



Wet Brush Customer Feedback Study

RightBid

- ▶ High Speed Web Crawling Software
- ▶ Customer Reviews (RightBid Feedback Collector)
- ▶ E-Commerce Data (RightBid Price Collector and RightBid Product Data Suite)
- ▶ Custom Financial Research
- ▶ Based in Bedford, New Hampshire

About the Founder



Zach Blatt is the founder and owner of RightBid. He has been featured in *Business Insider*, *SeekingAlpha*, and *Internet Retailer*. He graduated in 2011 from Dartmouth College with Honors in Economics for his research paper *Price Dispersion as a Function of Market Structure in Online Retail*, which was the impetus for RightBid's founding.



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The Wet Brush

- ▶ Incorporated as JD Beauty Group
- ▶ Seven Employees (LinkedIn)
- ▶ Based in Hauppauge, NY
- ▶ Small Personal Care Company
- ▶ Specialty Hair Brushes Aimed at Detangling Hair
- ▶ Individual Brushes Retail for Just Under \$10



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Review Counts

- ▶ Analyzed 74 of Wet Brush's Best Selling Products on Amazon
- ▶ Collected 5,220 Total Reviews
- ▶ Average Review Score of 4.59
- ▶ Top Five Products Accounted for 57.5% of All Reviews
- ▶ These Included (Rating/Review Count):
 1. My Wet Brush Classic Brush, Pink (4.7/806)
 2. The Wet Hair Brush Metallic Purple (4.6/775)
 3. The Wet Brush Metallics Collection 2 Pack (Green and Purple) (4.7/549)
 4. The Wet Brush 2 Pack Value Pack (Blue and Pink) (4.5/505)
 5. The Wet Brush Pro Select – Blue (4.7/367)



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Top Selling Products

Top Three Products in Amazon's Beauty Category by Sales Rank:

1. My Wet Brush Classic Brush, Pink (449)
2. The Wet Hair Brush, Metallic Purple (550)
3. The Wet Brush 2 Pack! Blue & Pink, Value Pack! (637)

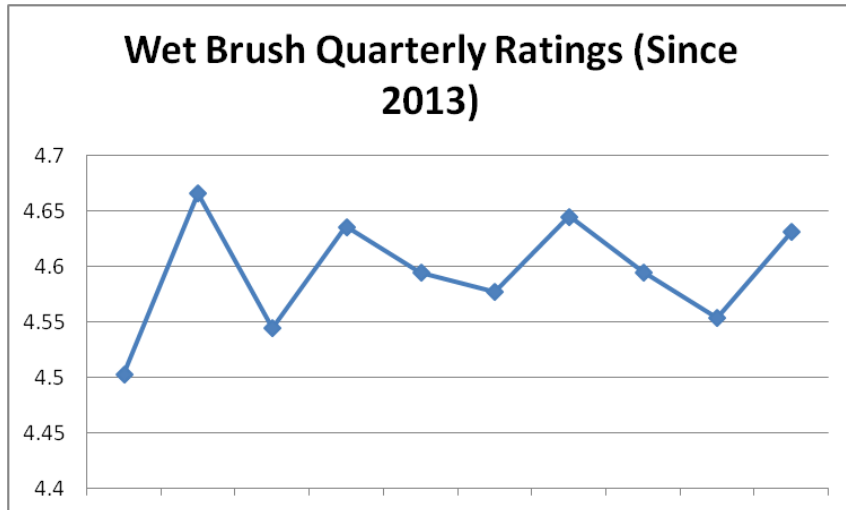
Amazon also assigns a “minor category” and these three products were ranked 5th, 8th, and 9th respectively in the Beauty Hair Care Tools & Appliances, Hair Brushes Category



