

How AEG/Electrolux Automates Review Collection with DemoUp Cliplister

AEG Review Team

The AEG Review Team is responsible for collecting, analysing and distributing product reviews to improve trust in the brand.

Spearheading this effort, **Dominik Renner, E-Commerce Trade Operations and Campaign Specialist**, and **Steffen Trunzer, Specialist Onboarding at Electrolux**, work alongside a dedicated team to collect reviews and publish them to AEG's website and the PDPs of key e-commerce partners.

About AEG / Electrolux

The Electrolux Group is a leading global appliance company founded over 100 years ago. Based in Sweden, the company's brands Electrolux, AEG, and Frigidaire sell approximately 60 million household products in over 120 markets each year. The Group's products include refrigerators, freezers, cookers, hobs, hoods, microwave ovens, washing machines, tumble dryers, vacuum cleaners, air conditioners, air purifiers, and small household appliances.

Quick Hits



AEG achieves considerable efficiency in the collection of ratings & reviews.

**3,000**

Reviews Collected

**4.42/5**

Average Rating

**64.83%**Reviews from > 6mo
Ownership**10.5 Months**

Timeframe

**544 Characters**

Avg. Text Length

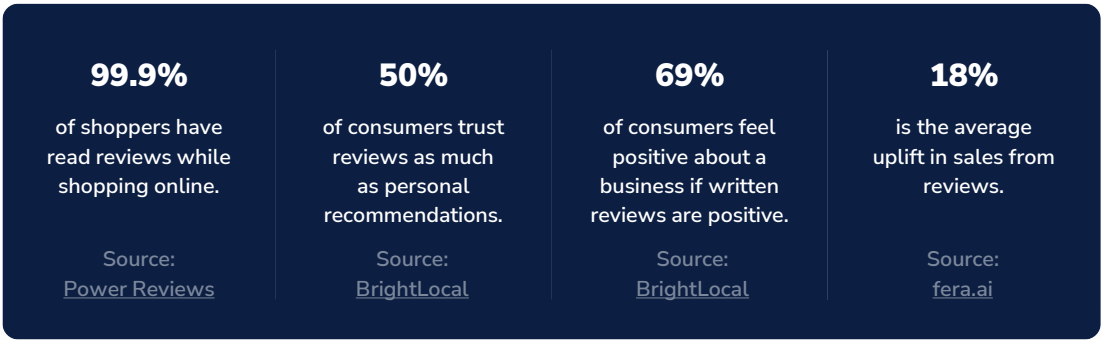
Source: Cimenio Platform Data

THE BACKGROUND

The Impact of Product Reviews

In e-commerce, few content types are as powerful as product reviews. Product reviews consist of detailed ratings and feedback actual product owners leave for other users to base decisions on.

The impact of these reviews is hard to overstate – here are some key statistics showing how much product reviews influence purchases among consumers:



This has led to a race among the world’s top brands to source, collect, and publish verified reviews from real users – a race that AEG knew it couldn’t lose.

THE PROBLEM

Collecting User Reviews for Use on AEG’s Website

AEG faced a major challenge: generating a steady flow of authentic, qualitative reviews across its entire product range every month. Since most AEG products are sold through retailers, the brand does not get much customer data, which means it had no direct way to collect reviews from buyers unless they actively chose to leave one on AEG’s site.

According to Dominik, this led to several issues:

“Users rarely visit a brand’s website just to leave a review unless they are dissatisfied. However, since purchases happen primarily through retailers, we don’t receive buyer contact data and cannot follow up for reviews. This left our brand site with very few user-generated insights to include on our site or our vendors’ online shops.”

To address this, AEG needed a scalable strategy that would encourage more customers to share their experiences while ensuring the feedback reflected genuine, real-world product usage. The goal was to not only increase review volume but also improve the quality of insights, covering different products and customer perspectives.



"Trust is particularly high when consumers regularly write reviews of the products they have purchased, and the last review was not written years ago. We were faced with the challenge of obtaining always-on reviews of the various products for our website to increase trust in our products and thus facilitate the purchase decision."

Dominik Renner

*E-Commerce Trade Operations
& Campaign Specialist, AEG*

"Consumer reviews play a major role for us, as we as a brand receive direct feedback on our products and can build trust with potential buyers. Trust is particularly high when consumers regularly write reviews of the products they have purchased, and the last review was not written years ago. We were faced with the challenge of obtaining always-on reviews of the various products for our website to increase trust in our products and thus facilitate the purchase decision," he continues.

Here are some effects AEG noticed related to the absence of reviews on its site:

▶ **Lowered Trust in AEG Products:**

Without visible user feedback, customers perceived AEG products as less reliable or not popular.

▶ **Less Product Engagement:**

AEG noticed shoppers were spending less time on its site on pages for high-ticket items.

