What is Bizrate Insights?
Bizrate Insights is the unbiased, customer feedback and ratings platform of Bizrate.

Bizrate Insights Boilerplate
About Bizrate Insights:
Bizrate Insights is an industry leading voice-of-the-customer feedback solution. For 20 years, Bizrate Insights has provided actionable consumer insights, advanced analytics, and competitive benchmarks to over 6,000 retailers throughout North America and Europe, across all distributed commerce channels, with review syndication to major search engines. In addition, Bizrate Insights powers e-commerce insights across the online retail network for industry analysts and partners. Bizrate Insights is a Time Inc. company based in Los Angeles, CA.

Trademark Usage
If you are referring to our survey product and using only the term Bizrate, please add a ® after Bizrate. Otherwise, no ® is needed.
Bizrate Ratings

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”; 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
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!”
  
  **INCORRECT USE**
  
  “I love this website.”

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.

- 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).”
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.”

**INCORRECT USE**

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

Source: Bizrate survey, Q4 2016

Claim denigrates Retailer B; Bizrate is not capitalized; claim not include source
Questions?
Email bizrateinsights@bizrate.com