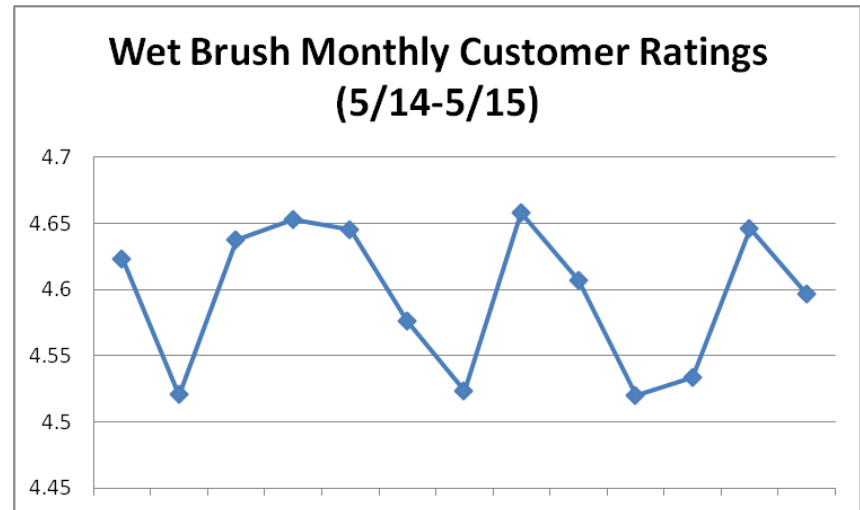
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Historical Customer Ratings

Longer Term



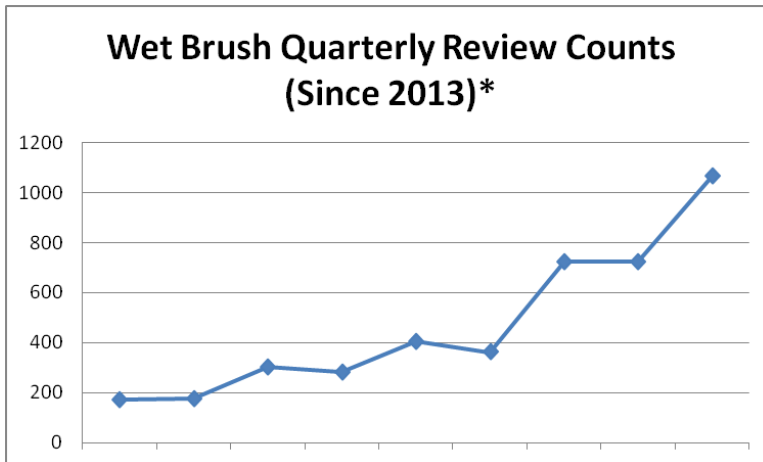
YOY Only



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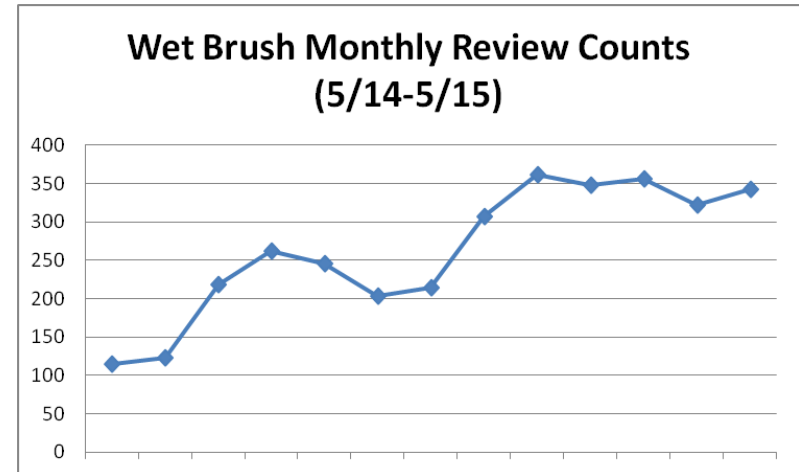
Historical Review Counts

Longer Term



*Exc. Q2-2015 for which data was incomplete

YOY Only



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Word Counts

Word	Total	Percent	Q1_2015_Percent	Avg. Rating	Q1_2015 Rating
ALL	5,220	5,220	1,065	4.59	4.55
hair	3,734	71.53	64.41	4.66	4.60
love	1,480	28.35	28.36	4.82	4.81
great	1,138	21.8	22.07	4.74	4.64
like	827	15.84	12.39	4.41	4.31
thick	691	13.24	13.71	4.60	4.47
amaz	583	11.17	10.23	4.76	4.70
recommend	534	10.23	7.42	4.79	4.85
color	199	3.81	2.91	4.44	4.42
pric	177	3.39	2.35	4.56	4.36
smell	147	2.82	1.41	3.21	3.33
bad	86	1.65	0.85	4.24	4.22
excellent	63	1.21	0.94	4.94	4.80
favorite	63	1.21	1.31	4.94	5.00
cheap	59	1.13	1.03	3.81	3.55
clean	35	0.67	0.94	4.11	4.70
terrible	33	0.63	0.85	2.52	3.11
expensive	24	0.46	0.38	4.50	4.75



