

Product Reviews

Expert advice with aggregated professional reviews & ratings

Consumers want to know that they are making the right purchasing decision, especially when they buy online. alaTest Product Reviews let your customers see how professionals rate products in an easy-to-understand format. When consumers feel confident about their buying decisions, they're more likely to purchase and to feel more satisfaction with the choices they make.

Reviews are the most-desired Web functions for U.S. Internet users.




Source: Forrester Research's "North American Technographics Customer Experience, Marketing and Consumer Technology Online Survey, Q3 2008" report.

Build consumer purchasing confidence and increase sales conversions

CNET Content Solutions offers publishable product reviews as a service through our partnership with alaTest.com, an independent global review aggregator. Resellers, retailers, and distributors can access more than 7 million aggregated and analyzed professional product reviews from more than 700 Web sites and magazines around the world.

Provide purchase confidence

Professional Reviews Conceptual illustration only

	PC expert At first glance, Power Laptop signals that this is no ordinary laptop ...	★★★★ 10/10
	camera-giant.com The compact high-performance laptop makes it possible for anyone to create stunning images.	★★★ 8/10
	digital pics The smooth shape and bold lines of the stylish Power Laptop 500 signals that this is no ordinary PC.	★★★★ 10/10

Provide buyers with aggregated reviews and ratings

When your customers look at a product page, they see a detailed Reviews tab that informs them about how experts rate the product. The alaScore™ rating provides quick visual impact that is easy to read. Your site becomes the primary destination for all of your customers' online research and purchasing needs.

Inform consumers with objective and trustworthy sources

alaScore summarizes thousands of professional reviews from trusted sources relied upon by consumers throughout the world and develops them into the most unbiased rating available. The standardization process accommodates good and bad ratings, even elements such as review date: yesterday's best-rated camera will probably not be the best tomorrow. Because your customers see where the reviews were published, they know they can trust the alaScore ratings and buy with confidence.

CNET Content Solutions (www.cnetcontentsolutions.com), a division of CBS Interactive, is the world's leading independent source of product information. With detailed content on more than 3 million technology products in 15 languages, CNET Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line. Customers include CDW, Computacenter, Dabs.com, Dell, Hewlett-Packard, Insight, Microsoft, OfficeMax, PC World Business, Tech Data, and Yahoo.

**We understand your business and challenges you need to solve
– apply proven best practices to your e-Business.**

To learn more, go to www.cnetcontentsolutions.com

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