Stamped Reviews 101

Table of Contents

Looking for something specific? Click to jump ahead and get started.

Quick tip on how to use this guide: *italicized bold* text takes you to the related help article, while **bold underlined** text takes you to the specified page, setting, or file in your Stamped dashboard. For example:

*Learn how to **set up your review request sequence** and start collecting reviews.* Go to **Settings > Customize > Reviews > Review Request Sequence**.

Introduction

In an overcrowded ecommerce landscape burdened with growing costs and shrinking budgets, brands often find it hard to get customers' attention and even harder to convince them to make a purchase.

If you're looking to give customers the confidence they need to make their first purchase, you need reviews. Customers rely on reviews to build trust in a brand, decide if a product fits their needs, and make a purchase decision. Without reviews, they might question your brand's legitimacy and take their business elsewhere.

Reviews are crucial in every step of the customer journey, from initial research to post-purchase feedback. They also play a key role in product development, marketing campaigns, customer service, and more. Simply put, brands without reviews are missing out on major opportunities for driving more sales, revenue, retention, and growth.

The importance of reviews

Whether you're searching for the perfect pair of jeans, the most effective protein powder, or even a brand-new car, there's a good chance you start things off by doing some research. Reviews are usually a significant part of that research - after all, we're more likely to trust opinions from other customers than claims from the brand itself. In fact, **72% of customers won't make a purchase until they've read reviews.**

Here's some other interesting stats:

99%
OF CUSTOMERS READ REVIEWS WHEN THEY SHOP ONLINE

55%
OF CUSTOMERS READ AT LEAST FOUR REVIEWS BEFORE MAKING A PURCHASE

49%
OF CUSTOMERS TRUST REVIEWS AS MUCH AS RECOMMENDATIONS

REVIEWS MAKE CUSTOMERS

71%
MORE COMFORTABLE PURCHASING A PRODUCT

CUSTOMERS SPEND

31%
MORE WHEN A BUSINESS HAS POSITIVE REVIEWS

PRODUCT PAGES WITH REVIEWS HAVE

3.5X
HIGHER CONVERSION RATES

4.5X
MORE REVENUE PER VISITOR

THAN PRODUCT PAGES WITHOUT

Stamped Reviews

Stamped Reviews enables brands to drive faster, more efficient growth with the help of product reviews, user-generated content, Net Promoter Scores, and StampedIQ. Here's a quick overview:

01 Product Reviews

Increase trust, drive conversions, and give customers the confidence they need to make a purchase.

02 User-Generated Content

Enrich marketing campaigns and build social proof with customer photos and videos.

03 Net Promoter Score

Quantify customer satisfaction, improve brand credibility, and monitor potential churn risks with NPS.

04 StampedIQ

Increase accuracy, contextualize feedback, and uncover actionable insights with customer data.

Starter

For newcomers

√ Up to 50 monthly review requests
√ Up to 1 Reviews integration
√ In-email and SMS review requests

Customize review request fields, share your best reviews on social media, and connect up to one integration, such as Attentive, Meta, or KnoCommerce.

Free

Basic

For individuals

√ Up to 200 monthly review requests
√ Up to 1 Reviews integration
√ Photo and checkout reviews

Personalize review request emails with HTML and liquid variables, create display widgets, motivate customers with coupons, and set up social push with photos.

$19 /month
billed annually

Premium

For professionals

√ Up to 500 monthly review requests
√ Up to 3 Reviews integrations
√ Smart Product Recommendations

Create social banners and visual galleries, import your Facebook reviews, track review clicks, and access CSS customization for all of your reviews widgets.

$49 /month
billed annually

Business

For mid-sized businesses

√ Up to 1,500 monthly review requests
√ Up to 5 Reviews integrations
√ Video reviews and Community Q&A

Syndicate reviews with Google Product Ratings, measure Sentiment Analysis, and integrate with ESPs like Klaviyo, Omnisend, and ActiveCampaign.

$119 /month
billed annually

Professional

For growing businesses

√ Up to 3,500 monthly review requests
√ Unlimited Reviews integrations
√ Google Seller Ratings and NPS

Create Instagram shoppable galleries, leverage Smart Assist to get higher-quality reviews, syndicate reviews across multiple stores, and create better social ads.

$249 /month
billed annually

Enterprise

For enterprise-level businesses

√ Customized monthly review requests
√ Dedicated success manager
√ API access

Drive business growth and retain your customers with Stamped's enterprise platform, built and designed to scale alongside your ecommerce business.

Custom

Competitors

How does Stamped Reviews compare to other leading reviews platforms on the market? Here's a quick summary:

yotpo.

Stamped is a more user-friendly platform than Yotpo, with transparent pricing plans and a strong integration ecosystem, helping you grow your reviews strategy at scale.

Okendo

Stamped offers advanced customer profiles and data sync, better customization for emails and widgets, no hidden fees, and faster customer support that Okendo just doesn't have.

REVIEWS.io

Stamped provides access to white-labeled branding, custom attributes, review moderation, and more features at a lower cost, allowing you to save more and do more at the same time.

Judge.me

Stamped helps brands bring reviews and loyalty together under one platform, with better support, better analytics, and more conversion-driving features.

Junip

Stamped offers more flexible pricing plans, more integrations and ecommerce platforms, and more conversion-driving features like NPS ratings, UGC galleries, and community Q&A.

LOOX

Stamped provides a wider range of integrations at a lower cost, built-in NPS ratings and review syndication made easy, and dedicated onboarding and support resources.

klaviyo

Stamped has a powerful analytics dashboard, more reviews widgets and UGC features, and more integrations and ecommerce platforms to choose from.
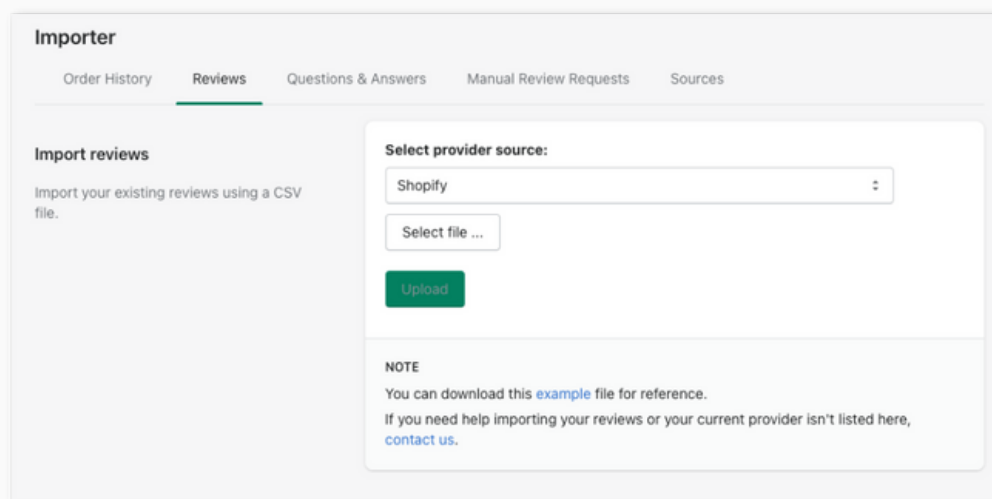
💡 *To learn more, **check out this article** for an in-depth comparison of each reviews platform that covers pricing, features, and support options.*

Getting started with Stamped Reviews

Importing your existing reviews and past orders

> Import your existing reviews into Stamped to keep the experience seamless, whether you're **migrating from another reviews platform** or **importing your reviews data manually**. You can also **import your existing order history** to send review requests to past customers.
>
> **Note:** If you're setting up reviews for the first time, skip ahead to the next step.

### Importing your existing reviews from another platform

1. Prepare your export file from your previous reviews platform.
2. In your Stamped dashboard, go to **Settings > Importer** and click the **Reviews** tab.
3. Select the provider source, then select your CSV file and click **Upload**.

Note: This feature only works with Yotpo, Judge.me, Loox, and Shopify Product Reviews.

Importing your existing reviews manually

1. Create a copy of **this CSV file**.
2. Add your reviews data, matching the formatting to the sample data included in rows 2 and 3. Once you're done, remove the sample data.
3. Download your file as a CSV.
4. In your Stamped dashboard, go to **Settings > Importer** and click the **Reviews** tab.
5. Under "Select provider source", click **Custom**. Select your CSV file and click **Upload**.

