

## Online Buyer Survey Code | Basic Setup

Bizrate Insights' Online Buyer Survey Solution generates actionable Insights to improve your website's performance by understanding the voice of your customer and their online experience.

To begin collecting the Voice of the Customer through Bizrate's *Online Buyer Survey Solutions*, merchants must place Bizrate's asynchronous JavaScript code on their order confirmation page. This will immediately allow you to collect feedback from customers who complete their purchase on your website.

Once a survey is live on your website, data collection begins and results are available in real-time by accessing Bizrate Insights' online portal, VitalSigns | [VitalSigns.Bizrate.com](https://VitalSigns.Bizrate.com).

### There are two simple ways to integrate the Online Buyer Survey Solution:

1. Add Bizrate's *Online Buyer Survey code* into the HTML body of your website's order confirmation page.
2. Add the Bizrate's *Online Buyer Survey code* using a tag manager:
  - Tealium
  - Google Tag Manager

Copy-and-paste the code below into your website's Order Confirmation/Thank You page

### BASIC CODE IMPLEMENTATION | ONLINE BUYER SURVEY SOLUTION

```
<!-- Add to HTML body on order confirmation page for bizrate online buyer survey -->
<!-- Please note that the ##ORDER_ID##, ##EMAIL_ADDRESS##, and ##GTIN## placeholders below must be replaced
with the data being called from your site -->

<script type="text/javascript">
  var _cnx = _cnx || [];

  _cnx.push(['mid', ##INSERT_STOREMID_HERE##]); // your unique store MID
  _cnx.push(['surveyType', 'pos']);
  _cnx.push(['orderId', '##INSERT_ORDER_ID_HERE##']); //pass the customer's order ID number
  _cnx.push(['emailAddress', '##INSERT_EMAIL_ADDRESS_HERE##']); // pass the customer's email address
  _cnx.push(['gtin', '##INSERT_GTIN_HERE##']); // 12 digit UPC/13 digit EAN - Req'd for Product Reviews

  (function (w, d, t) {
    var s = d.createElement(t);
    s.async = true;
    s.src = '//insights.bizrate.com/js/init.js';
    var h = d.getElementsByTagName(t)[0]; h.parentNode.insertBefore(s, h);
  })(window, document, 'script');
</script>
```

## Product Reviews

Collect consumer generated product ratings and reviews to publish on your website. Product reviews assist shoppers with their purchase decisions and drive more qualified shoppers to your product pages improving consideration and increasing sales conversions. Our solutions offer multiple avenues to collect product reviews with the highest possible response rates. The ratings and reviews are also syndicated to Google.

## Maximize the Voice of Online Buyers + Seller Ratings Syndication

Bizrate Insights' default invitation settings on the order confirmation page utilize our best practices to optimize response rates, yielding an average of 12% for the Online Buyer Survey. [Survey responses power Seller Ratings via syndication to partners like Google, Bing, and more.](#)

In addition to the data collected on-site, buyers who did not initially respond can be invited to provide feedback via Bizrate Insights' Second Chance Email. This survey mirrors the online buyer and fulfillment surveys, but is emailed only to those who did not respond online. To take advantage of this feature, simply include the customer's order ID & email address in the JavaScript call. This solution is quick-to-launch with a low integration cost.

**Important Note** | Bizrate Insights is committed to protecting customer privacy and will not store, rent, sell, or use customer email addresses provided to us by merchants for any purpose other than to send initial and reminder email survey invitations. These customer email addresses are deleted from the database once the survey invitations are emailed.

## Control to Customize

We are constantly testing the latest tech to fully optimize the experience and shape the usability of our default invitation for all screen sizes. **This ensures your customer's experience with Bizrate Insights' solutions is optimized across all desktop, tablet, and mobile screens.** There are several ways to customize the *Online Buyer Survey* invitations without ever changing the code on your website. We make this simple by granting you access to a tool within *VitalSigns* to control the survey invitation experience for desktop, tablet, and mobile screens. While this interface is under development, please [contact us](#), or your account manager, to update on your behalf.

