



# Demandware client documentation US and Canadian clients for bizrate<sup>®</sup> insights

**updated: 2010.3.16**  
**version: 1.0**

# table of contents

---

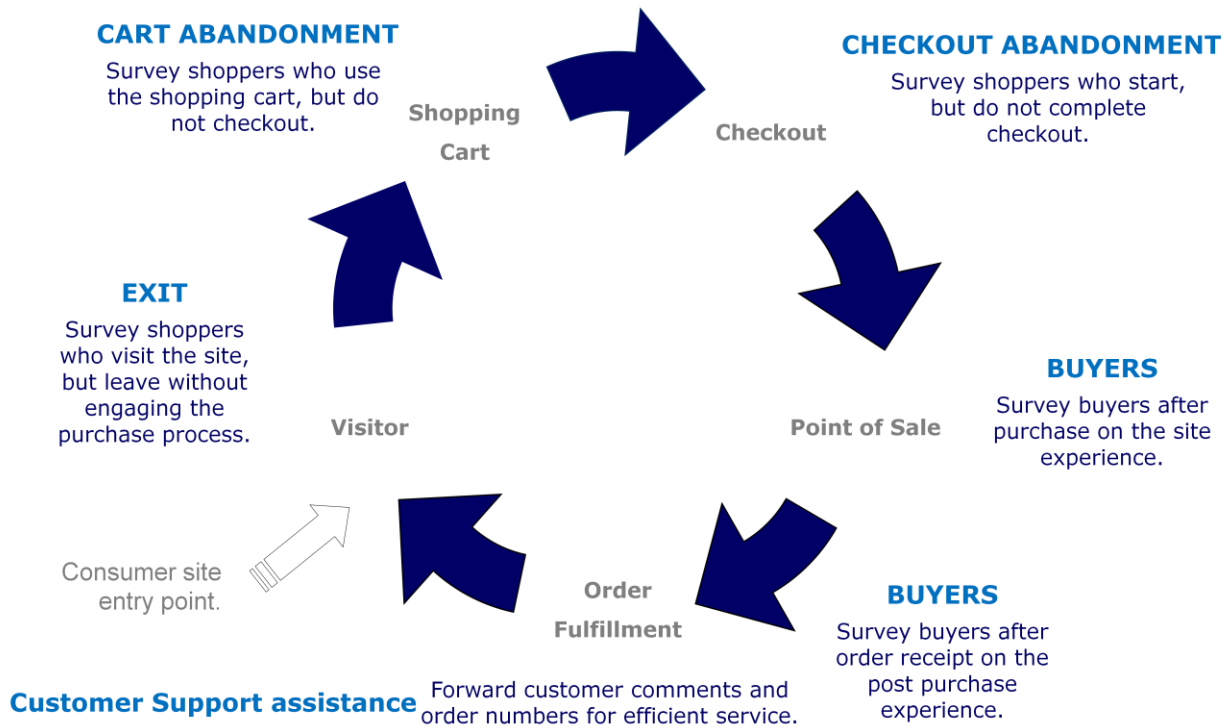
<b>1 Introduction</b>	<b>page 3</b>
1.1 Welcome to bizrate® insights	
1.2 The bizrate's buyers' surveys and reporting	
1.3 The bizrate non-buyers' survey and reporting	
<b>2 Your bizrate account</b>	<b>page 9</b>
2.1 Locating the MID for an existing account	
2.2 Don't have or don't know if you have an account? Register to get your MID	
<b>3 Implementation of the bizrate cartridge in Demandware's code</b>	<b>page 12</b>
<b>4 Optional settings</b>	<b>page 18</b>
<b>5 Quality Assurance testing</b>	<b>page 20</b>
<b>6 Frequently Asked Questions</b>	<b>page 22</b>
6.1 Can I customize the buyer survey invitation?	
6.2 Do pop-up blockers prevent invitations from being served?	
6.3 Can I set the buyers survey invitation to be embedded in the page?	
6.4 Can I set the buyers survey invitation to show to only a percent of buyers?	
6.5 Can I customize bizrate's code?	
6.6 Can I customize the survey?	
6.7 Can I get custom reports and benchmark?	
6.8 What is the content of the bizrate order fulfillment email invitation?	
6.9 How do I handle customer service requests with respect to bizrate's survey?	
6.10 Security concerns	
6.11 Survey system supported browsers	
6.12 Contact Us information	