Note: Do not change or remove the header names, and make sure to check for empty rows and duplicate entries before downloading.
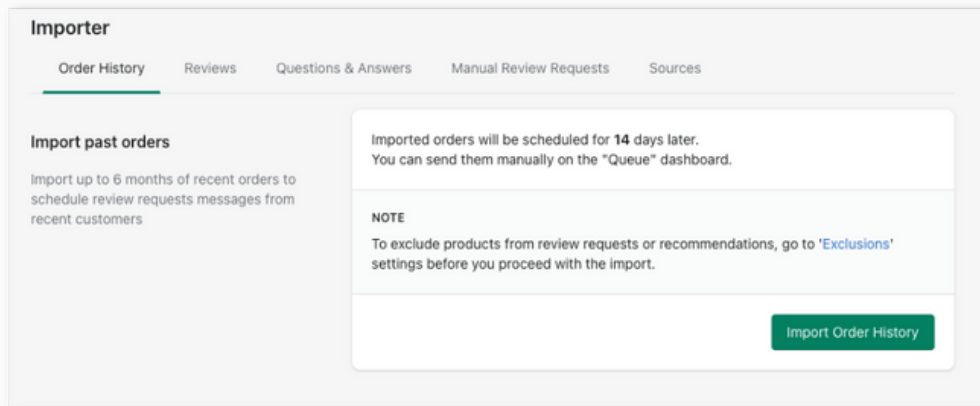
Importing your existing order history

1. In your Stamped dashboard, go to **Settings > Importer** and click the **Order History** tab.
2. Click **Import Order History**.

Note: This feature is only available for Shopify and BigCommerce users. Review requests will be sent according to your first email's interval settings based on the import date.

Setting up your review request sequence

> Enable review requests and **set up an email sequence** to collect reviews from your customers. Customize your content, timing, and sequence to optimize response rates.
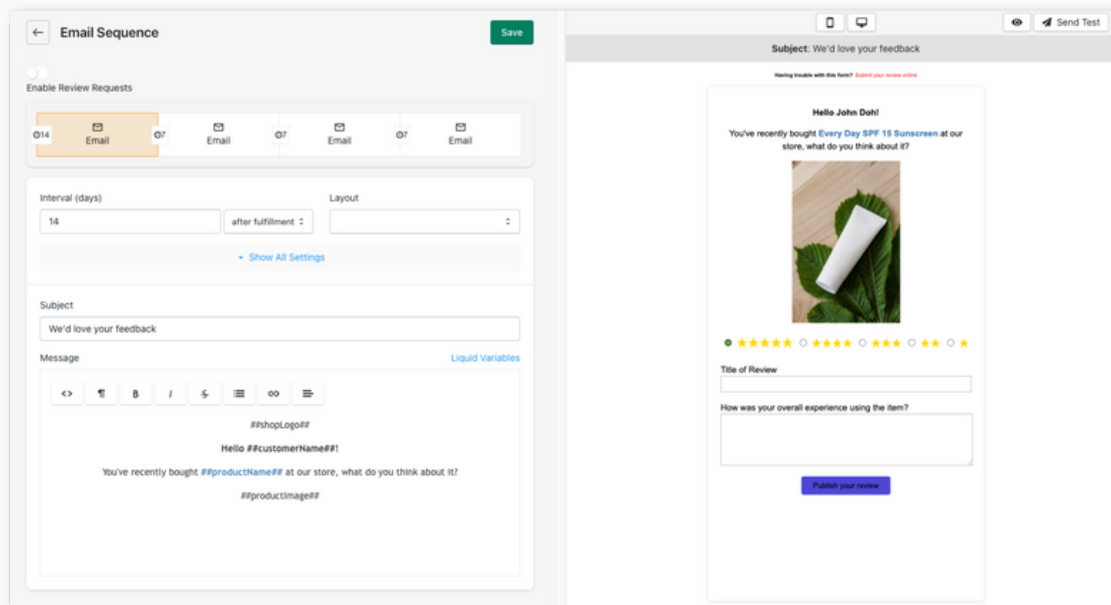
Creating your review request sequence

1. In your Stamped dashboard, go to **Settings > Customize > Reviews > Review Request Sequence**, then click **Add Sequence** to add additional emails to your sequence. You can add up to three additional emails.
2. Adjust the intervals between emails as needed in "Intervals (Days)".
3. When you're done, toggle **Enable Review Requests**.
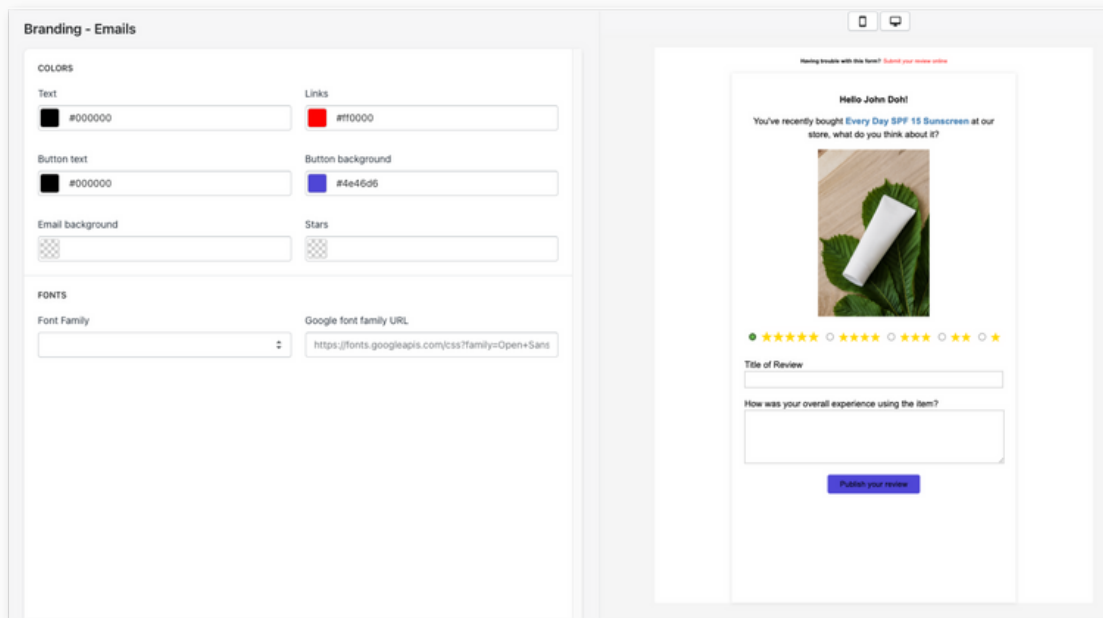
Customizing your review requests

There are several ways to customize your review request emails and improve conversion rates. You can experiment with different layouts, subject lines, and content to encourage customers to submit a review.

Here's some best practices:

- **Match your fonts and colors** to your branding by going to **Display > Reviews Emails > Branding**.

- **Personalize the email by adding liquid variables** to your subject line, such as the customer's first name or the featured product's title.

- **Localize your email's content** to match your brand language by going to **Settings > Customize > Reviews > Localization**.

- **Customize your email delay interval** for international orders to avoid asking customers for reviews before they've had time to receive and use your product.

- **Reward customers with coupons and discount codes** in exchange for reviews by going to **Settings > Coupons > Write A Review**.
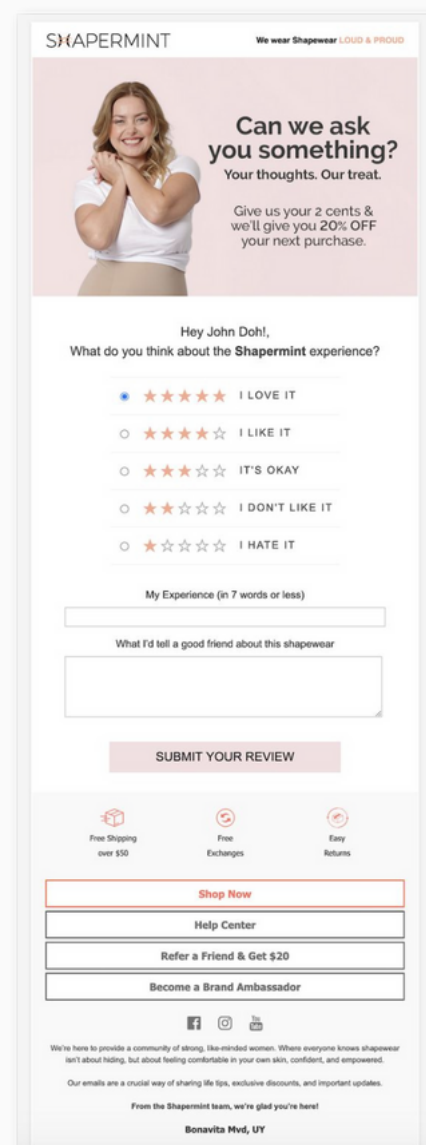
Completing your reviews set-up

> *Set yourself up for success with these last few steps to ensure your Stamped Reviews experience is fully optimized, customized, and ready to go.*

Customize your "thank you" page

1. In your Stamped dashboard, go to **Settings > Customize > Thank You Page**.
2. Customize your page's title and message to match your brand language.

