

Ratings & Reviews

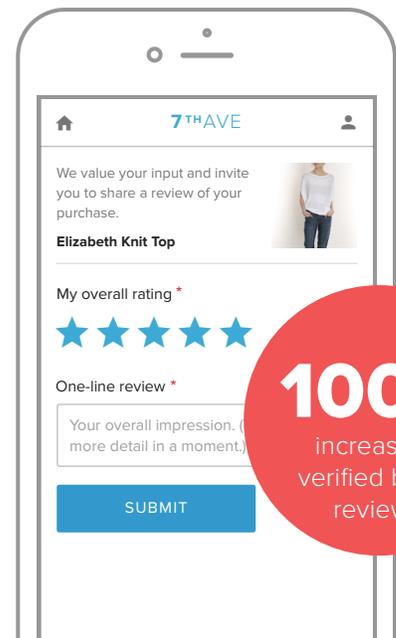
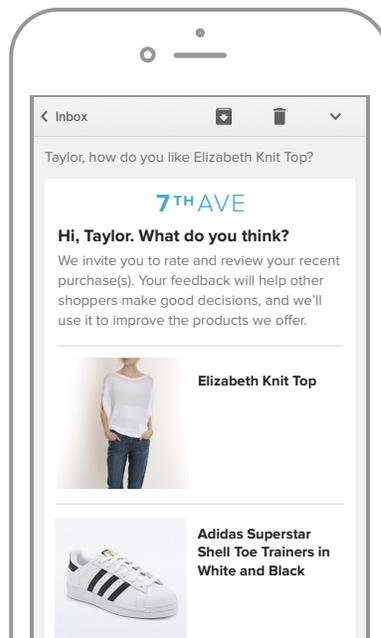
The proven value of the original customer content solution. Rebuilt for today.

Enterprise-grade. Optimized collection. Best-practice SEO. Rethought for mobile. Seamless customer profile integration. Modernized moderation. Powerful and easy-to-use analytics. And so much more.

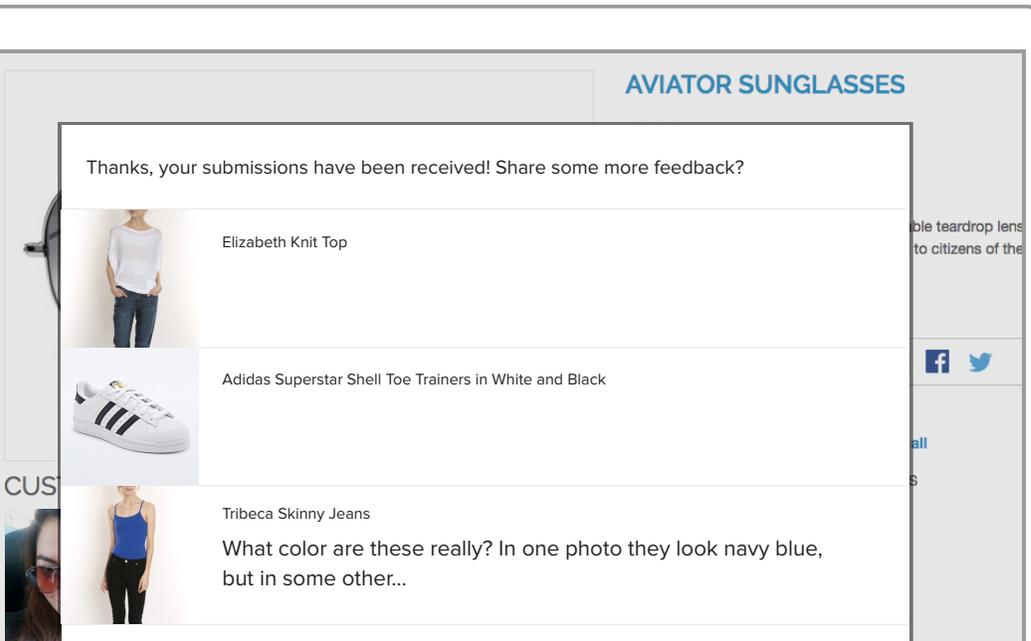


Collect more reviews

One-click authentication doubles verified buyer reviews. Personalized “Do More” request increases review volume 20 to 30%. “Amazon-style” email more than doubles response rates, works on all email clients. Advanced logic ensures you ask about the right products at the right time. Rethought for mobile, to support all your customers.



