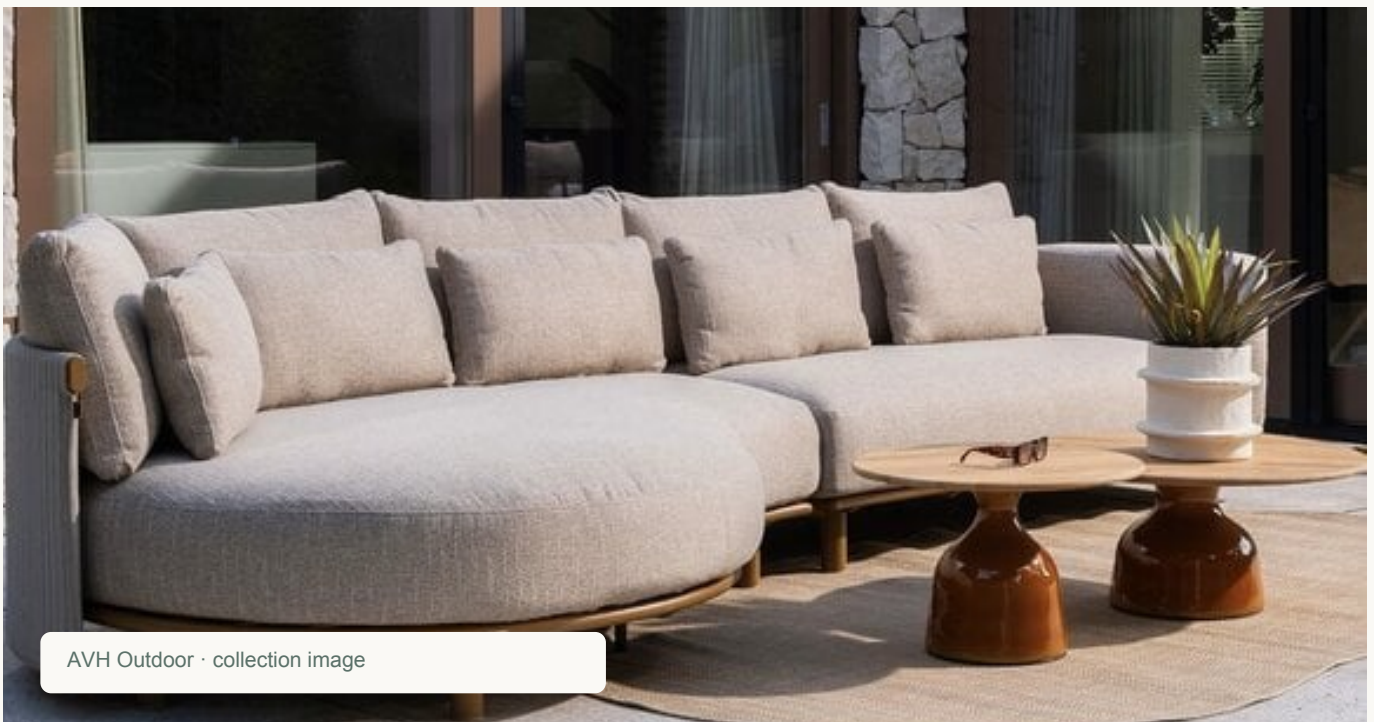


GARDEN FURNITURE · E-COMMERCE · CUSTOMER CONTENT

Let your customers show the proof.

How AVH Outdoor connects its existing order email to a consistent journey for photo and video reviews.



AVH Outdoor · collection image

THE OPPORTUNITY

Garden furniture comes to life in a customer's garden. That experience can help the next buyer, but it needs to be collected and managed.

THE SETUP

AVH uses a BCC order connection with Image Review. Orders, scheduled invitations and incoming product reviews come together in the portal.

This case describes the setup and workflow. A revenue or conversion uplift has not yet been established.

THE JOURNEY IN PRACTICE

From order email to product experience.

The store remains the starting point. Image Review manages the review journey after the order, keeping the team in control.

1

The order arrives

A copy of the existing order email reaches Image Review through BCC. The received information is checked and linked to the order.

2

The invitation is scheduled

The configured delay determines when the customer is invited. The team can see the schedule for each order in the portal.

3

The customer shares their experience

The form requires a photo or video with the product review. Additional questions can be adapted to the chosen review journey.

4

The team stays in control

Incoming reviews and images are managed centrally. Publication and reuse follow the applicable checks and recorded permissions.

5

The content finds its place

Available reviews can be displayed through an appropriate widget or store integration. The company page and portal provide the foundation for management.

The team stays in control when an order is cancelled.

A scheduled review request can be stopped for an individual order. Other orders from the same customer remain separate.

FOR WEB DEVELOPERS AND E-COMMERCE AGENCIES

More value after the launch.

Make customer content part of your service. Start with one suitable store and a clearly defined process.

01 SET UP

Choose the right order connection, configure invitations and help your client get started with the portal.

02 PRESENT

Place reviews where they are relevant in the store. Match the widget to the product page and brand.

03 IMPROVE

Track invitations, reviews and usable imagery. Then test which placements contribute to the store's goals.

Start small. Evaluate clearly.

Choose one client who can benefit from real product imagery. Agree who handles the connection, content checks and display. Then measure how many invitations lead to reviews, how many images are usable and where they appear.

Assess additional sales through store analytics or an appropriate test. Receiving a photo does not by itself prove a conversion uplift.

START WITH YOUR COMPANY PAGE

Find or create the company page. Verify ownership, then activate the linked portal account.

Start with your business

Discuss your first client

imagereview.com/get-started/ · support@imagereview.com