▶ **Increased Friction:**

Buyers were less likely to proceed with purchases if they could not validate their decisions through user reviews.

▶ **Reduced Demand:**

Fewer reviews deterred potential customers from purchasing.

Recognising the critical nature of this issue, AEG turned to a trusted, long-term partner—DemoUp Cliplister—to implement a scalable solution.

THE SOLUTION

Automated Ratings & Review Collection with DemoUp Cliplister & Cimenio

To fix the problem, DemoUp Cliplister proposed a unique solution developed through a partnership with the popular German ratings and review collection app, Cimenio.

Cimenio provides an app that connects users of products with the brands that manufacture them to collect ratings and reviews at scale. The reviews are then moderated by a team of humans, who then approve or decline each submission. Approved reviews are embedded via either DemoUp Cliplister's embed code or Bazaarvoice's review syndication network to destination websites automatically.



About Bazaarvoice:

Bazaarvoice is a platform that enables brands to collect, moderate, and syndicate customer reviews across a global retail network. For AEG, Bazaarvoice syndicates the verified reviews from the DemoUp Cliplister x Cimenio system to endpoints around the web in its network.

Here's how the full solution works:

STEP 1: User Engagement via Cimenio App

First, AEG customers are targeted through marketing campaigns and directed to use the Cimenio app, which allows users to review a single product at a time. In the app, users are required to:

Submit multiple pictures of the product, including model numbers, invoices, and usage within the household.

Write detailed reviews adhering to verification and quality standards.

STEP 2: Cimenio Verification for Quality Assurance:

Any reviews failing to meet these standards are filtered out by the moderation team and declined. Cimenio ensures authenticity through a proof of ownership process that includes photographic evidence, including images of:

The reviewer using the product in their own home.

The product's model number.

Invoices, instruction guides, and other supporting documentation.



Figure 1- Example Verification Photo

STEP 3: Automated Integration into AEG's Website with DemoUp Cliplister and Bazaarvoice

Once approved, reviews are sent via an API to DemoUp Cliplister, which provides AEG an embed code that automatically updates the review feeds with newly approved submissions.

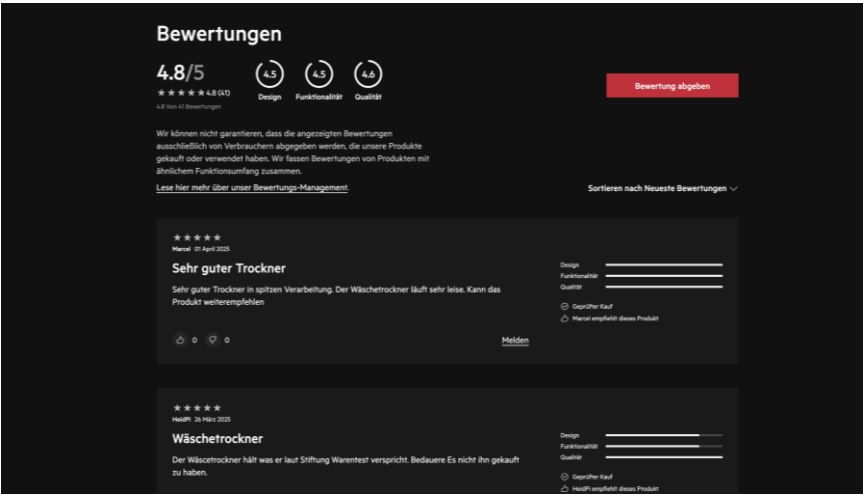


Figure 2 - [AEG 9000 Absolute Care Plus - Review](#)

This fully automated process minimises manual effort for AEG, allowing them to focus on topics like content creation, campaign management, and other important tasks.

STEP 4: Syndication to Target Websites via Bazaarvoice:

Finally, the approved reviews are syndicated through the Bazaarvoice network, which is renowned for its brand/retailer review network of over 12,000 e-commerce brands and shops.

With this full-service process, AEG benefits from high-quality, verified reviews both on its website and those of key partners, like MediaMarkt.

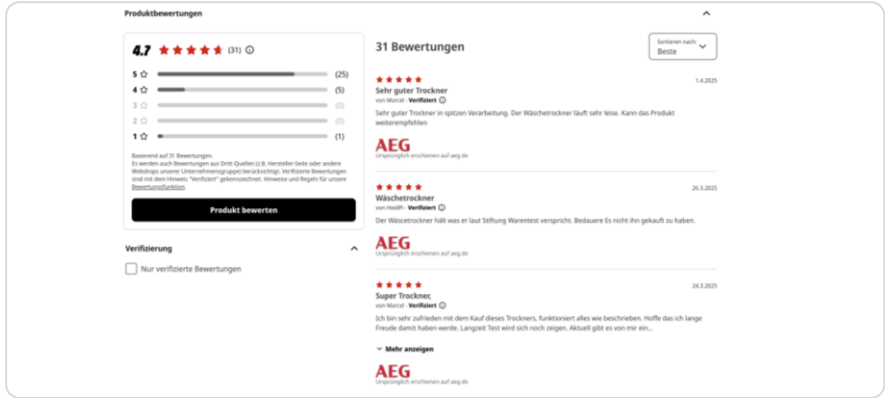


Figure 3 - [AEG TR 9 T 75680 Wärmepumpentrockner - Review](#)