# 1.0 introduction

## 1.1 Welcome to bizrate® insights

bizrate insights' goal is to create a community in which shoppers can easily communicate with retailers in a way that is measurable and leads to action, helping retailers grow their ecommerce business. To accomplish this goal, we provide a customer feedback platform with touchpoints all along the ecommerce experience, from visit to purchase to order receipt.

bizrate insights' value is that we offer basic customer feedback surveys and reporting for **free**.



## 1.2 bizrate® insights' buyers survey

The buyers' surveys are a free customer experience and feedback tool that allows retailers to hear from their buyers through a pair of surveys which take place immediately after purchase and after expected order receipt. By utilizing the bizrate buyers' surveys, retailers are empowered with invaluable answers about the entire purchase and order receipt experience with one JavaScript code.

This one code yields information on the following key topics:

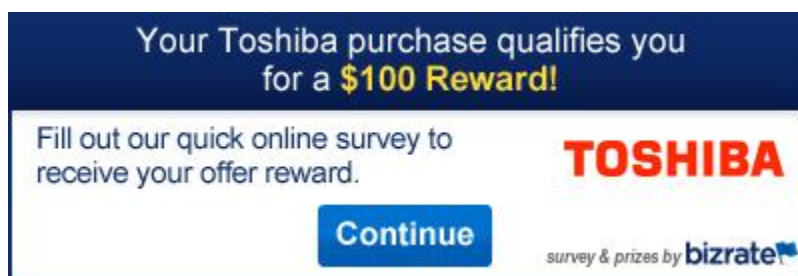
- Loyalty metrics: Likelihood to Buy Again, Likelihood to Recommend, and Overall Satisfaction
- Merchandising
- Marketing
- Usability
- Order tracking and delivery
- Product Satisfaction
- Customer Support
- Demographics

In short, over 50 years of collective customer feedback experience, ranging from ecommerce to retail to traditional market research, has gone into the creation of our comprehensive suite of buyers' feedback products. With our offering, bizrate sparks a dialogue between retailers and consumers in a way that is measurable and leads to insights, as well as a powerful action-oriented 'to do' list, helping retailers grow their ecommerce business and secure customer loyalty.

### 1.2.1 The composition of the bizrate buyers' surveys

The buyers' survey code is placed on the order confirmation page and generates an invitation to provide feedback. The invitation is sized 400 x 135 pixels, contains the merchant logo, the bizrate logo, is branded in the bizrate color scheme, and includes invitation text. This text may refer to standard, free incentives that induce click through but do not materially impact scores. The invitation can be accepted, or closed, each with one click.

Upon acceptance of the invitation, a survey opens in a separate window. This survey asks loyalty, merchandising, marketing, usability, and demographics questions. Some respondents will receive longer surveys while others will receive shorter ones. This methodology helps prevent survey burn-out while still allowing us to collect data on over 26 experiential questions.



We also encourage retailers to provide information regarding the order by passing data through the survey invitation rather than requiring the customer to answer additional questions. This information is passed to bizrate via the survey code. Passed-in product and order data, when combined with survey responses, allow a retailer to not only understand the details of the customer experience as it differs based on products purchased and their effect on the customers' loyalty, but also fully rounds out customer profiles and improve customer service.

Within the point-of-sale survey, which is taken after purchase, buyers indicate when they expect to receive their order and provide an email address with express permission for bizrate to email an invitation to take a survey upon expected order receipt. Three days after the expected delivery date, bizrate emails the invitation to take the second survey (fulfillment) covering order tracking and delivery, product satisfaction, returns and Customer Support. This survey contains 11 standard questions with an additional 5 questions specific to the Customer Support experience if the buyer indicates they have contacted Customer Support.

