

# 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!

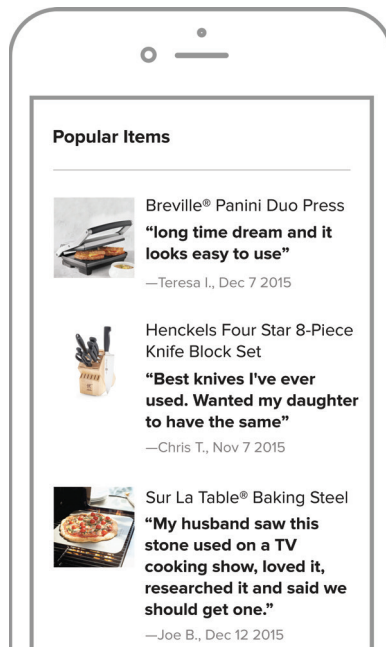
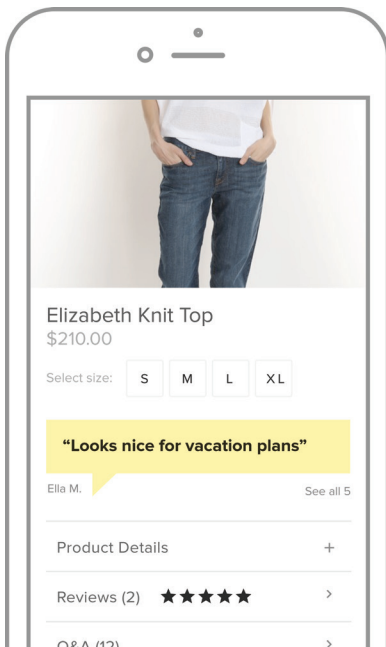


**Elizabeth Knit Top**  
Why did you pick this?



**Tribeca Skinny Jean**  
Why did you pick this?

**3-5x**  
more content than reviews alone

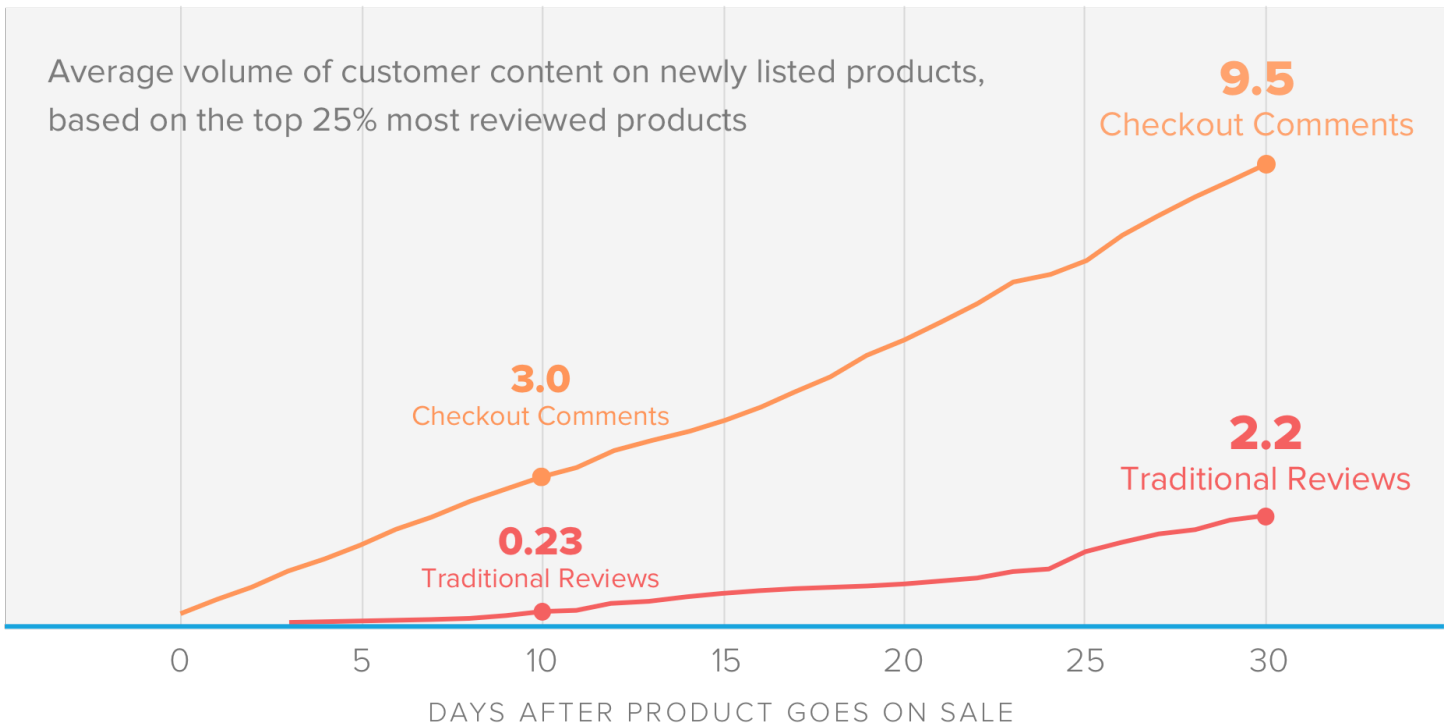


## Drive every step of the shopper journey

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!

# Eliminate the dreaded “Be the first to leave a review” messages from your online catalog

TurnTo Checkout Comments start arriving sooner, and add up 4 times faster, compared to traditional customer reviews. Even your most reviewed products can benefit from Checkout Comments. In a sample of products that eventually went on to be highly reviewed, products had an average of less than 1 review in the first 8 days, but 3 or more checkout comments.



Checkout Comments are usable throughout the shopper journey

The screenshot shows a product page for 'All Ceramic Pro Outdoor Cookware'. The page features a navigation menu on the left with categories like 'Grilling Recipes', 'Shop by Category', 'Entertain Outside', and 'Tips & How-Tos'. The main content area displays four products: 'Sur La Table Pro-Ceramic Plancha', 'Sur La Table Pro-Ceramic Pizza Stone', 'Sur La Table Pro-Ceramic Grill Pan', and 'Sur La Table Pro-Ceramic Grill Grid'. Each product has a star rating and a checkout comment. The checkout comments are highlighted in yellow boxes and include phrases like 'Love this line of products', 'We love pizza and this will help us get proper crusts!', 'Grill marks without the grill', and 'Good price'. The checkout comments are accompanied by the user's name and the number of buyer comments.

Product	Star Rating	Checkout Comment	User	Buyer Comments
Sur La Table Pro-Ceramic Plancha	★★★★★ (7)	"Love this line of products"	Ella M.	51
Sur La Table Pro-Ceramic Pizza Stone	★★★★★ (2)	"We love pizza and this will help us get proper crusts!"	Chris B.	17
Sur La Table Pro-Ceramic Grill Pan	★★★★★ (4)	"Grill marks without the grill"	Bill T.	36
Sur La Table Pro-Ceramic Grill Grid	☆☆☆☆☆ (0)	"Good price"	Rick A.	5



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](mailto:contact@turnto.com) / [turntonetworks.com](http://turntonetworks.com)



TurnTo serves online retailers and their customers with an industry-leading suite of community engagement tools. Leading brands and retailers use TurnTo to improve conversion rates, generate high volumes of unique content for SEO, reduce call center inquiries, learn valuable merchandising insights, and increase customer satisfaction.