100%
increase in
verified buyer
reviews



Get more value from your reviews

Help organic search traffic with in-line review indexability that follows SEO best practices. TurnTo offers Google-certified review aggregation for PLAs. And TurnTo’s advanced API makes it possible to integrate reviews into other platforms, such as mobile apps and social media.



TurnTo's shopper authentication is fantastic! It saves our customers' time and any frustration in having to re-enter basic information that Raymour & Flanigan already has.



Sara Ravesi
Director of Digital Marketing
Raymour & Flanigan

Faster, more accurate moderation

Combining the most powerful language filtering with multiple service levels of human review, TurnTo moderation accelerates publication, ensures consistent application of your content policies, and supports your preferred workflow.

Powerful, easy-to-use analytics

Extensive content reporting with scheduled email delivery. Built-in engagement and performance analytics, including conversion lift tracking. An event model providing simple integration with your enterprise intelligence tools. TurnTo delivers the insights you need to run the system and your business.

Full visual customizability

Use TurnTo's beautiful, ready-to-wear UI with simple color and font tweaks, edit as desired through our fully exposed CSS, or build from the ground up using our advanced API. TurnTo will blend in, stand out, and look great.

Scalability, the way you think of it

It's not just handling some of the largest catalogs and highest transaction volumes in eCommerce. It's multi-language support (including native language moderation), the strongest security, the fastest load times, the most advanced API, and an unrivaled services team. Because scalability is a package, not a feature.

Integration to your customer profiles

With one-click authentication from emails, true SSO, and integration to the shopper's purchase history, TurnTo provides a truly seamless user experience. You collect more content, and shoppers never feel like they are dealing with a third party.

Even better with The Suite

Pair Ratings & Reviews with TurnTo's Visual Reviews so shoppers can express themselves in the medium of their choice — images, videos, text, or all three. Combine it with Community Q&A and double the power of Review Search and Instant Answers. Use it with Checkout Comments to capture and show buyer sentiment both pre- and post- receipt.

Learn why these customers trust TurnTo with their Ratings & Reviews



Schedule a demo: [800.491.7876](tel:800.491.7876) / contact@turnto.com

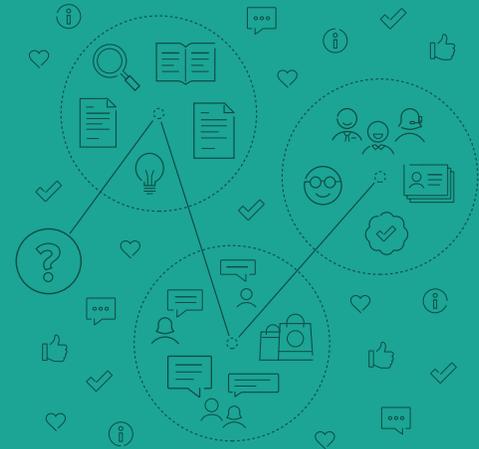


TurnTo is the fastest-growing provider of customer-generated content solutions to top merchants and brands. Built on an innovative platform that tightly integrates to stores' customer profiles, TurnTo delivers a more personalized user experience that captures 2-4x more content, faster. Visit turnto.com or on social media as [@turnto](https://www.instagram.com/turnto).

Community Q&A

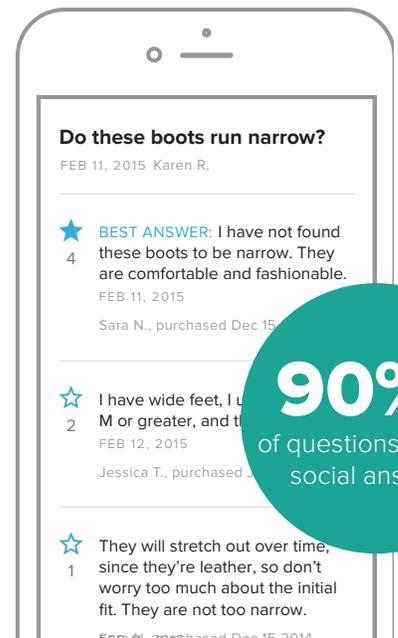
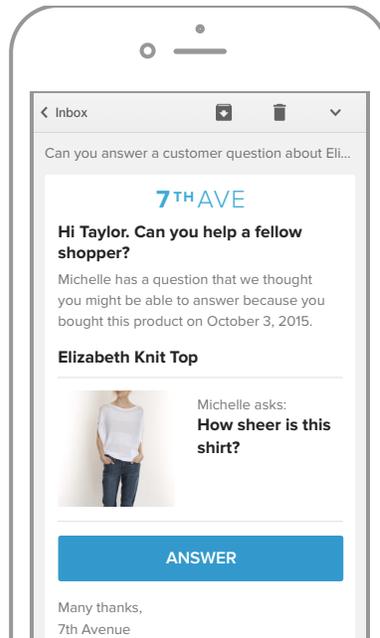
The fastest answers from the most relevant sources to the most types of shopper questions