Over 5,000 retailers annually utilize the bizrate buyers' surveys to gather customer feedback. This Network allows bizrate to provide benchmarking for the ratings and feedback received from customers, giving context to customer expectations and how well retailers are meeting expectations. Multiple benchmarks are available, with a category level benchmark (i.e. Electronics) available in our free BizAdvisor Report. Custom benchmarks, consisting of an aggregated group of retailers chosen by the client, with accompanying reporting, are also available for a fee.

Please see the bizrate® insights blog for more information at [www.bizrateinsights.com](http://www.bizrateinsights.com).

### 1.2.2 The value of passing-in data with the survey invitation

The buyers' survey code is capable of passing-in alpha-numeric values, such as order ID, and "attaching" this data to survey responses. The data passed-in can be seen in conjunction with survey responses in a number of free reports (please see the Reporting section 1.2.3).

#### Standard (free) values for the buyers' survey – defined

- a. Customer data pass-in values
  - i. **Order ID** = order number or identifier = [ORDERID]
- b. Product data pass-in values set – up to 5 products per purchase may be passed
  - i. **Total Order Value** = total amount spent in the order = [TOTAL]
  - ii. **Zip Code** = Billing zip code = [ZIPCODE]
  - iii. Product set:
    1. **Product SKU** = unique product stock keeping unit or identifier; this must be the same "SKU" value used in the retailer's product feed = [SKU]
    2. **Merchant Product ID** = product number, category, or identifier that is custom to the retailer = [MPID]
    3. **Product Price** = the price paid for the item, including all discounts = [PRICE]

Custom values may also be passed in for a fee. Please contact your bizrate insights account manager or [email us](mailto:email@bizrateinsights.com) to inquire about options and fees.

### 1.2.3 bizrate's free reporting on buyers' survey data

bizrate offers the following free reports on buyers' survey data. These reports have been structured based on the feedback that we receive from retailers to make data accessible and actionable by the right audience.

To sign-up to receive any of the free reports or to inquire about custom or paid reporting options, please contact your bizrate® insights account manager or [email us](mailto:email@bizrateinsights.com) at [bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com).

#### VitalMail

A daily email with standard buyers' survey metrics for the past day, week, and two-week time period, as well as a random sample of 5 point-of-sale and 5 order fulfillment comments. For retailers who sell to both consumer and business audiences, separate Vital Mails are provided.

#### VitalSigns

A password protected area that allows retailers to see standard buyers' survey aggregated metrics and comments for the past rolling 30-day time period. Data can be viewed by day or by week and can be downloaded and saved for future reference.

#### The BizAdvisor report

This report provides buyers' survey metrics and distributions benchmarked against a bizrate standard benchmark category's metrics (chosen by retailer), correlations to key loyalty metrics that highlight

areas that need the most improvement, and the most popular demographics. This report is delivered either monthly or quarterly, based on survey volume received.

### **Comments Classifier file**

A daily or weekly respondent level data file of select buyers' survey data that provides retailers with customers' email address (if allowed by respondent), open text box comments, comment tone and type (as designated by respondent), order number (if provided by retailer) and customer nickname (if provided by respondent). Nickname can be used in marketing (please see [bizrate's Publishing Guidelines](#)).

### **Product Insights**

#### **Product-level satisfaction**

Satisfaction metrics and the customer experience can easily be assigned and analyzed for up to 5 purchased products per order. A respondent level data file of standard buyers' surveys responses and any free passed-in data provided is provided as long as the product SKU information is present. This report is provided monthly.

#### **Respondent level data file**

This file is provided for free only if Product Insights data is provided by the retailer to bizrate®. It is a monthly respondent level data file of all standard (free) buyers' survey data inclusive of standard (free) passed-in data (see section 1.2.2). Customers' email address and order number (if provided by retailer) will also be included if allowed by respondent. Without the Product Level Pass-in data, this file can be purchased for a fee.

#### **Product reviews**

Customers can rate and review up to one product per order. Reviews can be used in marketing (please see [bizrate's Publishing Guidelines](#)). These reviews will be included in the free monthly respondent level data file noted above.

## 1.3 bizrate® insights' non-buyer survey

The non-buyer survey is a free customer experience and feedback tool that allows retailers to hear from visitors who do not purchase. The survey code generates an invitation to provide feedback upon completion of the visit at all non-buying stages of the shopping process to help retailers better understand its site visitors and prospective buyers. Become empowered with invaluable answers from three non-buyer surveys with one simple JavaScript code.