Customize your store name, email, and logo

1. In your Stamped dashboard, go to **Settings > General**.
2. Under "General Email Settings", update the **From Name** and **From Email** fields as needed so customers know that your review requests are coming from you.
3. Click **Add a logo** to feature your brand's logo at the top of your emails.
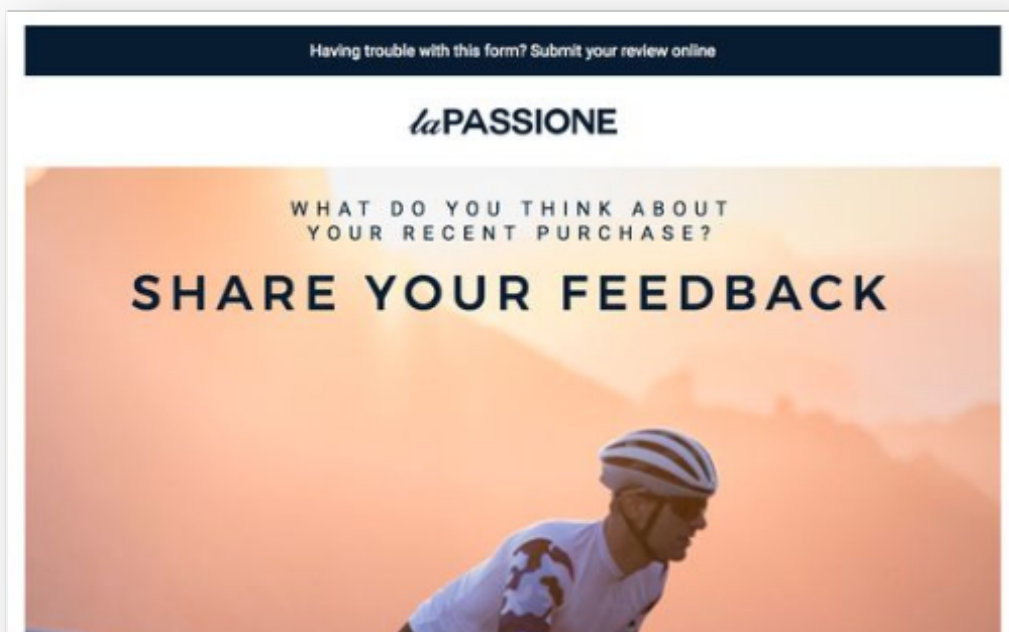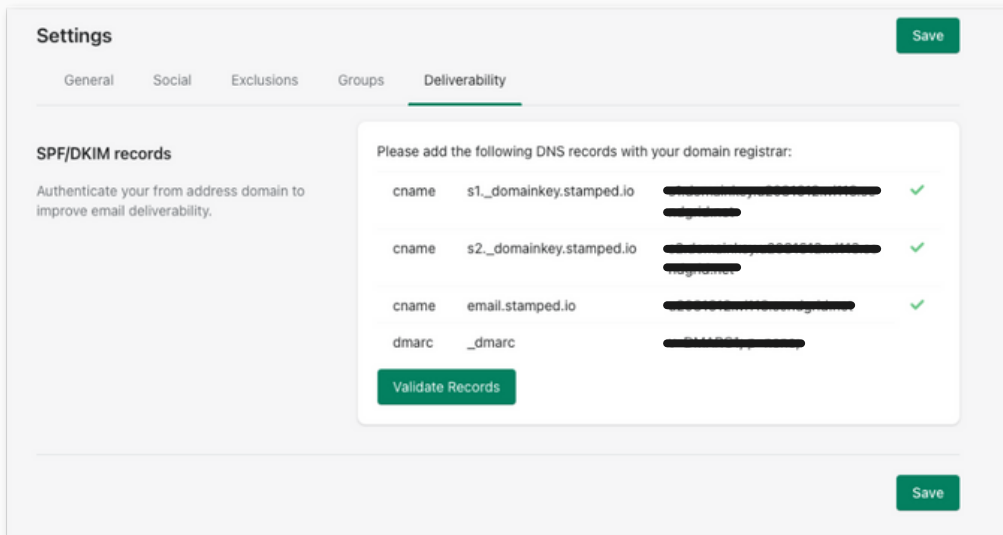
Review request emails are sent by **reviews@stamped.io** by default. However, we recommend brands use their own email address to increase conversion rates. To do so, you will need to verify your SPF/DKIM records and configure your DMARC records.

Verify your SPF/DKIM records
Note: SPF (Sender Policy Framework) and DKIM (DomainKeys Identified Mail) are email authentication protocols that help to verify the authenticity of emails sent from a domain. Without these records, your review requests will not work.

1. In your Stamped dashboard, go to **Settings > General** and open the **Deliverability** tab. If you don't already see a list of records, click **Get DNS Records**.
2. Add your records to your ESP in your domain host via the instructions **here**.
3. Return to your Stamped dashboard and click **Validate Records**.

Configure your DMARC records
Note: DMARC (Domain-based Message Authentication, Reporting, and Conformance) is a powerful tool that helps prevent email spoofing and phishing attacks. Google requires all merchants to update their DMARC records as of February 2024.

1. In your Stamped dashboard, go to **Settings > General** and open the **Deliverability** tab. Look for the DMARC host value and policy listed under your SPF/DKIM records. Your essential DMARC tags, which specify how your email domain should handle unauthenticated emails, are:
   a. **v:** Indicates the DMARC protocol version
   b. **p:** Defines the policy for unauthenticated emails (none, quarantine, or reject)
   c. **rua:** Specifies the email address for receiving aggregate reports
   d. **ruf:** Specifies the email address for receiving forensic reports
2. Add your DMARC record to your ESP in your domain host via the instructions **here**.
3. It's expected that you won't see a green checkmark next to the DMARC record in your Stamped dashboard. We recommend using a free DMARC validator tool like **this one**. Enter your store URL and click **Inspect the domain** to see if your DMARC record has been set up successfully.

Here's some other settings you might want to consider:

- **Create product groups** to share reviews across different products by going to **Settings > General** and clicking the **Groups** tab, then creating product groups as needed.

- **Enable anonymous reviews** for customers who may not be comfortable sharing their personal information by going to **Settings > Customize > Reviews > Options**.

- **Exclude specific products from review request sequences** by going to **Settings > General** and clicking the **Exclusions** tab, then adding product tags or IDs as needed.

- **Adjust your review request frequency** by going to **Settings > Customize > Reviews > Options** and choosing the option that best fits under "Email Frequency".

- **Change how featured products are prioritized** by going to **Settings > Customize > Reviews > Options** and choosing the option that best fits under "Featured Item Logic".

- **Enable product recommendations** based on customers' past orders to encourage future purchases by going to **Settings > Customize > Reviews > Options**.

- **Redirect customers to a custom "thank you" page** or post-unsubscribe page by going to **Settings > Customize > Reviews > Redirection**.

*For review request email inspiration, check out our **Pinterest board** to see how leading brands are driving 3 - 4% review conversion rates.*

Setting up your main reviews widget

> *Customize the look, content, and layout of your main reviews widget to match the rest of your brand, then install it directly on your website to showcase your reviews.*

Customizing your main reviews widget

1. In your Stamped dashboard, go to **Display > Widgets > Main Widget > Customization**. Adjust the design and settings as needed, such as your sort type, number of reviews per page, and which information you'd like to display.
2. Go to **Display > Widgets > Branding** to match the widget's colors to your branding.

