



## **Ratings & Reviews Usage Guide**



## References to Bizrate ratings

- Retailers may reference ratings they have received via participation in Bizrate Insights program that they publish or use in sales and marketing. **References must be accurate and adhere to the following citation guidelines.**
- Keep in mind that it should be made clear that these ratings are aggregated from customer reviews, not reviews from Bizrate itself.

## All ratings-related claims need to:

- Include the attribute(s) to which the rating(s) refer
- Cite the time period during which the ratings were earned
- Cite Bizrate as the source, with a link back to the ratings pages on bizrate.com for verification
  - » For example, "[http://www.bizrate.com/ratings\\_guide/merchant\\_detail\\_mid--126829.html](http://www.bizrate.com/ratings_guide/merchant_detail_mid--126829.html)"; please change your MID

## The following may not be used in conjunction with the claim

- “#1”, “first,” or anything implying #1 may not be used in conjunction with the claim

### CORRECT USE

*“Retailer A earned a consumer rating of 8.9 on a 10-point scale in Product Selection.”*

**Source:**

[Bizrate survey, Aug 1-Dec 31, 2016](#)

### INCORRECT USE

*“Rated as the #1 website by bizrate.”*

**Claim uses rankings and Bizrate is not capitalized; claim does not include source**

*“Rated the top electronics site by Bizrate.”*

**Claim uses “rated by”; claim does not include source**

# Bizrate Ratings: Customer Comments

## References and usage of Customer Comments and Review

- Bizrate surveys provide customers with the opportunity to provide comments, ratings, and reviews about their experience with retailers. Retailers may use those customer comments—collected from Bizrate surveys—on their site, in emails, and in other collateral material to the extent permitted by the privacy policies from both Bizrate and the retailer.
- Customer comments from reviews must be used in an accurate and non-deceptive manner. Customer comments may not be taken out of context, or placed in a new context that may change their original meaning.
- It is very important that retailers adhere to and respect the privacy of all customers and use the following guidelines when publishing and sharing customer comments.

### CORRECT USE

*“...Retailer A is my absolute favorite store to find the best fits for my family!”*

**Online Shopper,  
Los Angeles, CA**  
**Source:**  
[Bizrate survey,](#)  
[Dec '16](#)

## All customer comments and reviews claims must:

- Cite the comment (month & year) with the comment/review or cite the time period in which the comment was made
- Cite Bizrate as the source, with a link back to the reviews pages on bizrate.com for verification
- For example, “[http://www.bizrate.com/ratings\\_guide/cust\\_reviews\\_mid--126829.html](http://www.bizrate.com/ratings_guide/cust_reviews_mid--126829.html)”; please change to your MID’s
- Protect consumer personally identifiable information by not revealing consumers’ names, email addresses, or any other piece of personally identifiable information. Comments may be attributed to the customer who originated it in a general manner, such as “Online Shopper,” a provided nickname or alias, or first name and location (e.g., Mary from Los Angeles).”

### INCORRECT USE

*“I love this website.”*

**janesmith@aol.com**  
**Personal email used,**  
**comment does not**  
**include source**

## References to Competition

- As we respect each and every retail partner, we do not allow any retailer to denigrate the competition. However, we do believe in sharing accomplishments. As long as claims are accurate and do not denigrate others, feel free to show off how customers rate and value you.

### CORRECT USE

*“Retailer A consistently performed at the highest levels on Overall Satisfaction relative to its direct competitors in the last quarter of 2016 with an average rating of 9.2 out of 10.”*

Source: [Bizrate survey, Q4 2016](#)

### INCORRECT USE

*“Retailer A received high ratings by consumers on bizrate.com while Retailer B received lower ratings on the same attributes...”*

***Claim denigrates Retailer B; Bizrate is not capitalized; claim not include source***

**bizrate**  
insights

**Questions?**

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