



Bizrate® New to Network
Honoree 2017

Marketing Guidelines



Welcome to the Bizrate Insights Network. The new status—New to Network Honorees—recognizes retailers who joined the Bizrate Insights Network in 2017 and have made the commitment to optimize their customer experience strategy.

Since 2000, Bizrate Insights has been recognizing online retailers who continuously obtain direct customer feedback and are dedicated to providing exception customer service.

Given your commitment, we are providing you with Bizrate New to Network Honoree Status, which can be displayed across your site, communications, marketing collateral and more! The following marketing kit provides some tips for use and guidelines for how to accurately represent your New to Network Honoree Status.

Welcome to the Bizrate Insights Network!

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The Bizrate® 2017 New to Network Honoree Status

Bizrate Insights understands that listening to the voice of your customers is not only important to your success, but also to your clients.

To assist you in your commitment to great customer experiences, Bizrate Insights would like to recognize you as a New to Network Honoree for 2017. This specialized platform allows the newest members of the Bizrate Insights Network to gain visibility and promote awareness for their customer experience strategy.

You may use the New to Network Status on your website, in digital marketing materials and in print. We provide a specific html code that can be easily incorporated in your digital promotions and full-resolution graphics for your print promotions.

Digital Implementation

To easily and correctly display the award anywhere on your website, in emails, online ads, or online marketing materials, we offer an easy-to-grab code in 4 sizes that can be seamlessly included anywhere you wish the badge to appear.

Full Resolution Files

To include the New to Network Status in other collateral across a variety of media, we also provide you with high resolution files for: Web, Print, and Grayscale. Please choose the appropriate forms based on the medium you choose for the best results.

Download all files at: <http://bizrateinsights.com/2017-bizrate-insights-new-network-honoree/>



The 2017 Bizrate New to Network recognition looks like this

Identity Style Guide for Web & Print

The Bizrate® New to Network Honoree Status represents a commitment and dedication to customer service. In order to properly maintain this standard, it is important that the New to Network Honoree Status be used correctly.

The New to Network Honoree Status

Only the badge provided should be used to represent the 2017 Bizrate New to Network Honoree Status, unless express written permission is granted by Bizrate Insights. The Bizrate New to Network Honoree Status uses a specifically designed typeface. Do not attempt to recreate the status using other fonts. Only use the approved award provided in electronic form.

Preferred & Minimum Size for Print and Web

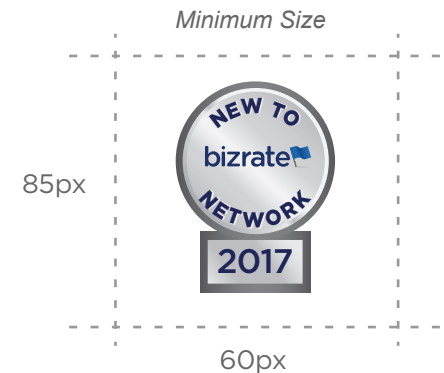
The preferred size is: 65px wide by 90px high. The minimum size for the recognition is: 60px wide by 85px high. We now offer 4 sizes to best fit your needs.

Recognition & Background Colors

The New to Network Honoree Status uses specifically designed colors, which should not be altered in any way.

Trademark Information

Proper trademarks and credit lines must be used with the New to Network Honoree Status. BIZRATE is a trademark of Bizrate Insights Inc. When used in a paragraph of copy, the first mention must be followed by a clear and legible registration ® notice. Thereafter, it is not necessary to use the ® on the same page.



Marketing Tips for the New to Network Honoree Status

The Bizrate® New to Network Honoree Status is a great way to promote superior customer satisfaction and to give prospective buyers the confidence they seek to place an order. This is an earned customer endorsement that can be used to boost conversion and to differentiate your site.

Here are a few ways that you can promote your New to Network Honoree Status:



On Your Site

Display the New to Network Recognition on your homepage, all pages of your website, in the shopping cart and at checkout.



In Print Ads

New to Network Honorees may include the award in their catalogs, print ads, business cards, or flyers.



In Your Emails

If you send out emails to your customers and prospective customers, be sure to include the badge prominently. Let them know that you appreciate their feedback and that you shine at customer satisfaction.



On Banner Ads

If you promote your site with banner advertising, you may include the New to Network Recognition in your advertisement(s). Additionally, you can include your winner status in Google AdWords.



Through PR Outreach

Have your PR team implement our recommendations, which include a sample press release you can publish yourselves to promote your win.



Social Media

Create social media posts to promote your win and include your award in social cover photos and your company bio.

All badges should be linked to a specially created page on our site, Bizrate.com. The page allows your customers and prospective customers to verify your status. The code we provide for the honoree status already does this.

Advertising & News Release Guidelines

The following description should be used when referring to the Bizrate® New to Network Recognition:

Bizrate Insights understands that listening to the voice of your customers is not only important to your success, but also to your clients.

The Bizrate Insights New to Network Honoree Status is a specialized platform allowing the newest members of the Bizrate Insights Network to gain visibility and awareness.

The status recognizes retailers who joined the Bizrate Insights Network in 2017 and have made the commitment to optimize their customer experience strategy.

Contact Information

For any questions or for more information, contact your Bizrate® Insights account representative or reach our team at:

bizrateinsights@bizrate.com