*Note: For further customization, go to **Display > Widgets > Main Widget > CSS Editor** to add your own CSS code.*
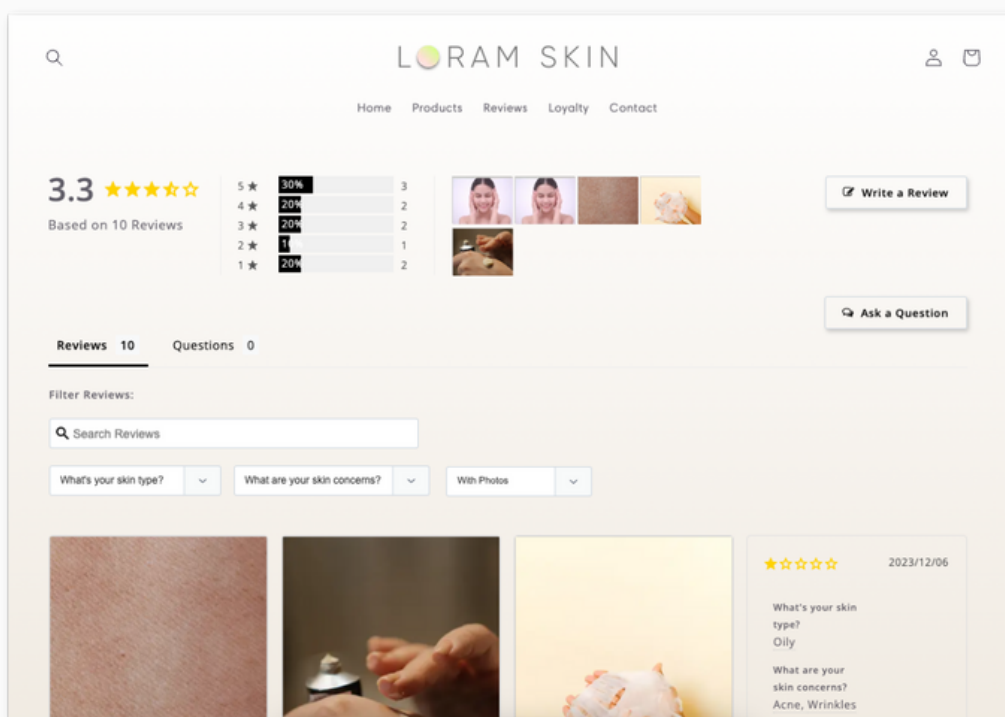
Installing your main reviews widget

$ shopify

For Shopify 2.0:

1. In your Shopify dashboard, go to **Online Store > Themes**, then click **Actions** and select **Edit code** from the dropdown menu.
2. In the theme.liquid template, copy and paste the code **here** above the </body> tag. *Note: you will need to replace "YOUR_PUBLIC-API-KEY" with your API key.*
3. Go to **Online Store > Themes > Customize** and look for Product Template, then click **Add section**.
4. Click **Main Widget from Stamped** to add it, then adjust the widget's position as needed.

For Shopify Vintage:

1. In your Shopify dashboard, go to **Online Store > Themes**, then click **Actions** and select **Edit code** from the dropdown menu.
2. In the theme.liquid template, copy and paste the code **here** above the </body> tag.
3. In the product.liquid template, copy and paste the code **here** above {% section 'product-recommendations' %} or {% include 'related-products' %}.

BIGCOMMERCE

For BigCommerce (Blueprint Themes):

1. In your BigCommerce dashboard, go to **Storefront > My Themes > Edit HTML/CSS**.
2. In "HTMLHead.html" under the "Panels in Template" section, copy and paste the code **here** above the </head> tag.
3. In "ProductDetails.html" under the "Other Template Files" section, copy and paste the code **here** at the bottom of the file.

For BigCommerce (Stencil Themes):

1. In your BigCommerce dashboard, go to **Storefront > Script Manager** and make sure there's a script named "Stamped".
2. Choose the following options:
   a. *Location on page:* Footer
   b. *Select pages where scripts will be added:* All pages
   c. *Script category:* Essential
   d. *Script type:* Script
3. Copy and paste the code **here** to install the main reviews widget.

WOO COMMERCE

For WooCommerce:

1. In your WordPress dashboard, activate your Stamped plug-in.
2. Go to **WooCommerce > Settings > Stamped** to add your API keys and store URL.
3. Update your Display Settings to specify where you want your reviews displayed.

Installing your star rating badge

shopify

On collection pages (Shopify 2.0 and Shopify Vintage):
1. In your Shopify dashboard, go to **Online Store > Themes**, then click **Actions** and select **Edit code** from the dropdown menu.
2. In the product-card.liquid template, find the product.title line, then copy and paste the code **here** under product.title.

On product pages (Shopify 2.0):
1. In your Shopify dashboard, go to **Online Store > Themes > Customize**, then look for the **Products** template in the **Theme** dropdown menu.
2. Open the **Product information** section in the lefthand panel and click **Add block**. Click to add **Star Rating from Stamped**, then adjust the widget's position as needed.

On product pages (Shopify Vintage):
1. In your Shopify dashboard, go to **Online Store > Themes**, then click **Actions** and select **Edit code** from the dropdown menu.
2. In the product-card.liquid or product.liquid template, copy and paste the code **here** under product.title.

BIGCOMMERCE

For BigCommerce (Blueprint Themes):
1. In your BigCommerce dashboard, go to **Store Setup > Design > Edit HTML/CSS**.
2. In "ProductDetails.html" under the "Other Template Files" section, copy and paste the code **here** at the bottom of the file.

For BigCommerce (Stencil Themes):
1. In your BigCommerce dashboard, go to **Templates > Components > Products > card.html**.
2. Copy and paste the code **here** to install your star rating badge.

WOO COMMERCE

For WooCommerce:
1. In your WordPress dashboard, copy and paste the shortcode and/or rich snippet code **here** in the relevant page to install your star rating badge.

Note: *If you experience any issues during installation, please email us at* **support@stamped.io** *and our support team will be happy to assist you.*
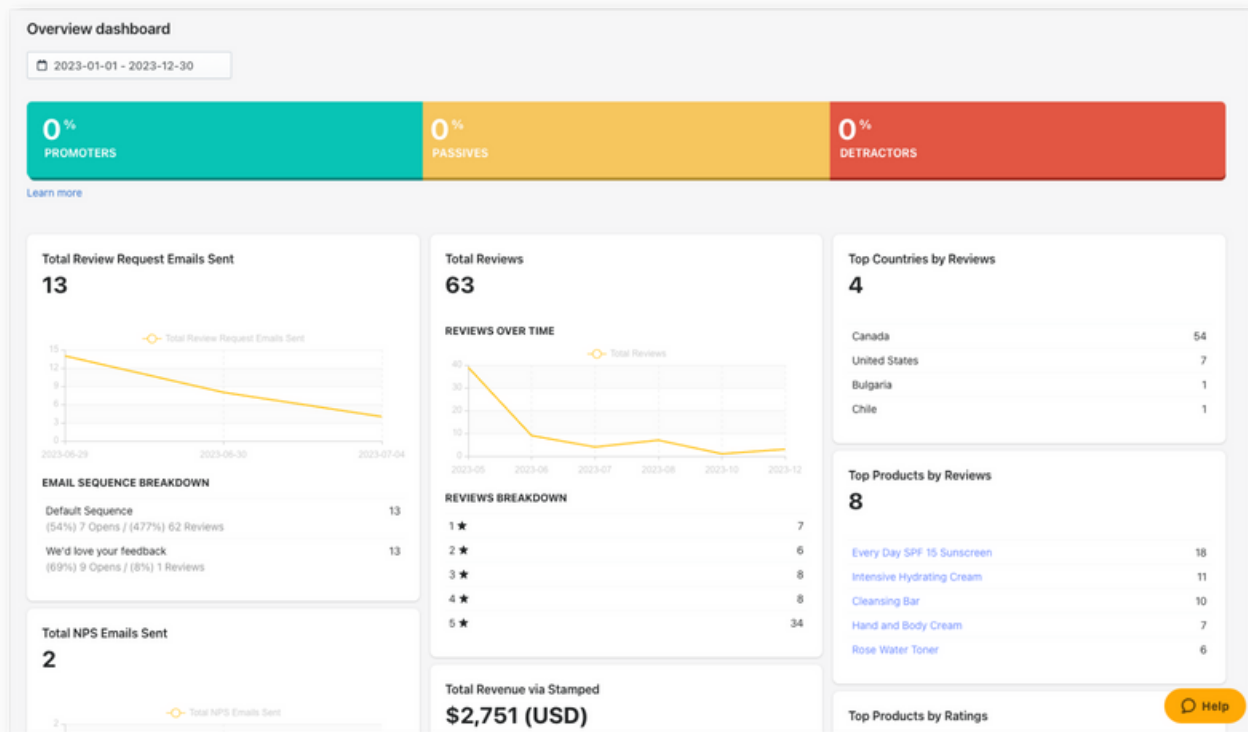
Understanding your reviews analytics

> *Stamped Reviews's analytics enables you to learn more about your customers and measure their overall satisfaction with your products. You can filter and analyze your data to make smarter, more effective business decisions.*

Overview dashboard

In your overview dashboard, you can view your total number of reviews, total review request emails sent, and average review rating. You can also identify top countries, products, and customers by reviews, top products by ratings, top keywords in reviews, and top searches.

