become authentic brand advocates?



Expert verification

ExpertVoice has a network of over 850,000 verified advocates—we call them experts. We employ various methods to confirm that their expertise meets our standards for membership. Their credentials are verified on an ongoing basis, ensuring that everyone on the platform is always a qualifying member.

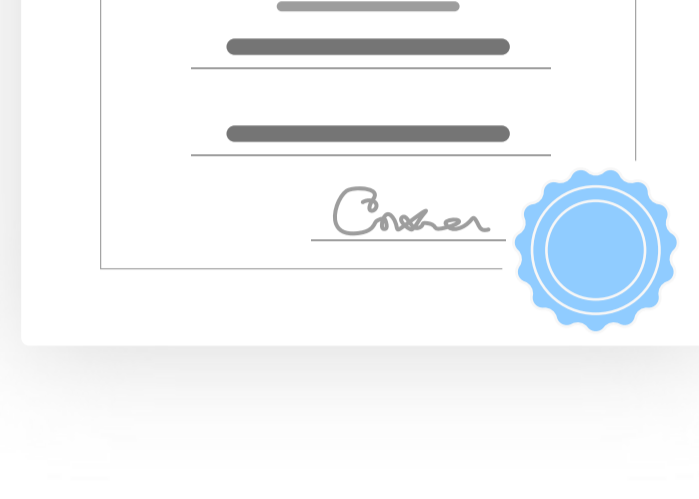
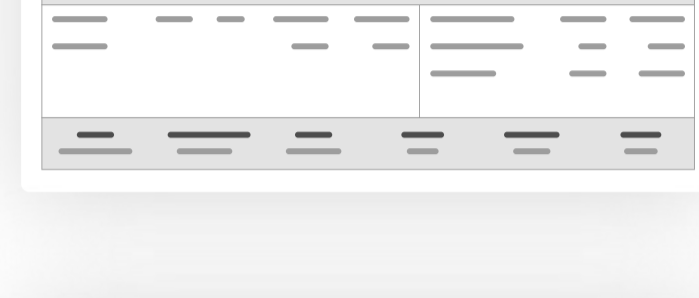


What does verification look like on ExpertVoice?

Every month, we verify between 35,000 and 45,000 experts through a combination of manual and automated methods. Depending on the expert's affiliation, we use one or more of these methods to determine if they qualify for a credential:

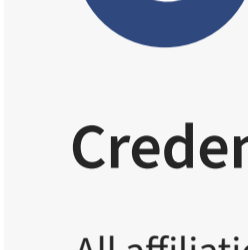
1. Manual verification by the ExpertVoice credentialing team: The expert must upload documentation, such as a pay stub or membership card, that shows they are employed by a retailer or belong to an industry group.
2. Verification based on the applicant's email address domain.
3. Automated match with a partner organization's membership list.
4. Direct brand approval via referral or team code.

Our in-house verification team turns away all applicants who do not meet our verification criteria.



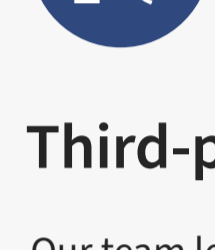
How does ExpertVoice prevent fraud?

Because advocacy programs typically reward members with insider pricing or even free products, they must also be designed with safeguards set up against people who might try to game the system. Creating a fraudulent ExpertVoice application would require illegal documentation. To prevent any kind of abuse, we have multiple security provisions in place.



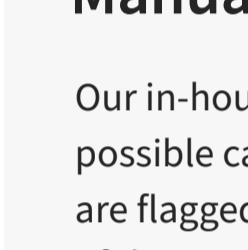
Credential renewal process

All affiliations expire after a set period of time, requiring members to renew their membership status by submitting current credentials. If their credentials are not up to date, for example, they no longer work for a retail organization or belong to an industry group tied to their credential, they will be removed from the platform.



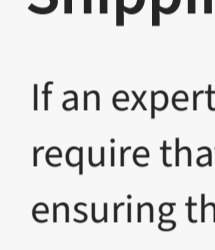
Third-party software monitoring

Our team leverages a Fraud & Abuse Prevention software platform called Sift to monitor the integrity of accounts. Machine learning monitors the activity of users, flags questionable activities (say an account using multiple shipping addresses), and, if there are enough signals, the account will be locked until the team can conduct a manual audit.



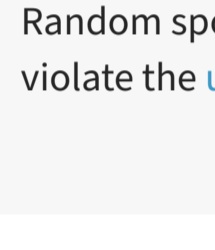
Manual account auditing

Our in-house team monitors various indicators to track any possible cases of fraud or abuse of the platform—users who are flagged for audit are reviewed. Depending on the severity of their violations, they are either suspended or removed from the platform.



