

## Online Buyer Survey Code | Straight-to-Fulfillment Setup

Bizrate Insights' Straight-to-Fulfillment (STFF) survey enhances the Online Buyer Solution by collecting additional feedback from customers who did not take the Point-of-Sale survey. Now, you can target customers who were initially unresponsive – allowing you to collect more data and power significantly more Seller Ratings to Google.

Getting started is easy! To begin collecting Straight-to-Fulfillment (STFF) feedback, just make sure that you are passing in both Order ID and Email Address. As a reminder, you will need to make calls from your confirmation page and replace **##INSERT\_ORDER\_ID\_HERE##** and **##INSERT\_EMAIL\_ADDRESS\_HERE##** with the appropriate information from your page as indicated in green below. Bizrate will use this information to send the STFF emails and de-dupe against completed surveys; we will *not* store the email address after the invitation is sent.

Once your code is updated, data is collected and results can be accessed via VitalSigns | [VitalSigns.Bizrate.com](https://VitalSigns.Bizrate.com). Please contact your Account Manager, or Bizrate Insights ([BizrateInsights@bizrate.com](mailto:BizrateInsights@bizrate.com)) to learn more or get started.

*In order to get the most from your survey code, and to include STFF survey options, please be sure that the two lines of code highlighted below are included in your implementation. In your existing code ##INSERT\_STOREMID\_HERE## will be represented by a numerical code tied to your account. Please do not change or modify this number.*

### 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## and ##EMAIL_ADDRESS## placeholders 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##']); // The customer's order ID number
  _cnx.push(['emailAddress', '##INSERT_EMAIL_ADDRESS_HERE##']); // The customer's email address

  (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>
```

### Tag Manager Integration

If you are using Google Tag Manager, Tealium or another tag manager/hosting provider, then please contact us for instructions specific to that type of installation.

### New Setup

If you are not currently a Bizrate Insights partner and would like to learn more, then please contact us at [BizrateInsights@bizrate.com](mailto:BizrateInsights@bizrate.com) for more information.