Reports

In your reports section, you can view and export reports for ratings over time, ratings by product, ratings by country, and custom form questions. You can adjust the filter to view data collected over a specific period of time.

Insights Analysis

In your insights analysis dashboard, you can view common topics mentioned in your reviews and their respective sentiment scores.

Note: Insights Analysis is available on the Business plan and above.

Doing more with Stamped Reviews

Creating a dedicated reviews landing page

By having a **dedicated landing page** for your product and site reviews, customers can see all of your reviews at a glance without needing to navigate to a specific product page. This is especially helpful for customers who are interested in your brand, but aren't sure which product best fits their needs.

You can also customize the page to include an FAQ, highlight your best reviews, promote your loyalty program, and more. Doing so will give customers the information they need to make a purchase and encourage them to engage with your brand.
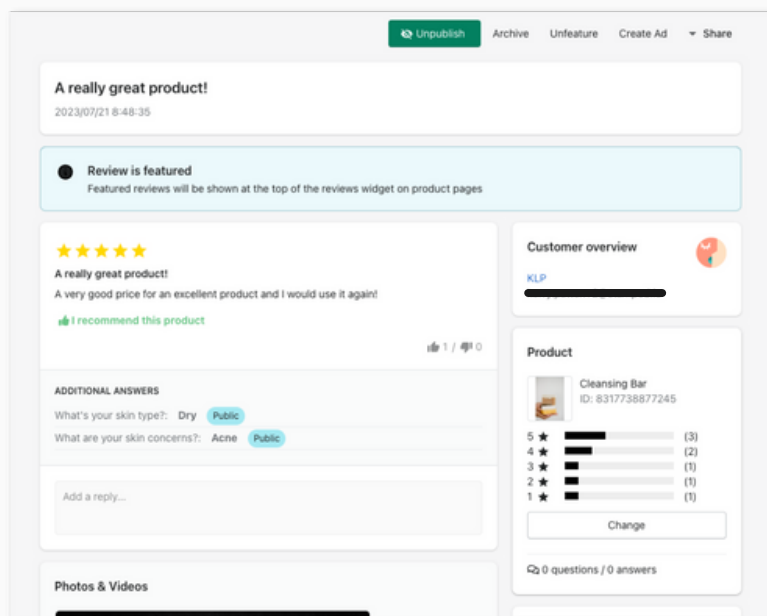
Moderating and replying to reviews

You can **unpublish or archive reviews** as needed, meaning they will no longer be visible on your website and will not factor in your average review ratings. With Auto-Publish, you can specify the minimum star rating needed for verified reviews to be published automatically, such as every review with a 3-star rating or above. All other reviews will enter a "Pending" state and automatically publish after 14 days. Auto-Publish saves time spent manually moderating and publishing reviews, and most importantly, ensures that your review publishing process is FTC-compliant.

You can also **reply to reviews**, either privately or publicly. This is a great way to thank customers for their five-star reviews or start a conversation with customers who left one-star reviews and resolve any issues. Learn more about how to respond to positive and negative reviews **here**.

Creating custom forms

Custom Forms allow you to collect additional information about your customers and their experience with your products. This information can help you better understand your customers' needs and expectations, and can be used to educate potential customers and market to returning customers.

Some examples of Custom Form questions include height, weight, age range, gender, fit (e.g. small, true to size, large), skin type (e.g. normal, oily, dry), quality (e.g. poor, good, great), and so on.

Note: Custom Forms are available on the Business plan and above.

Setting up display widgets

Showcase your reviews across your storefront with built-in templates and fully customizable widgets. These widgets will help customers access your reviews from anywhere and give them the context and confidence they need to make a purchase. Some examples of display widgets include carousels, side drawers, site badges, and visual galleries.
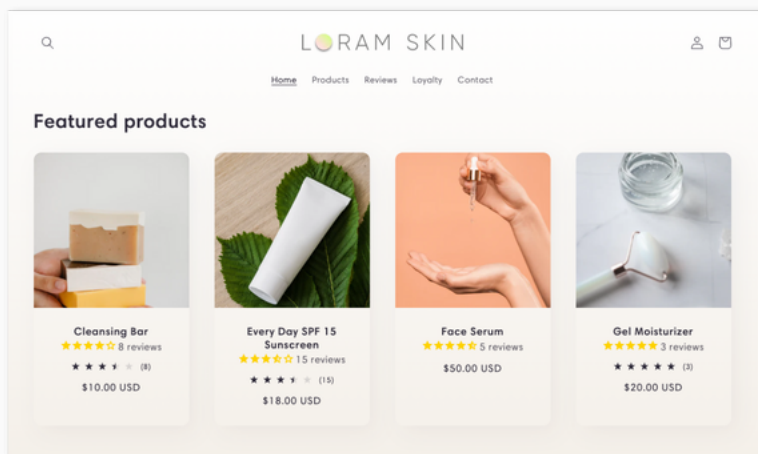
Setting up community Q&A

Community Q&A enables you and/or your customers to answer questions asked by new customers. This helps to build trust, set expectations, boost SEO and web traffic, and drive more conversions. For example, customers may have questions about your product's ingredients, quality, durability, size, or fit.

Note: Community Q&A is available on the Business plan and above.

Setting up Checkout Reviews

Get immediate feedback and valuable purchase insights from your customers with **Checkout Reviews**. When customers make a purchase, ask them one simple question: "Why did you buy this item?". Checkout Reviews provide immediate visibility into purchase decision factors and can be turned into user-generated content for marketing purposes.

Note: Checkout Reviews are only available for Shopify and Shopify Plus customers.

# Uncovering actionable insights with StampedIQ

Leverage artificial intelligence and machine learning to create a high-quality, analytics-driven reviews experience for both you and your customers.

**Note:** StampedIQ is available on the Professional plan and above.
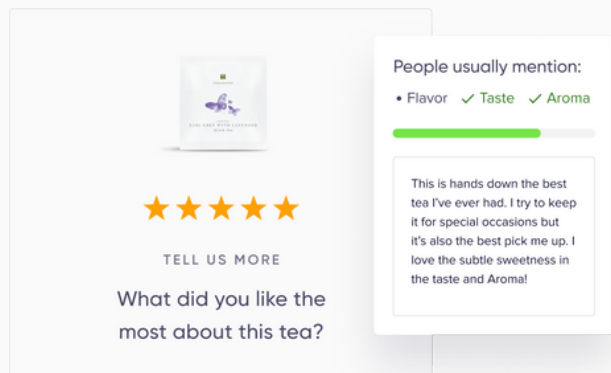
Smart Assist helps customers write better reviews by providing topic suggestions tailored to each product, leading to more relevant context and information for future customers.

Smart Vision analyzes and sorts user-generated content based on dominant colors and the presence of people, helping you moderate and curate visual galleries.
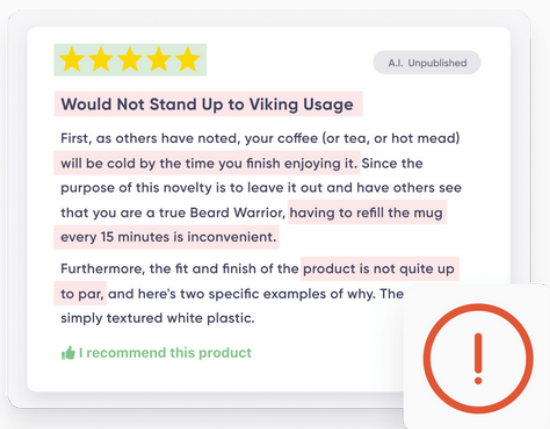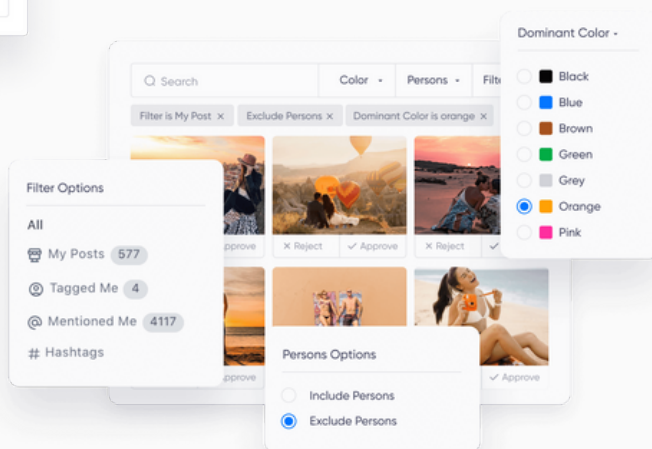
Sentiment & Topics Analysis examines and generates relevant topics for each review, helping you flag reviews for moderation (i.e. seemingly positive reviews with negative comments and feedback).