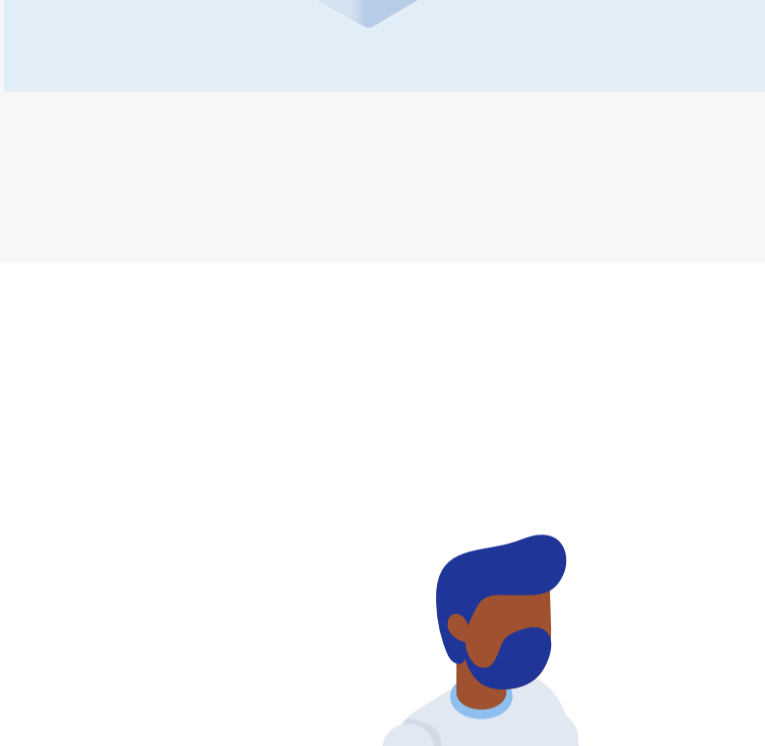
Shipping Safeguards

If an expert has a retail affiliation, we give brands the ability to require that purchases are shipped to their retail store location, ensuring that their membership is contingent on employment.



Order review process

Every brand sets their own order rules and guidelines, which are enforced automatically through the store checkout process. Random spot checks are done to ensure that orders don't violate the user agreement and the brands stated order rules.



How experts are categorized

Experts are categorized into three segments: retail, pro, and enthusiast. Let's delve into each subset of members to better understand what their engagement looks like and how their credentials are monitored.



Retail

Retail sales associates are an integral part of the ExpertVoice community. Their membership ensures that brands can engage with the people who influence buying decisions every single day. Brands determine which retailers and sales associates they want to engage—those individuals are granted access to brand education so that they can confidently talk about and sell products in-store. Boosting sales and providing brands with both insights and invaluable relationships.

Retail expert snapshot:

Example group: REI sales associate

Current member count: 12,765

Verification method: Automated verification from the employer-generated list.

Ongoing verification process: Employees are automatically re-verified multiple times a week by matching them with REI's current list of employees. Any employee no longer listed as actively employed by the company is deactivated immediately.

Education modules completed in 2021: 972,000—that's over 50,000 hours of retail associates learning about brands and products.

LEDLENSER

"As a global brand that is now focusing our efforts in the US, connecting with the REI Sales Associates via ExpertVoice is a critical step in establishing credibility for Ledlenser in the outdoor market. Retail sales associates are experts in their own right, have a keen eye for performance outdoor gear and will put a brand and its product through its paces. Once they give your brand a thumbs up, it can have a huge positive impact, helping to drive awareness and credibility."

Greg Windom
President (Ledlenser)



Pro

Brands often connect with pro groups to collect product feedback, participate in product sampling campaigns, share user-generated content and raise brand awareness. Campaigns can be targeted to specific influential audiences that will help the brand meet its goals. ExpertVoice has over 2,400 pro groups on the platform, varying in size from 10 specialty members up to 10,000.

Pro expert snapshot:

Example group: Wilderness First Responders

This pro group consists of outdoor professionals who have completed their outdoor emergency care course. The course can range from 80 to 200 hours of training depending on the profession of participants.