This one code yields three non-buyer exit surveys:

- o a '**visitor abandonment survey**' for visitors who don't use the shopping cart and exit the site;
- o a '**cart abandonment survey**' for visitors who leave your site after engaging the shopping cart; and
- o a '**checkout abandonment survey**' for visitors who start the checkout process, but do not complete it.

### 1.3.1 How the survey code works

Survey by **BizRate** **LUCKY BRAND CODE**

Lucky Brand would like to improve your experience on its website. You can help by taking this short survey (up to 5 questions will be asked) **after** you have completed your visit.

**What is the primary reason that you came to Lucky Brand today?**

Buy items  Contact Customer Support  
 Gather specific product or availability information  Track or review an order already placed  
 See item price, shipping rates, or total cost  Review policies, such as returns, shipping, or privacy  
 Review coupons, discounts or sale items  Other (specify): \_\_\_\_\_  
 Browse

**How likely are you to recommend Lucky Brand?**

	Not at all likely	Unlikely	Perhaps	Likely	Highly likely
Likelihood to recommend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Which of the following best describes the conclusion of your visit at Lucky Brand's website today?**

I looked around and left  
 I placed items in the shopping cart, then left  
 I started but did not complete checkout  
 I purchased

**What is the primary reason that you didn't purchase today?**

Items were out of stock  I ran out of time  
 Order would not arrive in time  More pricing, shipping cost or total cost information needed  
 I did not want to pay the shipping cost  More product information needed  
 I am undecided from which retailer to purchase  I am undecided on which items to purchase  
 Items were not offered or I was unable to find them  Item price was too high  
 Needed more policy information (i.e. Returns)  Other (specify): \_\_\_\_\_  
 No coupon, discount or promotion offered  I did not intend to buy today

**From where do you plan to buy the item(s) you were looking for today?**

-- Select --

Please share your comments about today's experience on Lucky Brand's website.

Lucky Brand will have the opportunity to review and respond to your comments and other survey responses if you give your consent below.

Email Address: \_\_\_\_\_

By providing my email address, I authorize BizRate to share my information with Lucky Brand. BizRate does not rent, sell or otherwise share consumer email addresses except with consumers' express permission to share with Lucky Brand as related to survey responses.

While shopping on your site, a customer may receive an invitation to take a survey at the conclusion of their visit. When the invitation is offered, the shopper can accept the invitation or decide not to provide feedback by clicking "no thanks" or closing the invitation. Upon acceptance, the survey then launches in a small window hidden behind your site so it does not distract from the shopping experience. This way, when the shopper has completed their visit to your site, the survey will be awaiting them.

The surveys are short, with 6 questions at most, all of which are optional. In this version, the survey branches at the question on exit point to delve into the specific reasons for visit abandonment (shown to the left), cart abandonment, or checkout abandonment. We also ask all visitors their likelihood to recommend, reason for the visit, future purchase intent and location, and include an open comment box to provide feedback with an option to provide an email address so you may follow up with the customer if you so choose.

All standard questions are fixed within the survey (although optional to the consumer to answer) with an eye toward benchmarking once we reach critical mass. We also offer the option to purchase and add custom questions and custom reporting, as we offer with bizrate's buyers' surveys. Please speak with your bizrate insights' account manager or [email us](#) to learn more about the custom questions option.

Most importantly, bizrate built this code so that it is not only easy to implement, but also so that most of the control is in your hands. You decide which pages the survey invitation may appear, how frequently it is served to the same visitors, what percent of your traffic will receive the invitation, the size of the invitation, and where the invitation renders on each page. Furthermore, at no cost, you can pass us data on the backend to improve your ability to glean insights: referring URL, the page the invite is generated from, and customer/session/web analytics ID.

### 1.3.2 bizrate's free reporting on non-buyers' survey data

Included are the following reports:

- Non-buyer Roll-Up Report: Aggregate level data on the single and multiple choice standard questions, all typed in answers associated with an "other" answer choice, and customer open comments. Aggregate data includes the counts and percentages of each answer by question, and distributions

and averages for ratings questions aggregated for the time period (it is not presented by individual respondent). This report will contain only standard question data and be delivered monthly.

