

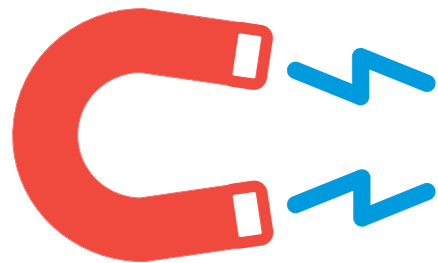
 ExpertVoice

ZEBCO CASE STUDY

Zebco, the brand that created the world's first spincast reel, partnered with ExpertVoice to drive sales through industry experts who influence their target consumers. We conducted in-depth research before and after the verified experts engaged with the brand, and uncovered key insights into recommendation behavior and brand sentiment.

“Expertvoice has helped grow our brand by educating and seeding product to fishing experts, as well as team members behind the counter. The platform has proven itself to increase sales and we couldn't be happier to have this tool.”

THE RESULTS



5,743
experts engaged

In just 5 months, almost 6,000 experts from retailers like Dick's Sporting Goods, Cabela's and REI as well as members of law enforcement and U.S. Armed Forces engaged with Zebco on ExpertVoice to learn more about the brand and its products.



5x more
likely to recommend

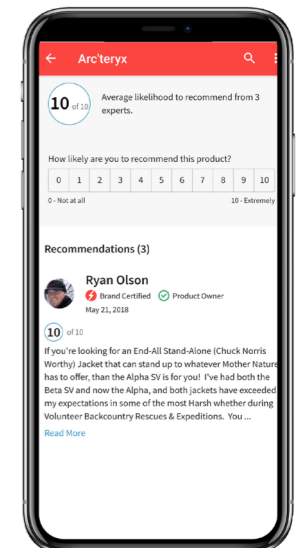
After engaging with the content, experts were 5x more likely to recommend Zebco to consumers.



Balay Hartman
Zebco Associate Brand Manager

Use expert recommendations to sell more at retail

ExpertVoice is the world's largest community of trusted experts whose passion, experience and knowledge make them powerful brand advocates. Join the 500+ brands who already partner with ExpertVoice to connect with the experts whose authentic recommendations help you sell more.



Data indicates changes between April 2019 and August 2019