

Ratings & Reviews

TurnTo Ratings & Reviews is a state-of-the-art voice-of-the-customer solution. Not only does TurnTo Ratings & Reviews provide the best combination of enterprise-grade power and affordability, it enables stores and brands to get both Active Outreach™-powered Community Q&A and full-featured Ratings & Reviews from a single vendor.

TurnTo Ratings & Reviews provides everything that eCommerce businesses need to get the most value from their user-generated content (UGC): a beautiful user experience, a fully-modern architecture, a broad set of relevant features, extensive insight tools, and scalability to meet the needs of the most demanding enterprises. And it comes from TurnTo Networks, the innovation leader and fastest-growing provider of UGC tools to the IR500.

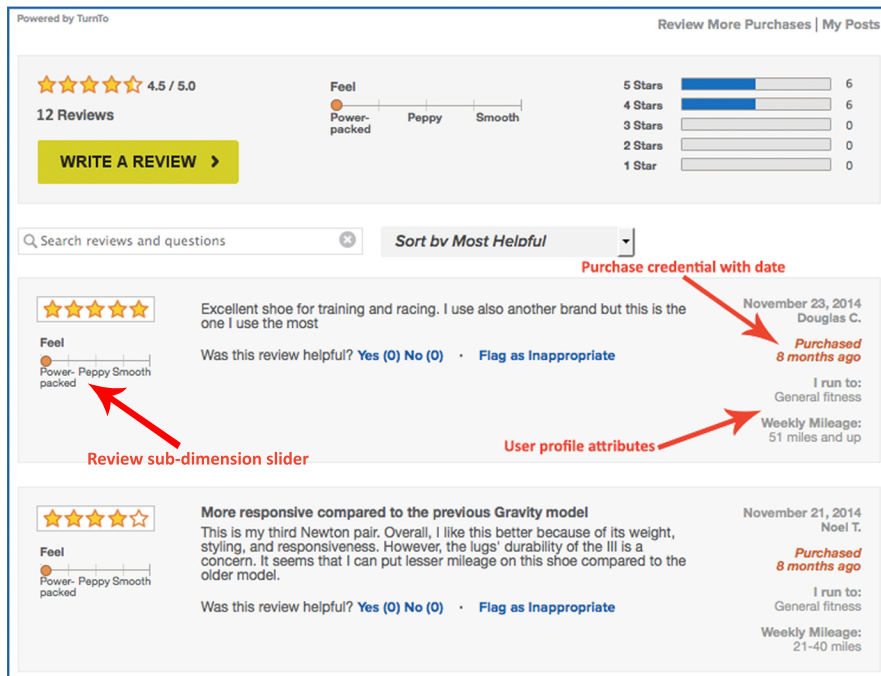
With TurnTo Ratings and Reviews, online sellers maximize:

- The quantity and quality of reviews collected
- The usefulness of these reviews to shoppers
- Trust and loyalty
- Conversion lift
- Organic and paid search (SEO and SEM) benefits
- Insights for the merchandising team

For businesses adding ratings and reviews for the first time, TurnTo's advanced technology and attentive services team makes it easy. For those looking for more performance, more innovation, or more value than they're getting today, a complete switch-over, including transfer of all existing content, takes less than a month.

Features:

- Fully responsive design, including mobile-optimized content collection
- Visual customizability
- The most powerful content filters to support moderation at scale
- Review request emails that consider a shopper's full history
- Scalability to handle multi-million SKU catalogs
- Syndication
- Multiple rating dimensions (e.g. fit sliders)
- Multi-attribute user profiles
- Verified-buyer badging with purchase date to maximize trust
- True single sign-on support
- Advanced content reporting to support merchandise teams
- In-line SEO with rich snippets
- Google product ratings feed certification for Google PLAs
- Multi-point integration with TurnTo Community Q&A, increasing review collection and use
- Easy import of existing ratings and reviews



The screenshot displays a product review interface. At the top, it shows a 4.5/5.0 rating with 12 reviews and a 'WRITE A REVIEW' button. Below this is a search bar and a 'Sort by Most Helpful' dropdown. The main content area shows two reviews. The first review is for a shoe, with a 'Feel' slider (Power-packed to Smooth) and a 'Purchase credential with date' (November 23, 2014). The second review is for a Newton shoe, with a 'Feel' slider and a 'Purchase credential with date' (November 21, 2014). Red arrows point to specific features: 'Review sub-dimension slider' points to the 'Feel' slider in the first review, 'Purchase credential with date' points to the date in the first review, and 'User profile attributes' points to the 'I run to: General fitness' and 'Weekly Mileage: 51 miles and up' in the first review.