Put a living knowledgebase right on every product page. Only TurnTo combines the wisdom of customers and internal experts with existing content to answer shopper questions fast.



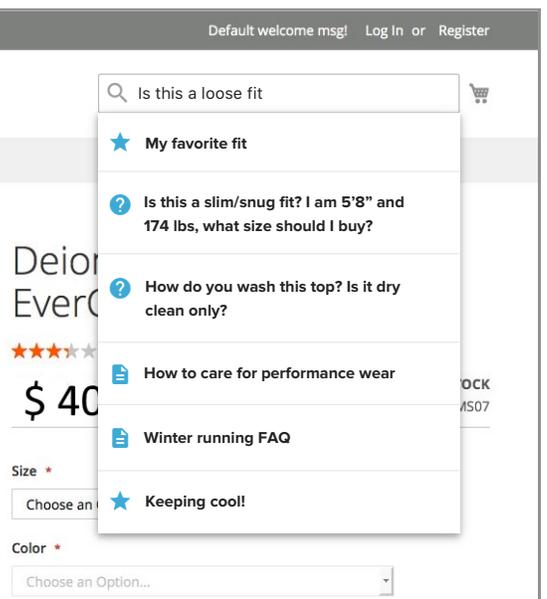
Powerful social answers

Invented by TurnTo, the ‘active outreach’ model delivers fast answers to shoppers’ questions from peers who already own the product. Only TurnTo Q&A provides unmatched features to maximize the number and speed of answers, like powerful language filtering to accelerate moderation and automate routing, advanced logic to ensure questions are sent to the right people, similar item groupings to increase owner pools and distribute content, multi-item questions, best answer display, and so much more.



90%+
of questions receive social answers

20%
average higher repeat purchase rate



Instant answers and knowledgebase integration

Many questions are instantly answered as the shopper types by real-time search of previous questions, ratings & reviews, and relevant content databases. The TurnTo article library, synchronized via API to your existing content sources, lets you deliver vast store, product, category, and brand information right on the product detail page in response to shopper questions.



TurnTo's Q&A has enabled us to build a terrific knowledgebase for our community. Content that is not only helping customers, but...also indexable and searchable for SEO. We could not be happier.



Soren Mills
CMO
Newegg

Advanced moderation & question management

Sophisticated language filters and algorithms ensure 'good' questions don't sit around waiting for moderation. An easy-to-use console lets community managers take control of routing and answering when needed.

Significant SEO benefits

Shoppers ask questions in Q&A the same way they do in Google, producing highly search-friendly content. TurnTo ensures all this content is indexable in-line on your product pages for maximum traffic benefits.

An unrivaled user experience

It doesn't help sales if shoppers don't use it. Unique UI features like "input teasers," best answer display, multi-item questions, popularity sorting, infinite threading, optimized voting, and lots more make TurnTo Q&A easy for shoppers to interact with.

Integrate with existing content and programs

Take helpful content that's available elsewhere and make it easy to find right from the product page. Get real-time synchronization to your existing loyalty or gamification platform through the TurnTo API.

Get answers from selected advocates

Through our partnership with Needle, the leading provider of fan-sourced product experts, TurnTo can provide fast, personal responses from a team individually selected for their in-depth and hands-on knowledge of your products.

Even better with The Suite

Provide instant answers to shopper questions from your product reviews. Feature checkout comments as answers to a "store question" within Q&A. Enable shoppers to attach images and videos to their questions and their answers. TurnTo applications are great alone and even better together.