As Dominik Renner explains:

“The solution from our side is completely hands-off. Thanks to Cimenio’s robust collection and moderation process, combined with DemoUp Cliplister and the Bazaarvoice network for publishing, we can generate always-on reviews for our whole product catalogue without great effort. We can focus on other areas without worrying that something will fall through the cracks. We spend only a few minutes here and there to confirm everything is working as expected.”

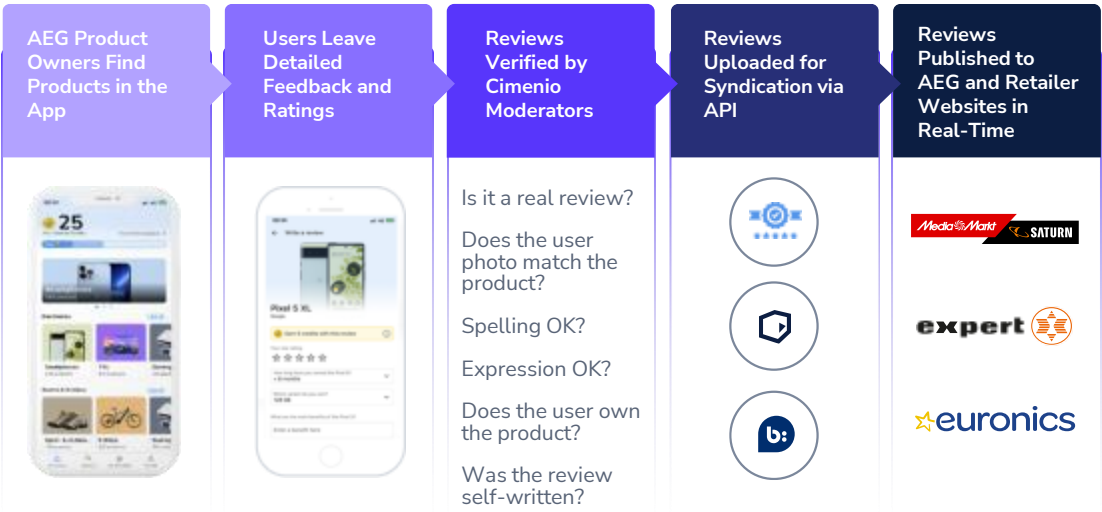
“The moderation is particularly impressive—some of my own product reviews were declined because they didn’t meet the required standards! Overall, we’re very impressed, and the results speak for themselves.”



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Dominik Renner
E-Commerce Trade Operations & Campaign Specialist, AEG

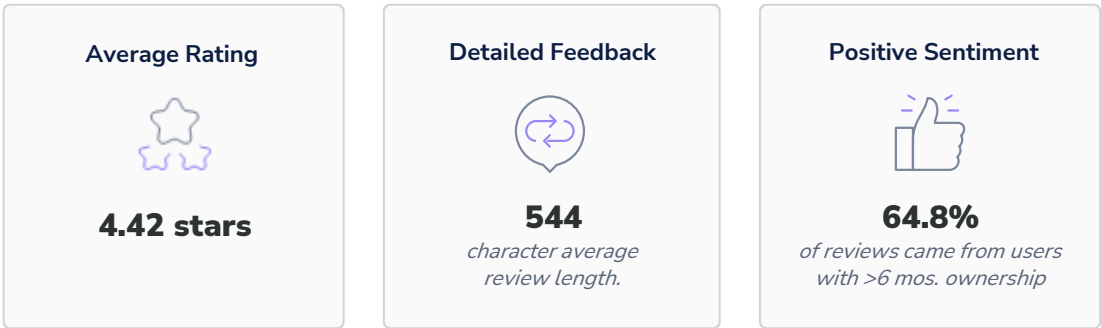
THE PROCESS



THE RESULTS

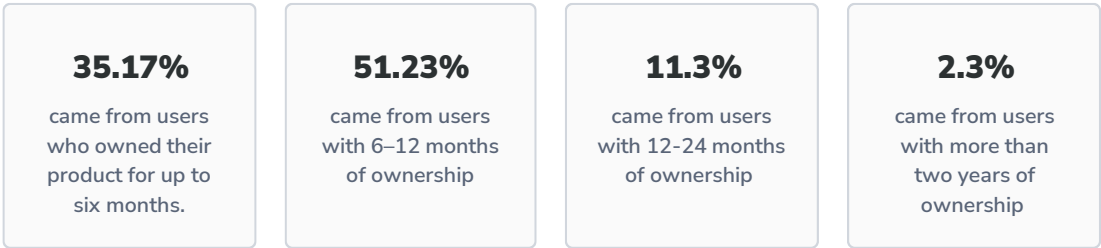
100% Verified Ratings & Reviews from Real Users – On Autopilot

Since implementing the automated review collection solution, AEG has achieved a steady flow of genuine, high-quality reviews from verified users. Over eight months, the system collected 3,000 reviews with an impressive average rating of 4.42 stars and an average text length of 544 characters, indicating thoughtful, detailed submissions.