Current member count: 1,343

Verification Method: Official credential, manually verified by ExpertVoice staff

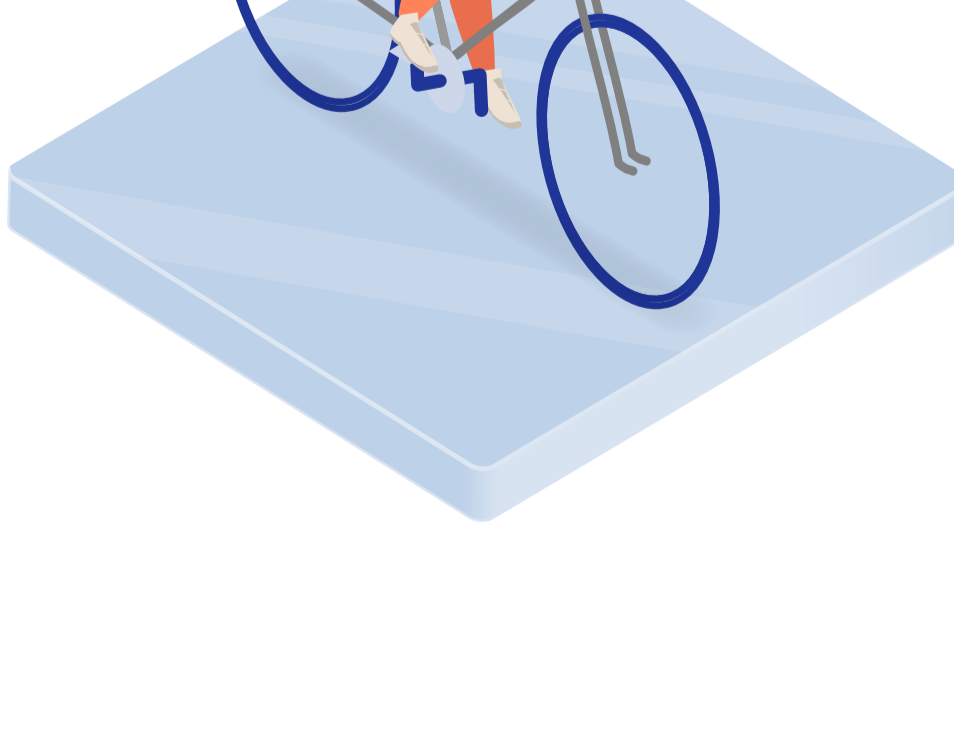
Ongoing Verification Process: Annual review of credentials is conducted by the ExpertVoice in-house verification team.

Education modules completed in 2021: 24,680—that's over 1,300 hours of collective learning.

WESTON

"Working with ExpertVoice has brought our reviews to the next level. As a consumer, when I'm approaching reviews, I value knowing that the people discussing the topics are experts in the matter as not every customer has a trained viewpoint of a product. At Weston, we've been able to secure reviews from experts based on credentials in their ExpertVoice profile, specifically those with Avalanche Education and backcountry experience. Once we started displaying these expert reviews on our website, revenue increased by 30%."

Sean Eno
Director of Marketing
Weston Snowboards



VIP Groups

Some of our brands identify specific enthusiasts or VIP groups that want to have access to the platform. These groups may not always have a specific credential, but they do have significant expertise. Their VIP status means that their access is restricted to only the brands that chose to target them. These groups can vary in size, many of which are smaller and specialized.

VIP Group expert snapshot:

Example group: Ariat Farriers

Ariat is a footwear, apparel, and accessories brand for equestrian sports, work industries and other outdoor activities, has been partnered with ExpertVoice for over 12 years. Farriers are specialists in equine hoof care—a key professional demographic for the brand. Ariat sources and selects members to be a part of their specialized VIP group.

Current member count: 1,785

Verification method: Members are selected and their expertise is confirmed by Ariat team members.

Ongoing verification process: Ariat conducts reviews to annually confirm their list of Farrier VIPs.

Education modules completed last year: 223

ARIAT

"As a company with roots in western and equestrian lifestyle, the Farrier VIP Team is a group that is near and dear to our hearts. We are grateful that they trust us to provide the product that holds up to their extreme working conditions, which is one less thing for them to worry about while they are caring for their most important clients—the horses. We are honored to provide Expert access and a product discount to these essential workers and appreciate their advocacy for our brand amongst their communities."

Darrin Clark
Field Service Merchandiser
Ariat International

ExpertVoice works to successfully connect brands with their most impactful advocates. Building valuable relationships that result in more authentic conversations and recommendations online and out in the world. To do so, we ensure that only the **right** people who qualify for the title of "expert" have access to the platform.

Contact ExpertVoice today to learn how you can tap into this community of vetted and verified brand advocates.

Schedule a Demo