

How an E-Commerce Company Increased their ROAS by 34% with Comment Moderation

Global e-commerce company BlendJet™ wanted to find out the impact of moderating comments on their social ads. What happens to online sales when removing all the product damaging and spam comments? So they ran an A/B test on Facebook, using Respondology's comment moderation tool The Mod™ to remove brand damaging and spam comments in parallel to the same advertisements without moderation. The results were tremendous.

Immediate and Discreet Moderation

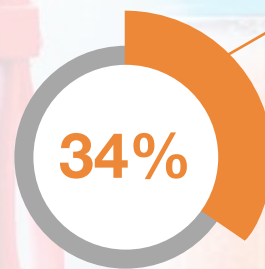
Remove all the toxic and sales killing junk comments in moments ~ hidden from everyone except the troll and his or her followers to be discreet.

Keyword filtering + over 1K Moderators 24/7 across Instagram and Facebook.

"Any brand selling online is crazy not to moderate comments, which are generally full of spam and distractions from the ultimate goal of converting people into customers. I've been dreaming of a tool like The Mod™, and now it now it finally exists!"

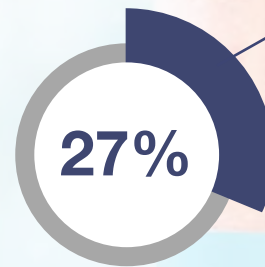
Ryan Pamplin CEO, @blendjet

Increased ROAS



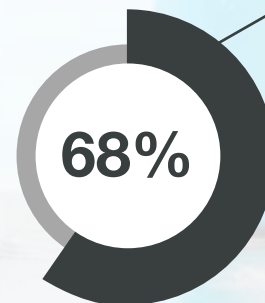
Cleansing comment streams drove a higher ROAS

CPA Decrease



CPA decreased while conversion rate increased 7.3%

Read Comments First



68% of 3.9K people surveyed post-purchase read comments before buying on Instagram or Facebook