Topic Filters converts reviews into contextual overviews and identifies recurring topics such as quality, fit, comfort, and taste. These keywords help customers filter reviews based on their own purchase decision factors.
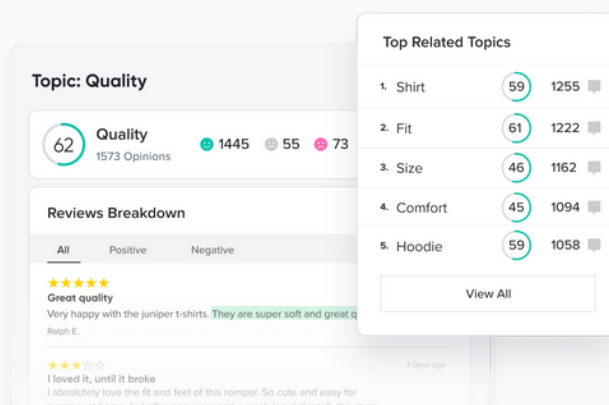
Collecting Net Promoter Scores

NPS®, or Net Promoter Score, is an essential customer satisfaction metric that should be measured by every brand regardless of size, industry, and products. It quantifies customer happiness, identifies strengths and weaknesses, and prioritizes areas of improvement.

To do so, brands ask one simple question: "On a scale of 0 to 10, how likely are you to recommend us to a friend?". Customers who answer 0 - 6 are detractors, customers who answer 7 - 8 are passives, and customers who answer 9 - 10 are promoters.

Collecting and analyzing your NPS score can help you increase trust with future customers, build relationships with promoters, connect with detractors, prevent potential churn, and gain insights into your strengths, weaknesses, and opportunities.

Note: Net Promoter Score is available on the Professional plan and above.

💡 *To learn more, **check out this article** to learn best practices for how to collect and leverage your Net Promoter Score.*

Collecting and curating user-generated content

Encourage your customers to leave **photo and video reviews** to increase your conversion rates and SEO performance. User-generated content is proven to raise brand awareness, drive sales, and build your community: 60% of customers prefer photo reviews, which can lead to a 4x higher conversion rate on your product pages. They can be used across your marketing channels to drive more traffic and in turn, more revenue.

Note: Video reviews are available on the Business plan and above.

Take it one step further with **Instagram Shoppable Galleries**. You can easily moderate and filter high-quality, on-brand visual content and add an Instagram feed widget to your website, leveraging social proof to drive more sales and engagement.

Note: Instagram Shoppable Galleries are available on the Professional plan and above.
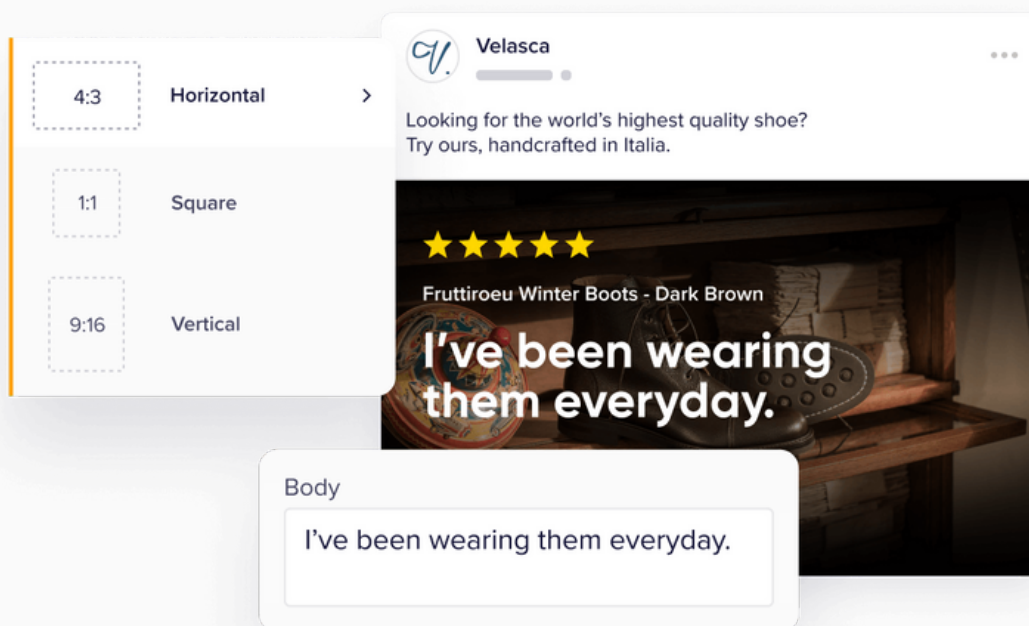
Creating social and ad content with reviews

Turn your reviews into social content with **Smart Banners**. Use pre-designed templates, choose your best reviews, and customize your banners to fit your brand's look and feel. Then, share your banners on your website, social media, and marketing campaigns.

Note: Smart Banners are available on the Premium plan and above.

You can also use your reviews to create compelling UGC content for Facebook, Instagram, and Twitter and drive high-quality leads to your website. **Turn customer photos and videos into high-performing ads** that naturally blend into customers' social feeds with our Ads Center.

Note: Our Ads Center is accessible on the Professional plan and above.

Integrating with Stamped Reviews

Stamped connects with several other tools, applications, and platforms to share data and expand functionality. Our integrations help brands improve their marketing workflows, make smarter decisions, and accomplish their business goals.
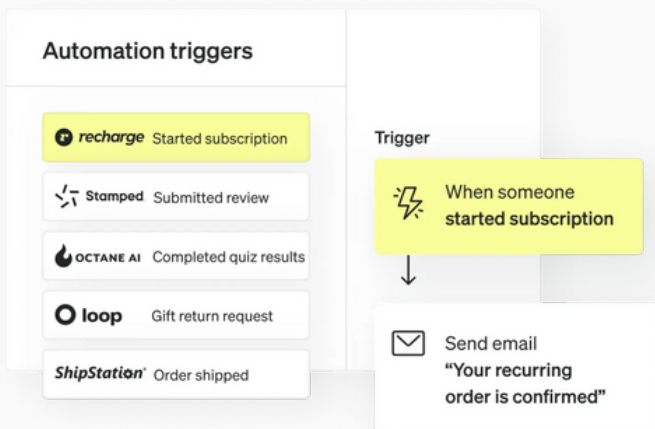
Klaviyo

The **Stamped x Klaviyo integration** helps incorporate product reviews into your email and SMS strategies.

Create advanced segments based on your customers' reviews and dynamically add your latest positive reviews to your emails to create sophisticated, personalized campaigns.
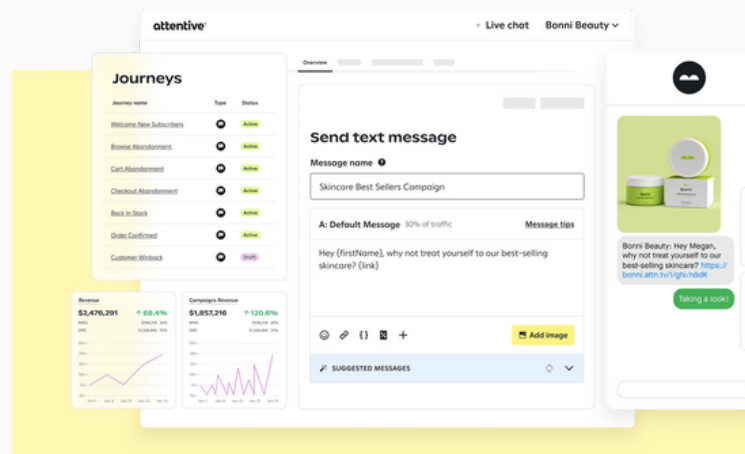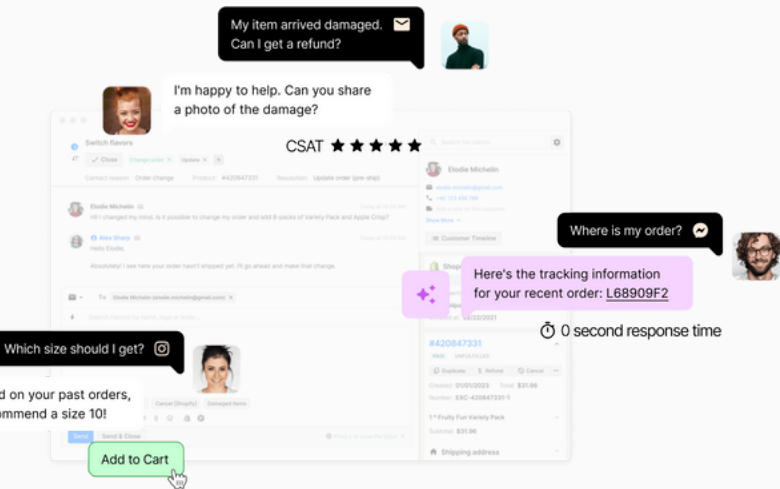
Learn more →

