

CASE STUDY – GREEN BOX ART

# How did customer reviews help Greenbox art access its seller ratings on google?



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# The client



GreenBox Art + Culture is an art manufacturer, home decor and gifts company specializing in beautiful and unique products which are original designs by independent artists. They provide contemporary decor that makes a statement - from wall art and room decor to murals spanning from abstract to farmhouse, stretched canvases over sustainable wood frames to high quality giclee art prints and everything in between.

The goal of GreenBox Art + Culture is to provide its customers with a suburb shopping experience from quality products down to timely shipping from our San Diego, CA facility. Their products are suitable for a diverse range of ages from babies to teens and adults. With the typical customer being female, aged 25-49, their products are ideal for new homeowners, mothers, interior designers, pet owners, and grandparents.





### INDUSTRY

Home & Garden



### WEBSITE

[www.greenboxart.com](http://www.greenboxart.com)



### VERIFIED REVIEWS CLIENT SINCE

2016



### PRODUCTS

Product Reviews

## Stephanie Medina

Marketing Director

We've seen huge growth of our brand organically as well as brand awareness for GreenBox, our artists and partners. GreenBox is definitely more visible in search, we've seen increased conversions as well year over year.



# The challenges



## Conveying product and brand quality

One of GreenBox Art's main objectives was to **access their Google Seller Ratings** by increasing their number of ratings as well as increasing the overall average score of their reviews. Google Seller Ratings are the stars that appear next to a certified campaign. Displaying these stars can only be achieved by collecting at least 100 reviews in a one year time period.

Regarding the activation of their Seller Ratings Stephanie Medina, Marketing Director, states, "there is a yellow series of stars that show up with our 4 star rating from VR. I definitely think it legitimizes our brand and stands out for people."



# The challenges



## Accessing google seller ratings

The GreenBox Art team also knows that one of the biggest hurdles an ecommerce company can face is to convey the quality of their products online. The best way to do that is to **let their customers explain the value of the products.** GreenBox Art customer reviews are detailed and give prospective customers a real vision of what the final product looks and feels like, from the quality of the materials, to unique artwork designs, to packaging, shipping and the emotion the recipient feels upon receiving their purchase.



# The challenges



## Accessing google seller ratings

Stephanie Medina says of the customer reviews, “As far as the reviews go, there is a level of authenticity that comes through each one. When we are trying to attract new customers that's a really valuable asset for people considering whether or not to purchase - it creates that reassurance of our brand and our products and helps them take that leap into buying since they can't feel and touch the product. This is true for new customers and also for returning customers to inspire them to try a completely new product from what they have previously purchased.



# Solutions

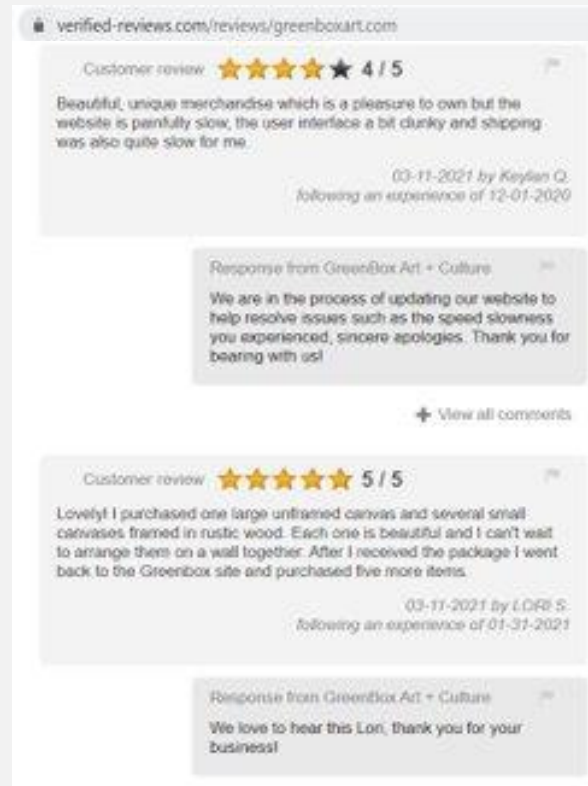


## Seller ratings displayed on Google

Reviews are displayed in Google Ads and are searchable. Authentic reviews show prospective customers what they can expect from the brand.



# Solutions



## Ability to moderate reviews

After reviews are collected, the company has an opportunity to respond before it is posted to the website. This process shows the transparent communication from the company.





# Results

**+ 250%** Increase in **paid search traffic**

**+116%** Increase in organic **search**





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Reviews

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