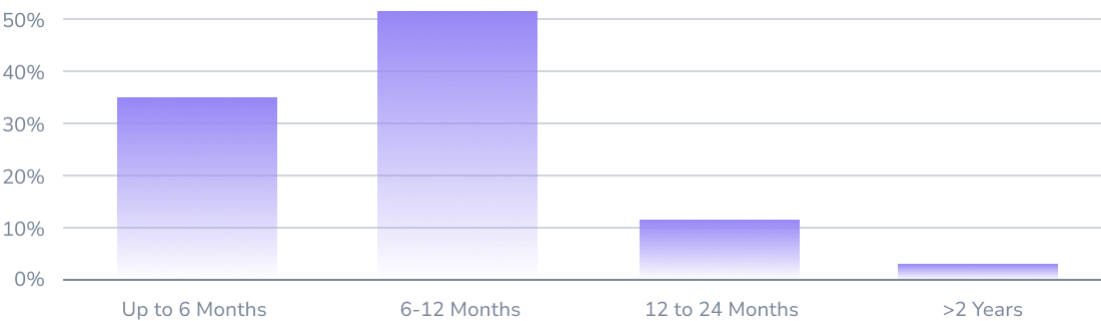


Source: Cimenio Platform Data

The process has also encouraged reviews from users with long-term product ownership, providing reliable insights into product performance. Of the collected reviews:



Review Cohorts by Length of Ownership



Source: Cimenio Platform Data

The fact that 64.8% of reviews come from users who own a product for longer than 6 months is particularly noteworthy.

When it comes to home appliances, people are more likely to keep products they like. Those who don't like a product are more likely to return them early or sell them on to buy something else.

This means that most reviews on the Cimenio network are inherently left by people who are satisfied with their AEG products.

Thanks to the integration with Bazaarvoice, reviews are published not only on AEG's website but also to retail partners such as MediaMarkt, amplifying their visibility. The fully automated system ensures reviews meet strict quality standards while requiring minimal effort from AEG's team.

Steffen and Dominik summarised the impact:

"We've achieved something that felt impossible before—getting authentic reviews at scale—on our own site and those of our retailers, effortlessly. The quality of the reviews speaks for itself, and we've seen a noticeable boost in engagement from customers."

This solution not only enhances AEG's credibility but also strengthens its position in the highly competitive appliance market.

CONCLUSION

The collaboration between AEG, DemoUp Cliplister, Cimenio, and Bazaarvoice has delivered an elegant and effective solution to one of AEG's most pressing challenges - collecting genuine, high-quality user reviews for its brand's site. Automating the entire process, from review collection and verification to syndication across key retail platforms, has strengthened AEG's competitive position in the home appliance market.

Reflecting on the partnership, Steffen and Dominik shared:

"Thanks to this solution, we've completely transformed how we handle reviews. We're now able to collect authentic, meaningful feedback effortlessly every month, which impacts how customers perceive our brand. Finding a solution this effective while being so easy to manage is rare."

Overall, the project exemplifies the value of combining automation, integration, and scalability to meet real-world business challenges faced by AEG. Ready to take your review strategy to the next level?



Let DemoUp Cliplister help you increase sales through our automated solutions.

[**Contact us today**](#)



About DemoUp Cliplister

DemoUp Cliplister is a technology company that provides a central platform to create, manage, distribute, and analyse unique product content in the easiest and most efficient way. Formed in 2021 when DemoUp and Cliplister merged, DemoUp Cliplister aims to shape the future of e-commerce by bridging the content gap between the world's leading brands and retailers.

Visit DemoUp Cliplister at <https://www.demoup-cliplister.com/>



About Cimenio

Cimenio is a community of app users who provide honest and detailed product reviews and are incentivized with Cimenio Credits. It's a free iPhone and Android app where tens of thousands of users can review products they actually own. By verifying ownership through product photos, Cimenio offers manufacturers and retailers high-quality, trustworthy reviews from real users. When submitting a review, our moderation team checks whether it provides value to other users who may read it before making a purchase. We also review the submitted proof-of-ownership photos to ensure authenticity.

Visit Cimenio at <https://www.cimenio.de/>

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