

# Visual Reviews

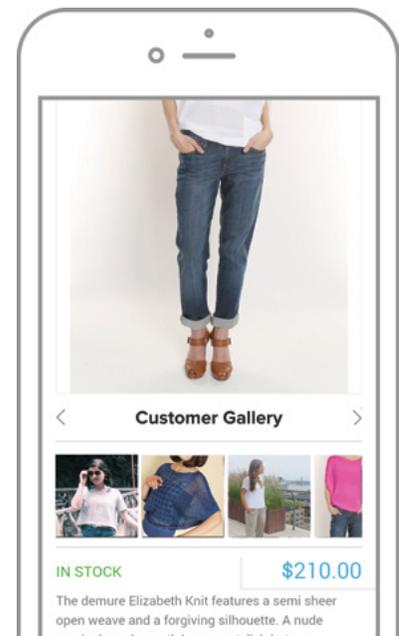
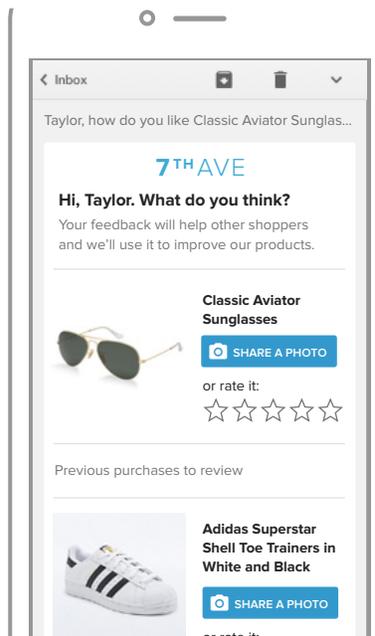
The easiest way to capture the most customer-created product photos and videos

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

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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 of 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."

Schedule a demo: 800-491-7876 / [contact@turnto.com](mailto:contact@turnto.com) / [TurnToNetworks.com](http://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.