

PRODUCT REVIEWS

DISCOVER, REVIEW AND SHARE AT [BLACKBOXREVIEWS.CO.NZ](https://blackboxreviews.co.nz)

Product reviews are as trusted as word of mouth from family and friends and have significant impact on a consumer's buying decision.

Black Box Reviews now sits on the first page for dozens of product related review keywords. Google supports and ranks authentic, organic reviews highly as they are deemed helpful to searchers. 63% of consumers are directed to product reviews from search engine queries.

Black Box Reviews is backed by over 130,000 profiled members and over 200,000 social media followers, so started with tremendous consumer support. Most large review sites have a maximum of 100-200 verified reviewers.

Research tells us that 90% of consumers read online reviews before making a purchase.

BLACKBOX

Black Box has sent over 600,000 boxes to consumer households for review so it made sense for us to create a new review site dedicated to consumable goods.

The site has already achieved 50,000+ page views per week without the help of any paid advertising.

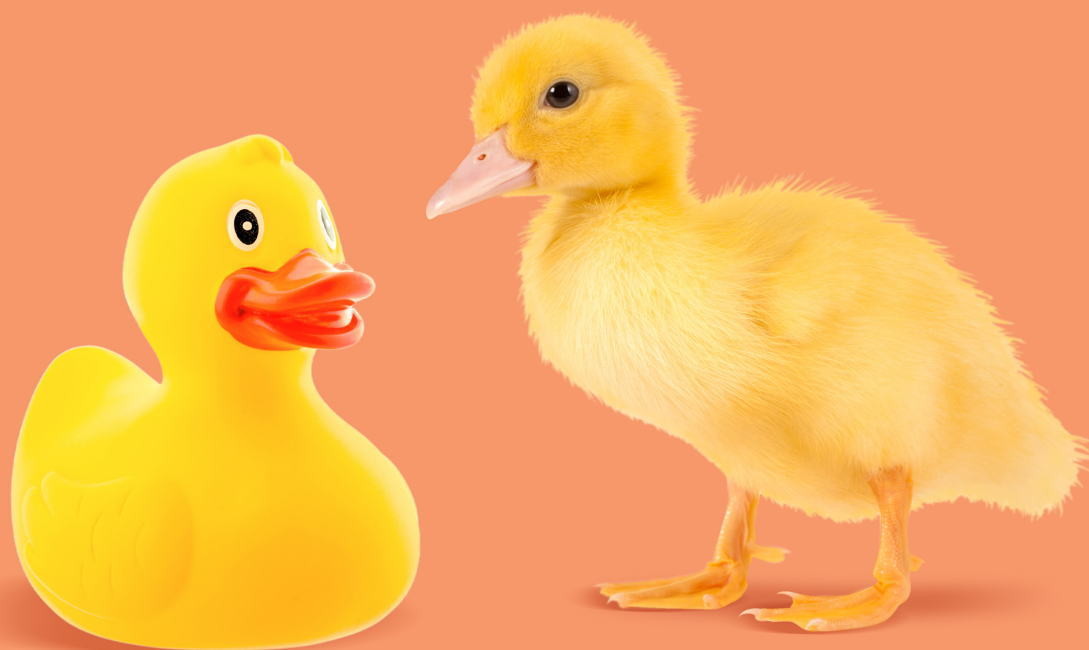
The site features numerous brand opportunities including new products, trending areas of interest, recipes, brand offers and links to your external websites, social media and "buy now" pages.

Brands who participate in a Black Box "in-home" campaigns will have their campaign product featured for FREE.

BENEFITS:

- Black Box is a trusted consumer source of truth
- Positive reviews build brand trust & credibility
- Largest number of product reviews per product in Australasia
- Large database and social community of consumers to leverage
- High traffic – average 200,000 visits per month and growing
- Traffic is driven to the site via multi channels sources
- Sticky site – average time on site 1.5 minutes (Facebook's average is about 3 mins)
- Reviews can be repurposed for other sites
- Black Box "in-home" campaigns fully supported for FREE

BE AUTHENTIC



BLACKBOX