Attentive

The **Stamped x Attentive integration** helps you communicate and manage your customers' reviews activity through SMS.

Reach customers at their own convenience and keep your brand top of mind by sending review requests and responding to positive (and negative) reviews via text message.

Learn more →

Gorgias

The **Stamped x Gorgias integration** brings your reviews data right to your help desk so you can get the full picture.

Sync your reviews and reply to inquiries directly from your Gorgias inbox so you can engage with reviews, solve challenges for your customers, and centralize your information.
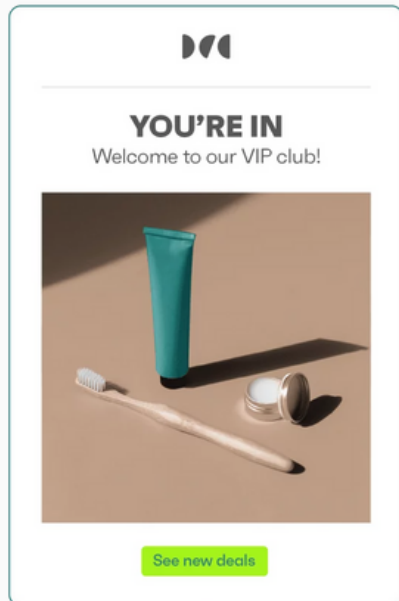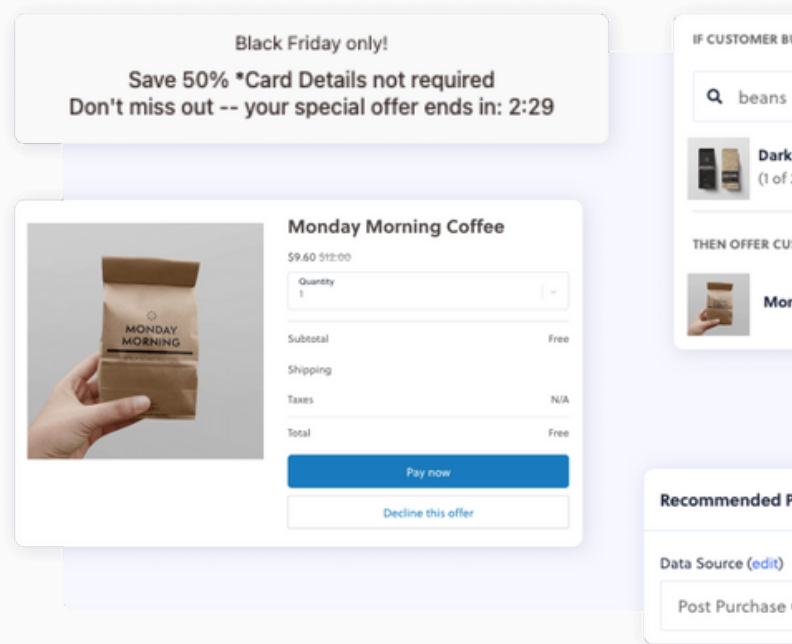
Learn more →

Rebuy

The **Stamped x Rebuy integration** leverages your reviews and ratings to drive more personalized upsells and cross-sells.

Showcase hyper-targeted product reviews and ratings with Rebuy's Smart Cart to reduce cart abandonment, increase conversion rates, and win customers at key decision points.
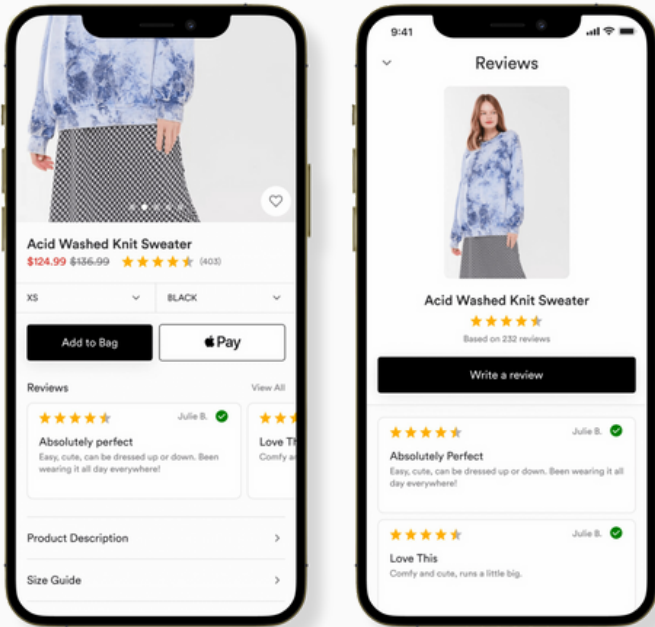
Learn more →

Omnisend

The **Stamped x Omnisend integration** helps create segments and workflows based on your customers' review content.

Thank customers for submitting a product review, create segments based on their ratings, and create personalized email campaigns tailored to their individual experiences.
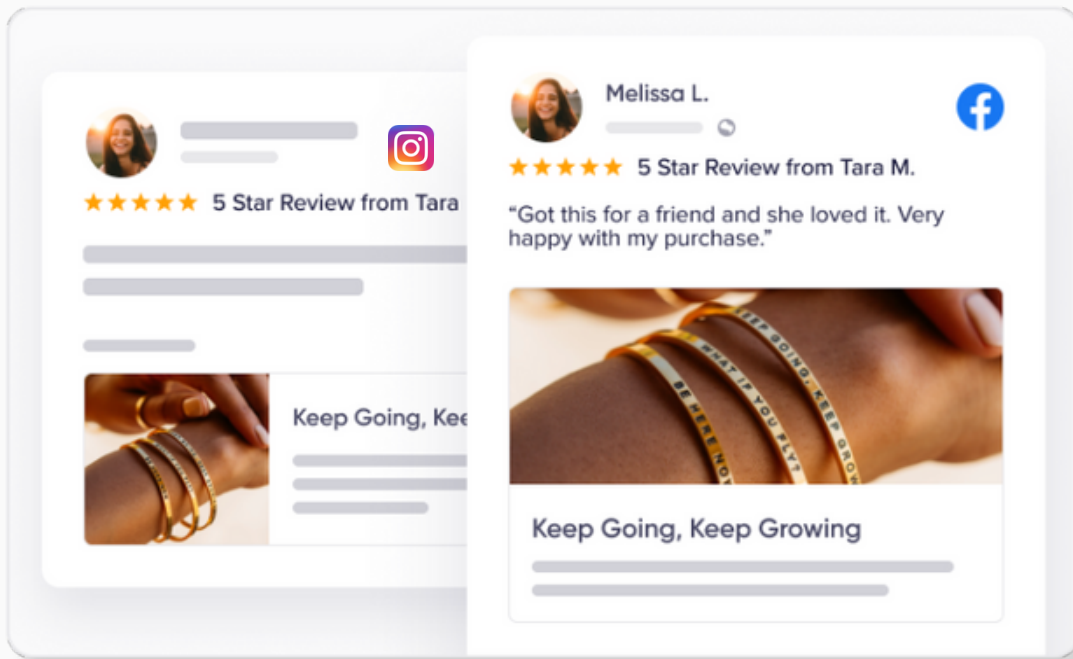
Learn more →

Tapcart

The **Stamped x Tapcart integration** pushes all of your reviews and ratings right to your mobile app.

