

Comparaboo is the online retail guide that enables people to find, compare and buy the highest-rated products across the Internet

With **Q**ne Little Search

Why:

Online shopping can be a pain.

Shoppers can waste hours in front of the computer: hunting for the right product, browsing endless reviews, and then figuring where to get the best price.

We want to make online shopping simple and enjoyable.

Comparaboo analyzes thousands of articles and customer reviews to find shoppers the top-rated products at today's lowest prices.

How:

When consumers search on Comparaboo for a specific item, such as a printer or juicer, they have the **Wisdom of the Crowd** at their fingertips. The guide uses a proprietary algorithm to conduct an exhaustive search of:

- ⦿ Thousands of online customer reviews
- ⦿ Expert consumer blogs
- ⦿ Sales data
- ⦿ Social media signals
- ⦿ Manufacturer specs

Comparaboo then analyzes this information to instantly deliver a full list of products in the given search category with the highest **Comparaboo Value Rating**. This rating indicates the overall value of products based on multiple factors including:

- ⦿ Reviewers' Sentiment
- ⦿ Trending Popularity
- ⦿ Relative Price
- ⦿ Brand Reputation

Shoppers compare the products with the highest Value Rating, decide which one to buy, and make their purchase online with one click.

Want to know more? Get in touch: press@comparaboo.com