### Online Buyer customizations include:

- position of the invitation on your webpage – *defaults centered in the browser window*
- invitation look & design – *default displays 500 x 455 pop-up window*

## Online Buyer Survey Code | Advanced Setup

By configuring and including optional code snippets, you generate further actionable Insights to improve your website's performance by understanding your customer's experience. You are encouraged to include all optional passed-in data. Additional reporting options, which may incur a fee, include:

- products purchased to analyze and aggregate customer purchasing behavior
- referring URL tracking to identify all online properties sending your website traffic
- *Quick Response* to *Online Buyers* who wish to be contacted regarding their order
- customer identification assigned by you including customer ID & web analytics ID

## DATA PASSING DICTIONARY

Note: Make sure to have the basic code on the page before including any additional code and passed-in data. All data, except for your site's MID, is optional and will be treated as strings. Please note that the string below includes placeholders and must be replaced with the data being called from your site (i.e. page identifier, etc.)

### Customer Identification

```
<script>
  // your internal identifier for the current customer
  _cnx.push(['customerId', '123456']);

  // the customer's zipcode
  _cnx.push(['zip', '90024-999']);

  // the webAnalyticsId of the current page
  _cnx.push(['webAnalyticsId', 'webAnalyticsId123345']);

  // the customer's email address
  _cnx.push(['emailAddress', 'example@bizrate.com']);
</script>
```

### Product Identification

```
<script>
  // The 12 digit upc or 13 digit EAN - Required for Product Reviews
  _cnx.push(['gtin', '887223651093 ']);
</script>
```

### Referring Page

```
<script>
  // the referring page
  _cnx.push(['referrerPage', 'www.mypage.com']);

  // the referring url
  _cnx.push(['referrerUrl', 'www.myURL.com']);
</script>
```

### Coupons

```
<script>
  // track whether or not a customer used a coupon
  _cnx.push(['couponApplied', true]);
</script>
```

### Custom Values

```
<script>
  // you also have the option of storing up to 2 custom values for use later in your analytics
  _cnx.push(['customValue1', 'a helpful custom value']);

  _cnx.push(['customValue2', 'another helpful custom value']);
</script>
```

## Page Type Identifier

```
<script>
  // the current page's unique identifier. This will be needed if you want to take advantage
  // of invitation customizations by page type.
  _cnx.push(['pageId', 'orderConfirmation']);

  // This represents the segment of the page (ex. US vs. international). This should be a pre-set
  // alphanumeric value that does not change (i.e. 1=SiteABC; 2=SiteXYZ), etc, defined by merchant.
  _cnx.push(['segment', 'SiteA']);
</script>
```

## Shopping Cart Products

```
<script>
  // shopping cart products can be added one at a time
  var product4 = {
    id: "4040",
    price: "100.00",
    originalPrice: "100.00",
    quantity: 1,
    title: "Sample Product Name",
    imageUrl: "http://images.merchant.com/4040"
  };
  _cnx.push(['cart', product4]);

  // or as a list
  var product5 = {
    id: "555",
    price: "303.03",
    originalPrice: "403.03",
    quantity: 1,
    title: "Another Sample Product Name",
    imageUrl: "http://images.merchant.com/555"
  };

  var cart_list = [product5];
  _cnx.push(['cart', cart_list]);
</script>
```

## Online Buyer Survey Code | Sample

### ORDER CONFIRMATION PAGE WITHOUT PLACEHOLDERS

Note: All data, except for your site's MID, is optional and will be treated as strings

```
<script type="text/javascript">
  var _cnx = _cnx || [];

  _cnx.push(['mid', ##INSERT_STOREMID_HERE##]);
  _cnx.push(['surveyType', 'pos']);
  _cnx.push(['orderId', '']);
  _cnx.push(['emailAddress', '']);
  _cnx.push(['gtin', '']);
  _cnx.push(['pageId', 'orderConfirmation']);
  _cnx.push(['webAnalyticsId', '']);
  _cnx.push(['referrerPage', '']);
  _cnx.push(['referrerUrl', '']);
  _cnx.push(['customerId', '']);
  _cnx.push(['zip', '']);
  _cnx.push(['couponApplied', '']);

  // shopping cart products can be added one at a time
  var product = {
    id: "",
    price: "",
    originalPrice: "",
    quantity: "",
    title: "",
    imageUrl: ""
  };

  var cart_list = [product];
  _cnx.push(['cart', cart_list]);

  (function (w, d, t) {
    var s = d.createElement(t);
    s.async = true;
    s.src = '//insights.bizrate.com/js/init.js';
    var h = d.getElementsByTagName(t)[0]; h.parentNode.insertBefore(s, h);
  })(window, document, 'script');

  // you also have the option of storing custom values for use later in your analytics
  _cnx.push(['customValue1', '']);
  _cnx.push(['customValue2', '']);
</script>
```