

BIZRATE INSIGHTS 2023

New to Network Honoree

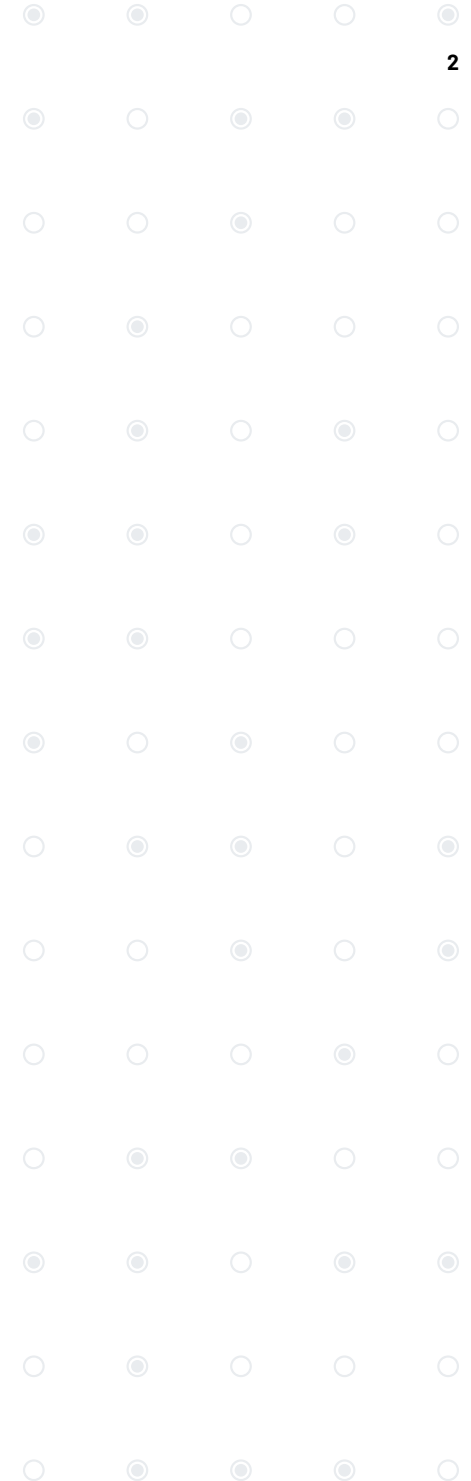
Marketing Guidelines



WELCOME TO THE NETWORK

Congratulations!

The New to Network Honoree program recognizes retailers who joined the Bizrate Insights Network in 2023 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 exceptional customer service. Given your commitment, we are providing you with the Bizrate Insights New to Network Honoree badge, which can be displayed across your site, communications, marketing collateral, and more! The following media kit provides some tips and guidelines on how to accurately represent your New to Network Honoree status.



The Bizrate Insights 2023 New to Network Honoree Badge

Bizrate Insights understands that listening to the voice of your customers is important to your success. To assist you in your commitment to great customer experiences, Bizrate Insights would like to recognize you as a New to Network Honoree for 2023. This specialized platform allows the newest members of the Bizrate Insights Network to gain visibility and promote awareness of their customer experience strategy.

You may use the badge 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 badge anywhere on your website, emails, online ads, or online marketing materials, we offer an easy-to-grab code in 4 sizes.



The Bizrate Insights 2023 New to Network Honoree badge looks like this.

[Download files](#)

Identity Guidelines for Web and Print

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

The Badge

Only the badge provided should be used to represent your status as a 2023 Bizrate Insights New to Network Honoree, unless express written permission is granted by Bizrate Insights. The Bizrate Insights New to Network Honoree badge uses a specifically designed typeface. Do not attempt to recreate the badge using other fonts. Only use the approved badge provided in electronic form.

Preferred and Minimum Size for Print and Web

The preferred size for the Bizrate Insights New to Network Honoree badge is: 65px wide by 90px high. The minimum size is: 60px wide by 85px high. We now offer 4 sizes to best fit your needs.

Badge and Background Colors

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



Trademark Information

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

Marketing Tips for New to Network Honoree Members

The Bizrate Insights 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. The Bizrate Insights New to Network Honoree badge is an earned customer endorsement that can be used to boost conversion and differentiate your site.

Here are a few ways you can promote your Bizrate Insights New to Network Honoree status:



On Your Site

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



In Your Emails

When sending 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.



Through PR Outreach

Have your PR team implement our recommendations, including a sample press release you can publish yourselves to promote your status.



In Print Ads

Bizrate Insights New to Network Honoree members may include the badge in their catalogs, print ads, business cards, or flyers.



On Banner Ads

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



Social Media

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

All badges should be linked to a specially created page on our site, [BizrateSurveys.com](https://www.bizratesurveys.com). The page allows your customers and prospective customers to verify your status. The code we provide for your status already does this.

Advertising and News Release Guidelines

Use the following description when referring to your Bizrate Insights 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.

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 2023 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

