

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!

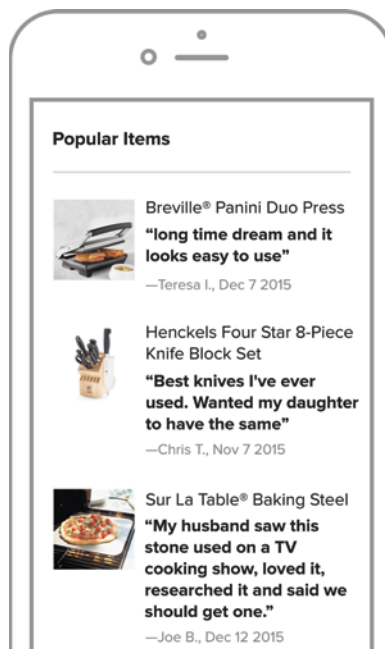
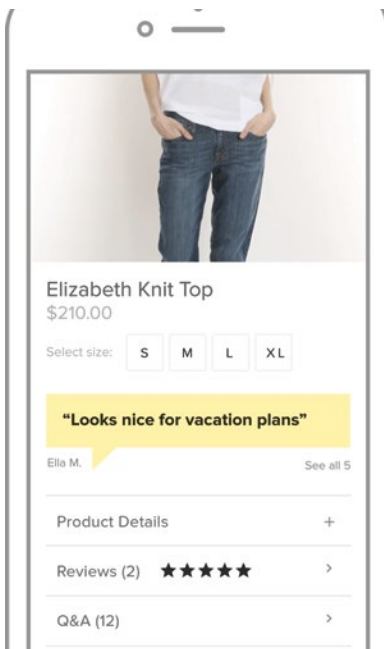


Elizabeth Knit Top
Why did you pick this?



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



Schedule a demo: [800-491-7876](tel:800-491-7876) / contact@turnto.com / turntonetworks.com



TurnTo provides the next generation of customer content solutions to top merchants and brands. With a unique suite of four innovative products that work beautifully together—Ratings & Reviews, Community Q&A, Visual Reviews, and Checkout Comments—TurnTo produces more content of more different types, delivering greater conversion lift, better SEO, and deeper merchandising insights.