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Word Counts

- ▶ Overall rating of 4.59 is very strong
- ▶ Comments using the word “price” are typically favorable (4.56 average rating)
- ▶ Comments using the word “smell” are highly negative (3.21 average rating)



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Positive Feedback

I have a five year old little girl with really long hair and love this product for her! It is so much easier to brush her hair each day. This brush doesn't pull her hair as much as regular brushes do. It makes bath (The Wet Hair Brush, Metallic Purple)

My hairstylist recommended this for curly-haired kids. It's AMAZING. A friend came home from a week in the hospital and NOTHING else but this brush would sort out her tangly hair. Thank you, thank you, whoever invented this!
(The Wet Brush 2 Pack! Blue and Pink, Value Pack!)

I bought these brushes for my long haired Maltese. I don't know why they work so well at detangling, but they do. I think it may be because the bristles are so flexible. I have some fine and expensive brushes for my dogs, but these are the best. It is perfect to have the two sizes for different parts of the body. I highly recommend them for long haired pooches. Oh, and mine did not have an odor, perhaps the problem has been remedied.(The Wet Brush Standard and Squirt Combo (Pink))

Best thing since sliced bread!!! I have tried detangling sprays and creams, still pulled out my hair (literally). This brush glides thru my wet hair. I definitely recommend this.
(My Wet Brush Happy Hair, Squirt Daisy, 3.2 Ounce)



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Negative Feedback

Brushes received were counterfeit.
(Wet Brush 2 Pack! Blue and Pink,
Value Pack)

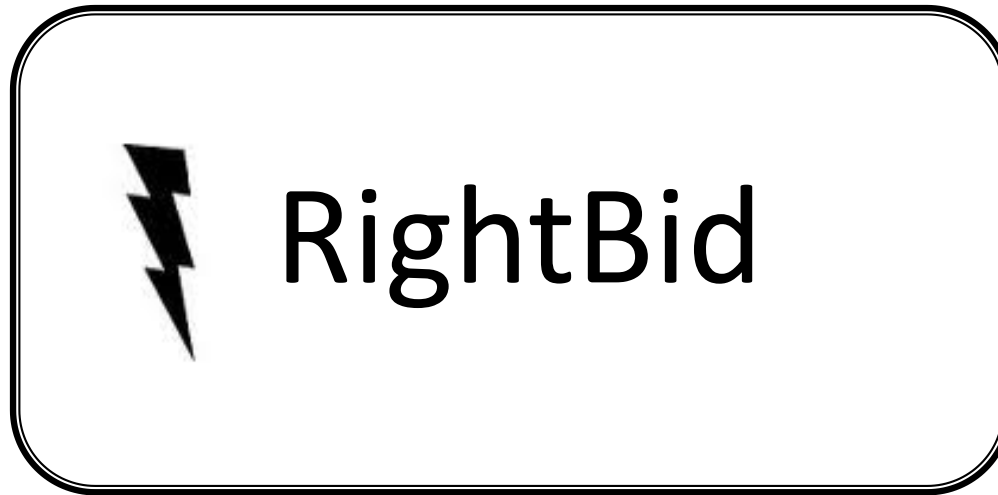
Rips my hair and doesn't really seem
as effective as my Tangle Teezer
(The Wet Brush Neon – Rubberized
Wet Detangle Shower Brush, Neon
Green)

Still bothers my daughter when I brush her hair.
(The Wet Brush Standard and Squirt Combo, Pink)

This brush is amazing to start with
HOWEVER within 2 months I had to
replace the brush ... No big deal so I
buy another and I now have had to
buy 4 brushes because it stops
working properly Needless to say
I won't be buying a 5th brush
(The Wet Brush Metallics Collection
2 Pack , Metallics Green and Purple
Value Pack)



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