

BIZRATE INSIGHTS 2023

# Circle of Excellence Platinum Award

Marketing Guidelines



WELCOME TO THE 2023 CIRCLE

# Congratulations!

Welcome to the 2023 Bizrate Insights Circle of Excellence – a select group of online retailers recognized for their outstanding achievement in customer satisfaction. Since 2000, Bizrate Insights has been recognizing online retailers who continuously obtain direct customer feedback and receive top ratings. In essence, this award is from your own customers! Given your significant achievements, we are presenting you with the Bizrate Insights Circle of Excellence Award, 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 this award.



# The Bizrate Insights Circle of Excellence 2023 Platinum Award

The Bizrate Insights Circle of Excellence is widely recognized as a symbol of trust and dedication to customer service.

You may use the award 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, emails, online ads, or online marketing materials, we offer an easy-to-grab code in 4 sizes.



The 2023 Bizrate Insights Circle of Excellence Platinum Award looks like this.

[Download files](#)

# Identity Guidelines for Web and Print

The Bizrate Insights Circle of Excellence Award represents a standard of superior quality. In order to properly maintain this standard, it is important that the award be used correctly. The proper use of the award will strengthen your identity, as well as confirm the outstanding service level associated with the award to your customers.

## The Award

Only the award provided should be used to represent the 2023 Bizrate Insights Circle of Excellence Award, unless express written permission is granted by Bizrate Insights. The Bizrate Insights Circle of Excellence Award uses a specifically designed typeface. Do not attempt to recreate the award using other fonts. Only use the approved award provided in electronic form.

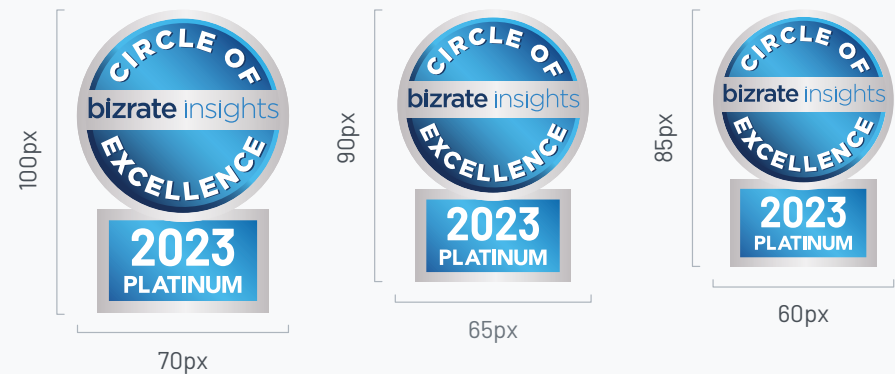
## Preferred and Minimum Size for Print and Web

The preferred size for the Bizrate Insights Circle of Excellence Award 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.

## Award and Background Colors

The Bizrate Insights Circle of Excellence Award uses specifically designed colors, which should not be altered in any way.

### VERTICAL



### HORIZONTAL



## Trademark Information

Proper trademarks and credit lines must be used with the Bizrate Insights Circle of Excellence Award. When used in a paragraph of copy, the first mention must be followed by a clear and legible registration <sup>TM</sup> notice. Thereafter, it is not necessary to use the <sup>TM</sup> on the same page.

# Marketing Tips for Circle of Excellence Award Winners

The Bizrate Insights Circle of Excellence Award 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 Circle of Excellence 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 Circle of Excellence Award:**



## On Your Site

Display the Bizrate Insights Circle of Excellence Award 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 award 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 win.



## In Print Ads

Bizrate Insights Circle of Excellence Award winners may include the award 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 Circle of Excellence Award in your advertisement(s). Additionally, you can include your winner status in Google AdWords.



## Social Media

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

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

# Advertising and News Release Guidelines

## Use the following description when referring to the Bizrate Insights Circle of Excellence:

The Bizrate Insights Circle of Excellence recognizes those online retailers within the Bizrate Insights North America Network who have demonstrated outstanding performance, as rated by their customers, throughout a one-year period. Winners continuously obtained feedback from their customers throughout the award year and received ratings that are statistically significantly above the Bizrate Insights North America Network average. The ratings are from direct feedback, collected at the point-of-sale and after the delivery of goods, from customers concerning eight key satisfaction indicators:

### Point-of-Sale Metrics

- Overall Satisfaction
- Product Selection
- Checkout
- Ease of Finding Products

### Post-Order Fulfillment Metrics

- Repurchase Intent
- Product Met Expectations
- On-time Delivery of the Order
- Customer Support Assistance



Recognized, earned, and awarded are the standard verbs for use with claims to the Bizrate Insights Circle of Excellence. Named, raised, voted, judged, elected, etc. may not be used.

**bizrate** insights

# Contact Information

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

**[bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com)**