Learn how these customers are generating tons of customer content with TurnTo's Community Q&A



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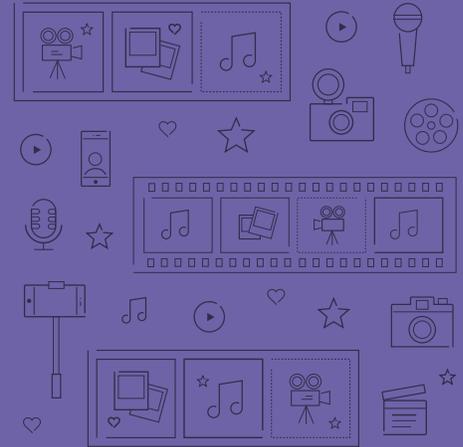


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Visual Reviews

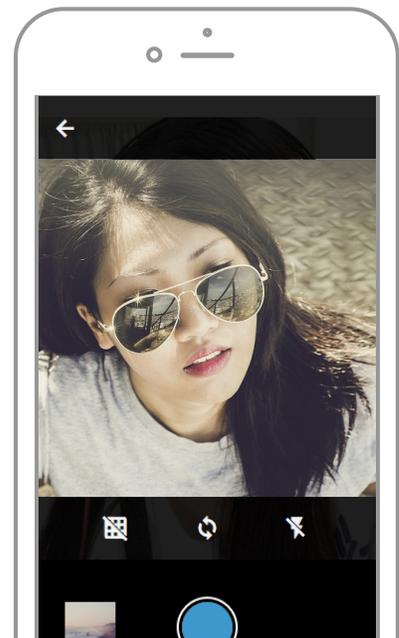
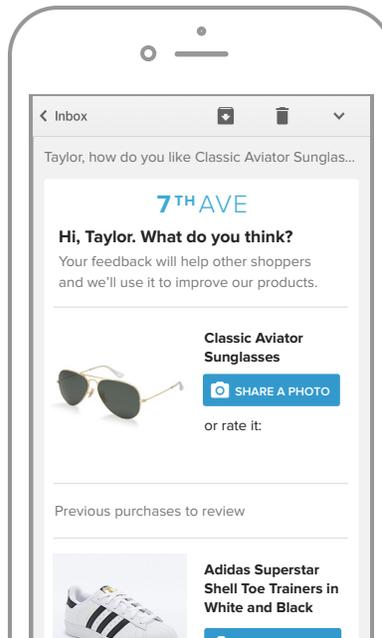
The easiest way to capture the most customer-created product photos and videos

Use customer-created images to improve sales at every step of the customer journey—from discovery on social networks and proprietary pinboards to conversion on the product detail page.



The photo tells the story

A new way to capture visual content. More than 90% of reviews are posted in response to an email request and more than 60% of emails are opened on phones. So TurnTo provides a visual-first review engine for the smart-phone equipped consumer who is more likely to respond by snapping a photo than typing a text review.



Classic Aviator Sunglasses

★★★★★ 3 Reviews [Add Your Review](#)

\$92.00

Qty

1

[ADD TO CART](#)

♥ WISH LIST | 📊 COMPARE | ✉ EMAIL

Customer Gallery



Galleries for every context and screen

Expose shoppers to collections of photos and videos throughout their journey using TurnTo's flexible set of gallery widgets designed for every context, page, and app screen.



78% of customers are likely to share photos—more than any other type of digital content.



Source:
CrowdTap survey

A full-featured visual CMS

Unlike systems that only attach images to reviews, TurnTo treats customer images as a first-class content type with a full-featured back end for moderation, repurposing, and reporting.

Ask at just the right time

Advanced logic sends the request at just the moment when the customer is most likely to snap the sort image you are looking for.

Automatically acquire usage rights

Just like any review, customer images submitted directly to you are covered by your terms-of-use, avoiding the rights issues of images harvested from social media.

Easily integrate

With TurnTo's API, you can easily insert your visual reviews into an existing image management platform, connect them to your social media presence, and build them into your omni-channel marketing.

Automatic SKU matching

Images are submitted in response to SKU-specific requests, so you know exactly which SKU they apply to, just like with any review. That makes it a snap to show them in just the right places.

Even better with The Suite

Shoppers can submit images to a gallery from their phone, then later attach them to a product review from the desktop. Moderators can easily feature in a gallery images originally attached to a question, answer, or review.