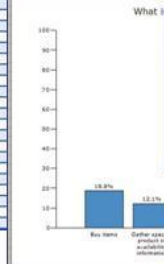
- **Note:** As adoption of this new product grows, we intend to offer standard benchmarking data in the Aggregate level report.
- Examples from the report:

### Merchant XYZ - Monthly - Non-Buyer Survey Report

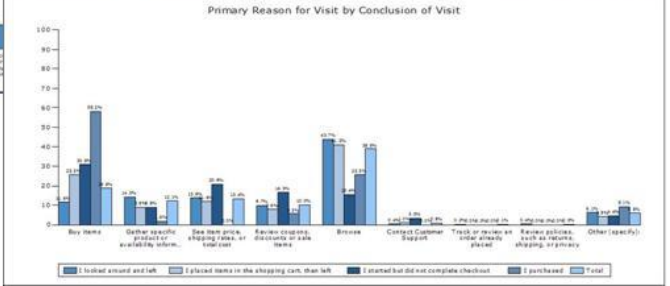
- Overall - Visit Intent
- Overall - Other Specify write in answers - Visit Intent
- Overall - Likelihood to Recommend
- Overall - Conclusion of Visit
- Overall - Future Purchase Location
- Overall - Visit Intent by Conclusion of Visit
- Chart - Visit Intent by Conclusion of Visit
- Overall - Likelihood to Recommend by Conclusion of Visit
- Chart - Likelihood to Recommend by Conclusion of Visit
- Overall - Future Purchase Location by Conclusion of Visit
- Chart - Future Purchase Location by Conclusion of Visit
- Visitor/Exit - Visit Intent
- Visitor/Exit - Other Specify write in answers
- Visitor/Exit - Open Comments
- Cart Abandonment - Visit Intent
- Cart Abandonment - Other Specify write in answers
- Cart Abandonment - Open Comments
- Checkout Abandonment - Visit Intent
- Checkout Abandonment - Other Specify write in answers
- Checkout Abandonment - Open Comments
- Buyer - POS survey responsiveness
- Buyer - Open Comments

What is the primary reason that you came to Merchant XYZ today?	Count	Percentage
Child	1	0.1%
Credit Card	1	0.1%
Credit Card Information	1	0.1%
Found a name link	1	0.1%
Found out how to get a bag cleaned	1	0.1%
I wrote an e-mail	1	0.1%
Join mailing list	1	0.1%
Sign up for email if possible	1	0.1%
Store location	1	0.1%
To look for a large bag or backpack	1	0.1%
See what site was all about	1	0.1%
knowing	1	0.1%
Discover where made and with what materials	1	0.1%
Just looking	1	0.1%
Sale sign	1	0.1%
Favorite store at all time	1	0.1%
Find a name link	1	0.1%
Found out how to get a bag cleaned	1	0.1%
Looking for job	1	0.1%
Write an e-mail	1	0.1%
Idea for birthday gifts	1	0.1%
Shopping	1	0.1%
job hunting	1	0.1%
Just checking in on clothing updates	1	0.1%
Contact area of customer service	1	0.1%
locate store	1	0.1%
location	1	0.1%
Interested about site	1	0.1%
look for job opportunities	1	0.1%
looking for school rates on jeans	1	0.1%
office number for Marketing contact	1	0.1%
Phone company	1	0.1%
plan-mailing	1	0.1%
Research a Project	1	0.1%
find location close to me	1	0.1%
See what's new	1	0.1%
sign up for email if possible	1	0.1%
store location	1	0.1%
store location	1	0.1%
styles and sizes	1	0.1%
Looking to open my own shop	1	0.1%
Investigating company	1	0.1%
To look for a large bag or backpack	1	0.1%
Looking for selection	1	0.1%
To see promotion I saw on another site	1	0.1%
To buy more	1	0.1%
Looking for selection of products	1	0.1%

