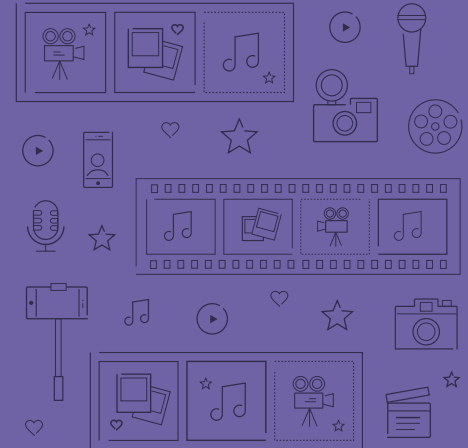


Visual Reviews

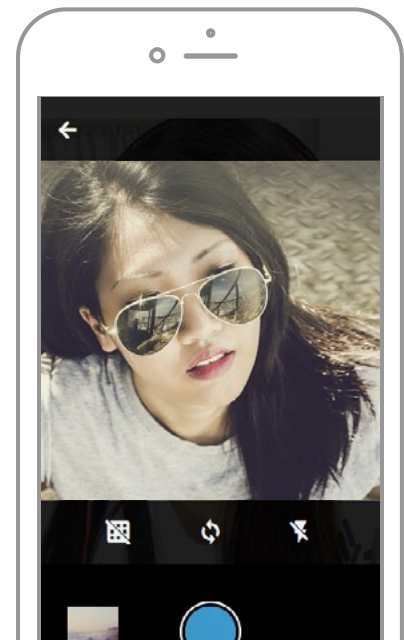
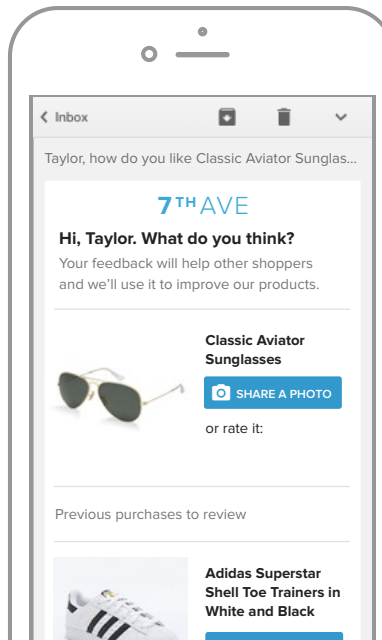
The easiest way to capture the most customer-created product photos and videos

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

90% of reviews are posted in response to emails, and 60% of those emails are opened first on a phone. TurnTo delivers a review engine for the smartphone-equipped consumer, who's more likely to post a photo than to type out a lengthy text review. With Visual Reviews, the photo is the 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 an full-featured back end for moderation, repurposing, and reporting.

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.

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). So it's a snap to show them in just the right places.

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.

Open to social integrations

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.

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 images originally attached to a question, answer, or review.

Way beyond selfies

Customers love posting photos of fashion and beauty, but that's only the beginning. Visual reviews are a perfect match for hobbies and crafts, cooking and dining, unboxing games and electronics, and anything else customers can snap and share.

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).