Way beyond selfies

Customers love to share photos of fashion and beauty products, but that's not all. Visual reviews are a great fit for home furnishings, sporting goods, hobby products, and any items used to make things—from cooking to photography to woodwork. They're also great for sharing moments, like "unboxing" and gift-giving, and for special purposes like "explainers."

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Checkout Comments

Fast, concise, and overwhelmingly upbeat. It's the micro-review system customers love.

Ask the magic question your buyers are happy to answer: "Why did you choose this?" You'll get instant, bite-sized answers bursting with positive sentiment.



Lots of positive reviews, fast

Since Checkout Comments are collected right on the order confirmation page, they start building up the moment an item is available — no waiting weeks for your first reviews.

Order Confirmation
Your tracking number is ABC123XYZ

Taylor, to help fellow shoppers make good choices, would you say a few words about why you picked these items? Thank you!

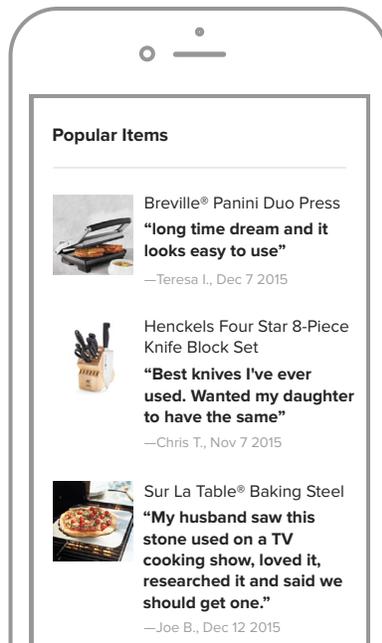
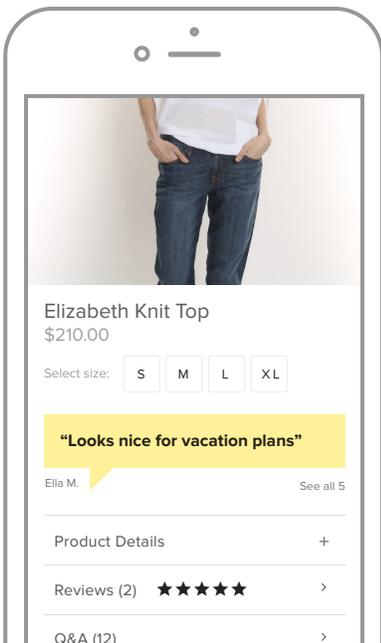


Elizabeth Knit Top
Why did you pick this?



Tribeca Skinny Jean
Why did you pick this?

3-5x
more content than reviews alone



Drive every step of the shopper journey

TurnTo's widgets make it easy to place micro-reviews on the product detail page, list pages, or pinboard-style landing pages. Since they're short, they're great on mobile devices. And with our powerful API, you can enhance any presentation of your products with recent, positive buyer endorsements!



The Checkout Comments Pinboard is the highest-converting link off of our home page.



Kevin Ertell
SVP of Digital
Sur La Table

Unique merchandising insights

Checkout Comments deliver insights into purchase motivation that reviews and Q&A miss, helping you better merchandise your products. They are an essential part of a robust content analytics program.

Content that's packed with SEO value

Checkout Comments produce perfectly SEO-friendly copy that's all indexable on your product detail page. The reasons customers give for buying are the same phrases shoppers are searching for.

Powerful for fast-turn catalogs

Traditional reviews take weeks to build up, but Checkout Comments start appearing immediately. Instead of "Be the first to write a review", shoppers will see the genuine voice of their peers from day one.

Full-featured back-end administration

Checkout Comments benefit from TurnTo's full moderation capabilities—including our industry-leading language filters—and from our advanced reporting, which makes sure relevant content reaches the right people in your organization.

A quick win that's easy to set up

Checkout Comments are a snap to add to your site. Simpler than other types of customer content, integration typically takes just a few hours.

Even better with The Suite

Checkout Comments work beautifully with Q&A where they can be shown as answers to a question from the store. Used with Visual Reviews, they power pinboards that combine customer-generated text and images.

Learn how these customers are generating tons of customer content with TurnTo's Checkout Comments



Sur la table

CLARINS



CRUTCHFIELD



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