Boost customer engagement, increase conversion rates, and reduce time to purchase by creating your own mobile app - no coding required - featuring your product reviews.

Learn more →

Meta

The **Stamped x Meta integration** syndicates your product reviews and ratings to your Facebook and Instagram Shops. With Stamped's Ads Center, you can also use your reviews to create compelling social and ad content for Facebook and Instagram to drive high-quality leads to your website.

Leverage social proof, increase customer trust, boost conversion rates, and drive more revenue in your Facebook and Instagram Shops with the help of reviews, reducing friction and increasing customers' chances of making a purchase.

Learn more →
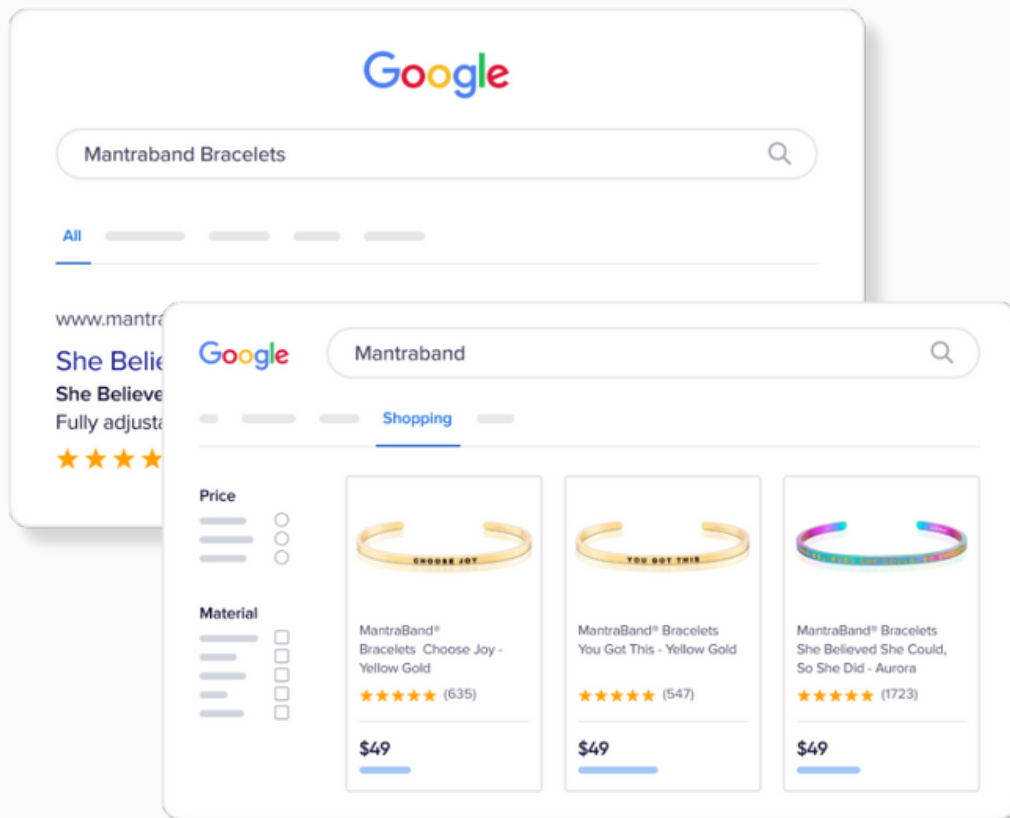
Google

The **Stamped x Google integration** pushes your site and product reviews right to Google, increasing conversion rates and driving more traffic to your website.

Google Product Ratings
Display your product ratings and review counts on both Google Shopping Ads (PLA) and Google Shopping Search listings to increase product page traffic, improve customer trust, and drive more sales and revenue.

Google Seller Ratings
Turn your Net Promoter Score (NPS) ratings into your Google Seller Ratings, seen in Google text ads, to leverage social proof, boost brand reputation, and increase customers' chances of conversion.

Google Rich Snippets
Showcase your product review ratings in Google's organic search results to increase traffic and conversion rates for your product pages.

Note: Google Product Ratings is available on the Business plan and above, Google Seller Ratings is available on the Professional plan and above, and Google Rich Snippets is only available for Shopify and Shopify Plus customers.

Learn more →
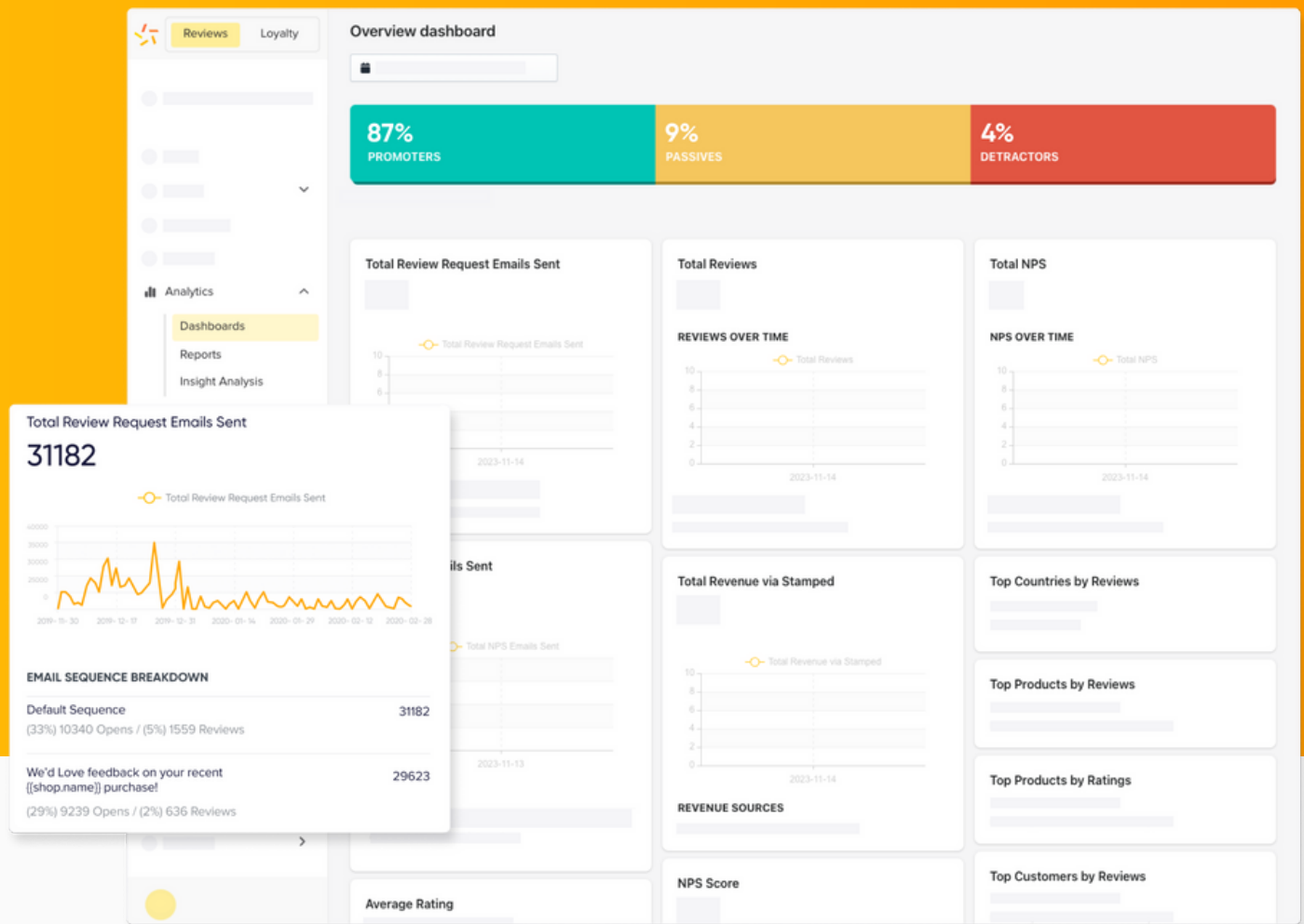
Customer acquisition can be expensive, complicated, and time-consuming, but it doesn't have to be. Reviews are the perfect way to build better relationships with new and existing customers, driving more sales, engagement, retention, and revenue over time.

With Stamped Reviews, brands gain access to all the features and insights they need at scale to accelerate business growth.

Need a little extra help? Reach out to your dedicated Customer Success Manager or get in touch with our support team at **support@stamped.io**. If you're new to Stamped and looking to learn more, **book a demo** with us today.

Stamped.