



# Increase Conversions with Product Reviews!



## DID YOU KNOW...

77% of people take the time to read product reviews before they make any purchases online

— Source: Business.com





If you don't have a mechanism to capture product reviews, then you are missing out on valuable feedback that drives sales and consumer trust.

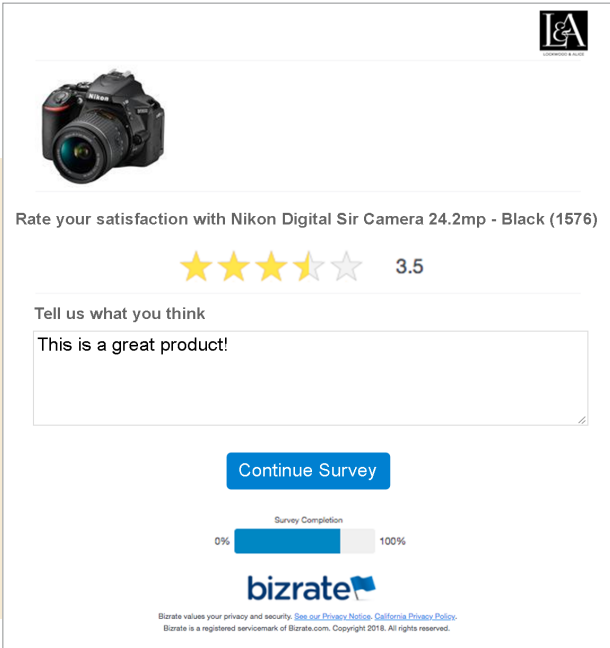
## Collect Product Reviews via the Bizrate Insights Online Buyer Survey

### Benefits

- Enhanced ratings and increased presence in search results
- Gather user-generated content (UGC) & consumer-generated content (CCG)
- Collect product reviews as part of Bizrate's standard post-delivery survey (fulfillment) - no additional work required!
- Allow customers to provide feedback for multiple items

### How It Works

-  Add (or update) the Bizrate Insights Online Buyer Code
-  Verified buyers are invited to review items post-delivery
-  Ratings are syndicated to external partners
-  Add Bizrate's review widget to your site



The screenshot shows a survey interface for a Nikon Digital SLR Camera. It includes a product image, a star rating system (3.5 stars), a text input field for feedback, and a 'Continue Survey' button. A progress bar indicates 0% completion. The Bizrate logo and privacy policy information are visible at the bottom.

Contact us at [bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com). For more information visit [www.bizrateinsights.com](http://www.bizrateinsights.com)