What is the primary reason that you came to Merchant XYZ today?	Count	Percentage
Buy items	192	48.8%
Gather specific product or availability information	37	9.3%
See item price, shipping rates, or total cost	107	27.2%
Review coupons, discounts or sale items	76	19.1%
Browse	300	75.5%
Contact Customer Support	6	1.5%
Track or review an order already placed	1	0.2%
Review policies, such as returns, shipping, or privacy	2	0.5%
Other (specify):	41	10.3%
Total	799	100.0%



Primary Reason for Visit	I looked around and left	I placed items in the shopping cart, then left	I started but did not complete checkout	I purchased	Total
Buy items	63 (11.6%)	29 (29.5%)	26 (26.8%)	32 (32.2%)	149 (18.8%)
Gather specific product or availability information	79 (14.3%)	9 (8.8%)	6 (5.8%)	11 (10.8%)	96 (12.1%)
See item price, shipping rates, or total cost	76 (13.8%)	12 (11.6%)	19 (18.9%)	0 (0.0%)	106 (13.4%)
Review coupons, discounts or sale items	63 (9.7%)	6 (7.3%)	16 (19.5%)	3 (3.5%)	79 (9.9%)
Browse	236 (43.7%)	42 (41.2%)	14 (13.4%)	14 (13.4%)	306 (38.5%)
Contact Customer Support	2 (0.4%)	1 (1.0%)	3 (3.3%)	0 (0.0%)	6 (0.8%)
Track or review an order already placed	1 (0.2%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	1 (0.1%)
Review policies, such as returns, shipping, or privacy	2 (0.4%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	2 (0.3%)
Other (specify):	33 (8.1%)	4 (3.9%)	4 (4.4%)	5 (5.1%)	46 (5.8%)
Total	545 (68.2%)	102 (12.8%)	91 (11.4%)	55 (6.9%)	793 (100.0%)



- Respondent level data files will include all standard survey responses at the customer level, as well as values that are passed in. This report will be delivered monthly.

Custom reports or standard reports received at a greater frequency are available for fees. Please inquire via your bizrate insights account manager or email us.

If you have questions about non-buyers' survey reporting, then please review the [FAQ section](#) on the bizrate insights blog, which we continually update. Or contact your bizrate account manager or email us for assistance.

## 2.0 Your bizrate account

You must have an account with bizrate® or Shopzilla® in order to utilize our surveys. The account system is what allows bizrate to attribute the surveys to individual retailers and then provide appropriate reporting. Each account is assigned a unique number called the MID (merchant identification number). Typically, accounts and websites have a one-to-one relationship – so one retailer may have several accounts if it has several websites. Additionally, bizrate insights is set up such that one retailer would have a different account per country or language. We currently operate in the US, Canada, France, Germany, and the United Kingdom.

### 2.1 Locating the MID for existing accounts

If you already have a bizrate or Shopzilla account, then login at [merchant.shopzilla.com](http://merchant.shopzilla.com) to obtain your MID. The MID is located on the bottom left of the home page post login (see the screenshot in Section 2.2). If do not recall your password, then click on the “Forgotten Password” link and you will be able to gain access through an email verification process.

**shopzilla** business services

---

**Welcome**

Welcome to the Shopzilla Business Services website, where you can easily list your online store's products on the Shopzilla Shopping Search Engine and use our various optimization tools to help you generate more sales in less time!

New to Shopzilla? Register for a Shopzilla Merchant Account today! If you already have a Shopzilla Merchant Account, please log in below.

**Log into your account**

Username:

Password:  [Forgot Your Password?](#)

Passwords are now case-sensitive. If you are having trouble logging in, please click on the [Forgot Your Password link](#).

[Login](#)

**Register for a Shopzilla Merchant Account**

[Register](#)

Shopping Search • Website Ratings

---

**Shopping Search Program**  
Shopzilla's Shopping Search Engine is a highly effective, cost-per-click marketing program designed for online retailers. Every week Shopzilla Sites (including BizRate) direct millions of pre-qualified, ready-to-buy shoppers to thousands of online stores participating in our Shopping Search Engine program. To learn more, visit our [Shopping Search Engine Program Overview](#) page.

