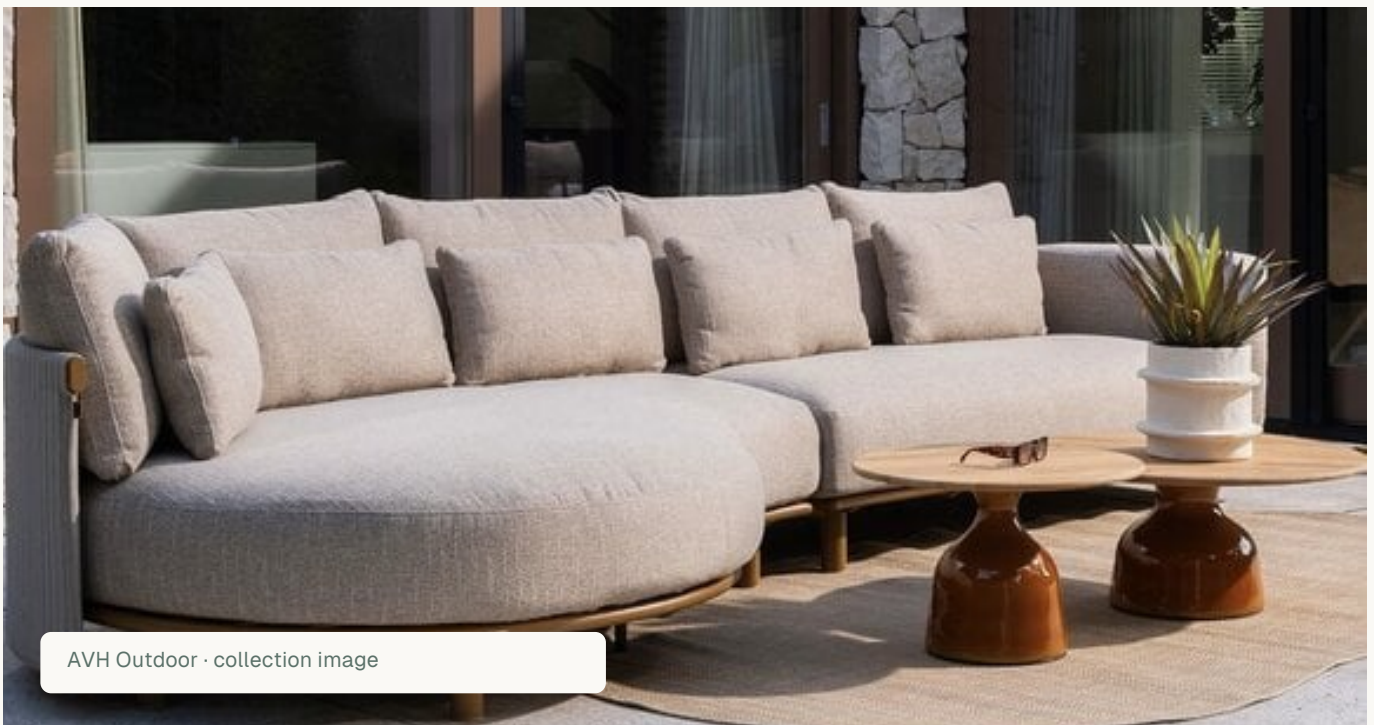


GARDEN FURNITURE · E-COMMERCE · CUSTOMER CONTENT

Let your customers show the proof.

How AVH Outdoor connects its existing order email to photo and video reviews, with Shop the Look as the next step on the product page.



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 photos are managed centrally. Publication and reuse follow the applicable checks and recorded permissions.

5

The content finds its place

Reviews find their place in the store. With Shop the Look, linked products become clickable on approved customer photos.

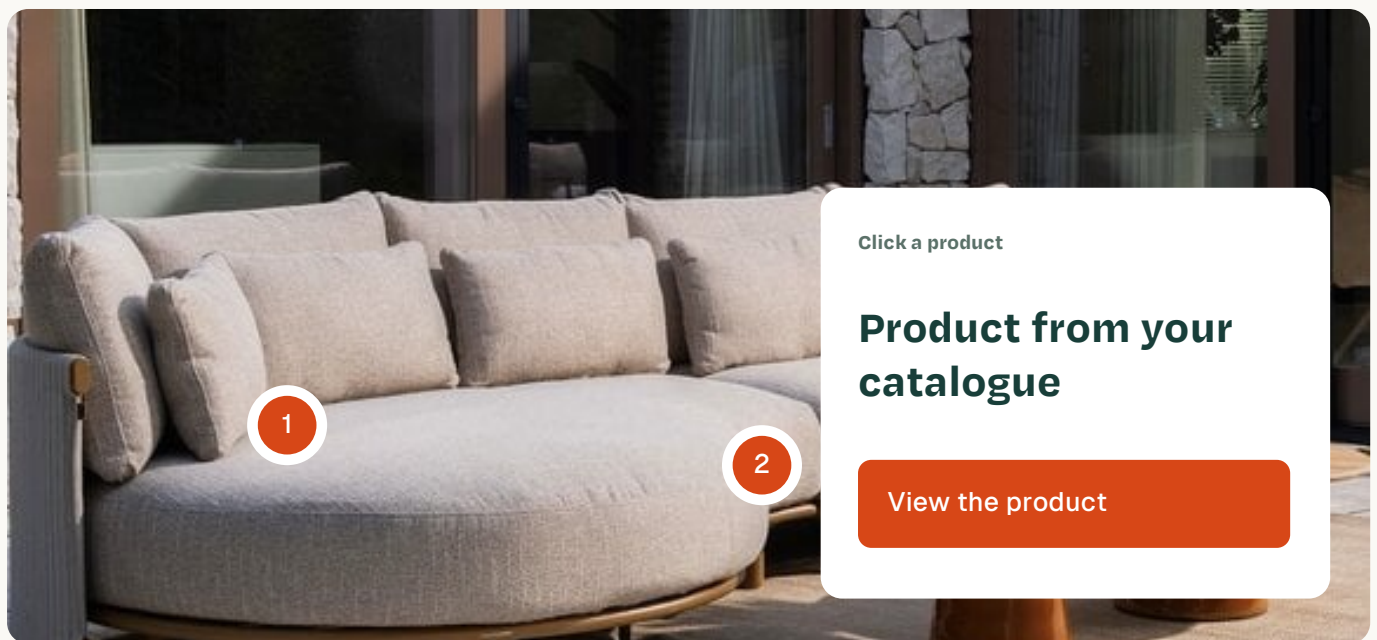
The team stays in control when an order is cancelled.

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

FROM PHOTO TO PRODUCT

Your customer shows it. Your visitor can click through.

Shop the Look makes linked products clickable on approved customer photos. A click takes the visitor to the item in your own store.



Example display with a collection image. Not a customer review.

LINK PRODUCTS YOURSELF

Place hotspots on the photo and choose items from your own catalogue. Check the links before you publish.

AI AS AN ASSISTANT

AI can suggest products and positions in the photo. Review and adjust the suggestions. Nothing is published automatically.

Also in AVH's custom-built CMS.

The script in the product template reads the product URL and shows relevant published photos. With no relevant photos, the section stays hidden. The WordPress plugin and standalone script provide the same route.

[Explore Shop the Look](#)

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 and customer photos where they are relevant in the store. Use Shop the Look to link items in a photo to their product pages.

03 IMPROVE

Track invitations, reviews and usable photos. 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