

# weeSpring Data Gives Brands a Competitive Advantage



# The Situation



New moms and dads are notorious for being wide-awake in the wee hours of the night, even when the baby is sound asleep. Why? We're busy hovering over the crib checking everything breath, sound, and movement. Parents need peace of mind and sometimes the traditional audio or video monitor just won't cut it.

A tech startup wanted to generate awareness and increase positive online reviews for their new "smart" baby monitor. The company tested their prototype with a small group of users and invested in an expensive Amazon Vine review program— but those tactics didn't generate the results or feedback they were seeking.

## THE BOTTOM LINE

**To bolster buzz and reviews, they needed to get their product into the hands of their actual users.**



# The Program

weeSpring partnered with the company to execute a review seeding program with our Parent Panel— a micro-targeted audience of organic influencers: real moms who share thoughtful, constructive feedback directly with brands and post their honest opinions on retailer sites.

With over 50+ data points on every Parent Panel participant (ranging from what they do to exercise to what car they drive to whether they make their own baby food), we identified precisely the right consumer pool to connect with the company.

To help launch the product with stellar online reviews, we sent it to 75 hyper-targeted testers (parents of babies under six months who were comfortable with wearable technology). After trying out the product over several weeks, we gathered their feedback through a detailed survey.

# The Outcome

The program helped the company **learn what parents loved** about their product, **uncover features and functions that needed improvements**, and **zero in on their competitive advantage**.

Aside from survey data, the brand conducted extensive troubleshooting—walking parents through setup, connectivity, and hardware issues. This combination of irrefutable data and anecdotal feedback provided game-changing insights that prompted them to:

- Shift their engineering priorities
- Identify quick fixes and larger issues to address over the next two quarters
- Reallocate resources to focus on addressing Wi-Fi, hardware, and audio improvements
- Adjust product formulations
- Address price sensitivity and sizing issues
- Reframe marketing language to more clearly communicate how to use the product in website and packaging copy
- Re-work technical support tools



## IN OUR CLIENT'S WORDS

“weeSpring crushes it on user engagement and follow-through, which is critical for getting high-quality data points and cost-effective, actionable consumer feedback. As a result of our work with weeSpring, we were also able to see increased user engagement and sales. We got to know our customers better, hear from them at a deeper level, and then convert that into more meaningful marketing and sales campaigns.”

# Why Reviews Matter

Since weeSpring's 2013 launch, we've collected hundreds of thousands of authentic product reviews from our highly engaged base of new parents. They provide credibility and drive conversion around a product. Plus, they're a key factor in search ranking and support new product discovery.



# The Results

Overall, the program led to an increase in 4 and 5-star Amazon reviews, boosted sales, improved the product, informed the development of a second product in their line, and of course, helped parents finally rest easy when their babies do.

