

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 positivity.




Lots of positive reviews, fast

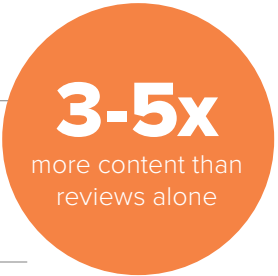
Checkout Comments are collected right on the order confirmation page. They start building up the moment an item is available—no waiting weeks for your first reviews. Since you are asking for the purchase motivation, the sentiment is overwhelmingly positive. And because it's so easy, you'll get more comments than any kind of customer content you've ever seen.


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?

Elizabeth Knit Top
\$210.00

Select size: S M L XL

"Looks nice for vacation plans"


Ella M. See all 5

Product Details +


Reviews (2) ★★★★★ >

Q&A (12) >


Popular Items



Breville® Panini Duo Press
"long time dream and it looks easy to use"
—Teresa I., Dec 7 2015



Henckels Four Star 8-Piece Knife Block Set
"Best knives I've ever used. Wanted my daughter to have the same"
—Chris T., Nov 7 2015



Sur La Table® Baking Steel
"My husband saw this stone used on a TV cooking show, loved it, researched it and said we should get one."
—Joe B., Dec 12 2015

Drive every step of the shopper journey

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



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



ADORAMA
MORE THAN A CAMERA STORE



CRUTCHFIELD

Schedule a demo: 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://twitter.com/turnto).