



# EggXpert Review Program

2014



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Confidential

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# EggXpert Review Program

## Vendor Participation

- Both package annual plan or a-la-carte plans are available
- Provides free product samples to reviewers through Newegg
- Receives advanced feedback on new products

## EggXpert Reviewer

- Select customers invited by Newegg
- Technology enthusiasts who like to help others
- Customers from a wide range of demographics

## EggXpert vs. Regular Review

- Eggxpert reviews are well thought out and well written
- Eggxpert reviews go deep and wide in coverage
- Eggxpert reviews are opinionated with personal touch



# EggXpert Review Benefits

**Ensure reviews are available at product launch**

**Enhance product search opportunities**

**Increase customer confidence in buying**

- Eggxpert reviews elaborate on product features and benefits in real-life settings
- Manufacturers' feedback reduce uncertainties and reservations

**Decrease buyer's remorse and returns**

**Minimize the impact of a few early negative reviews**



# EggXpert Review Example

Example Item with EggXpert Reviews:

<http://www.newegg.com/Product/Product.aspx?Item=N82E16833122488&Tpk=33-122-488>

Customer Reviews of the Netgear Inc. WNDR4720-100NAS

Do you own this product? [Write a Review](#)

*“Extremely stable, even with high traffic load.”*  
Benjamin B.  
5 Reviewers had a similar statement

*“The Centria functions amazingly.”*  
Benjamin B.  
2 Reviewers had a similar statement

*“For those who have limited data plans, this would be a very welcome addition I imagine.”*  
Brandon W.  
7 Reviewers had a similar statement

Filter Results

Last 2 Weeks (0)	★★★★★	56% (9)
Last 6 Months (0)	★★★★☆	31% (5)
All Reviews (16)	★★★☆☆	6% (1)
	★★☆☆☆	0% (0)
	★☆☆☆☆	6% (1)

Item Specific Reviews  
 Verified Owners  
 Video Reviews  
 Mfr. Responses

(keywords)  date posted ▼ 10/page ▼ page 1 of 2

**James P.**  
8/14/2013 6:58:55 AM  
Tech Level: ★★★★★  
Ownership: ★★★★★  
**EggXpert Review**

★★★★★ Backup and Restore

**This review is from:** NETGEAR Centria WNDR4720-100NAS All-in-One Back-up, Media Server, N900 Dual Band Gigabit Wi-Fi Router, 2TB Version (WNDR4720)

**Pros:** Supplemental review focusing on the backup and restore functions:  
After a system crash left my wife's computer unbootable, I reinstalled Windows and restored her data from the backup on the router.

The restore is straight-forward and intuitive, and completed quickly. No data was lost.

**Cons:** No cons noted, this router has been a solid and predictable performer and a welcome addition to our home network.

**Other Thoughts:** No backup software can protect you if you don't run it because it is intrusive or hard to use. The beauty of Netgear's software is that it runs transparently in the background and does not have a serious impact on system resources or speed. You don't have to think about it—just turn it on and then forget about it.



# Participate Now

- Vendor endorsed for positive impact on business
- Hundreds of EggXpert Reviewers selected
- 380+ SKUs reviewed
- 4,200+ reviews posted

Learn more about the EggXpert Review program here:

[http://help.newegg.com/app/answers/detail/a\\_id/400/kw/](http://help.newegg.com/app/answers/detail/a_id/400/kw/)

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