**Customer Ratings Program**  
Since 1996, BizRate - now a division of Shopzilla.com - has been the leader in Web retailing, customer satisfaction ratings and research. BizRate's Customer Certified Ratings Program is used by thousands of retailers every day to promote, track and improve their customer satisfaction performance. To learn more, visit our [Customer Ratings Overview](#) page.

**Partnership Opportunities & Business Development Inquiries**  
If you are a publisher or content site, Shopzilla.com can provide you with leading edge shopping solutions that add commerce to your website and generate revenue for your company. You may submit inquires about partnership or other business development opportunities through our [Partnership Inquiries](#) page.

**Email Advertising**  
The Shopzilla.com Network (including BizRate.com) offers Email Advertising opportunities, which are ideal for online marketers seeking expanded branding & messaging formats and whose objectives include customer acquisition. Submit inquiries through our [Email Advertising](#) page.

**Shopzilla Business Services Partners**  
Shopzilla works with a number of marketing services and e-commerce solution providers. Visit our [Business Services Partners](#) page to view our current partners or to enquire about Business Services partnership opportunities.

---

[Shopzilla Home](#) | [Shopzilla Merchant Program Participation Agreement](#) | [Contact Us](#)

### 2.2 Registration for new (or unknown) accounts

If you don't have an account or don't know if you have an account, then please go through the Registration process. The process is 4 simple steps for Demandware clients. While these steps are clearly presented in the Shopzilla Merchant Services center, they are also detailed below.

**Start by going to [merchant.shopzilla.com](http://merchant.shopzilla.com) and clicking on the “Register” link.**

1. **Step 1:** Choose the country in which the site primarily does business. For Canadian sites, choose the US. Then click “Next”.
2. **Step 2:** Enter the url for the home page of the retailer's website. Then click “Next”.

- o If the url matches one in the system, then you will be prompted to select an account that already exists – this will advance you to the next step. If there are multiple accounts that look similar or you are unsure which to choose, then please email us at [bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com) with your url and a request for your MID.
3. **Step 3:**
    - o Provide the primary contact information for the retailer. This should reflect a person at the retailer's company and not Demandware or a third party agency.
    - o Enter in a username and password – these fields are case sensitive. **WRITE DOWN THIS INFORMATION.**
    - o Read Shopzilla's Terms & Conditions and check the box to accept.
    - o Then click "Submit"
    - o Review your information and either "Edit" or "Submit" as complete.
  4. **Step 4:** Activate your account. You will receive an email to the email address of the primary contact on the account. Click on the link in the email to activate the account. This will land you on our site at Step 5 – but Demandware merchants may ignore Step 5 since Demandware has the survey codes already via the bizrate® survey cartridge.

Login at [merchant.shopzilla.com](http://merchant.shopzilla.com) using your newly created username and password. The MID (merchant identification number) unique to the account will be on the bottom left of the home page post login. This is the number that must be put into the codes in step 3.3 Required Settings.

The screenshot shows the Shopzilla Business Services dashboard for account 'reclaimraidernation'. The account balance is \$0.00. The dashboard includes a navigation menu with options like Home, Manage Listings, Make Payments, Place Bids, View Reports, Account Management, Ratings & Research, Email Programs, and Contact Us. Key sections include:

- Welcome, reclaimraidernation**
- Holiday Rate Adjustment:** A notice about increased costs for select categories starting November 16, 2009, through December 27, 2009.
- Campaign Status – Not Active:** A table showing account status:
 

Account Funded:	No	<a href="#">Make Payment</a>
Feed Submitted:	No	<a href="#">Submit Feed</a>
Feed Processed:	No	
Bids Active:	No	
- 30-Day Snapshot:** A table showing campaign performance:
 

Clicks:	0	<a href="#">View detailed reports</a>
Cost:	\$0.00	
Average CPC:	\$0.00	
- Payment Summary:** A table showing account financials:
 


Account Balance:	\$0.00
Average Daily Spend:	\$0.00
Payment Plan:	Manual
- Quick Links:** A list of links: [View Your Product Categorization](#), [Submit/Modify Your Product Datafeed](#), [Pause Campaign](#).
- Optimization Tools:** A section with text about optimizing campaigns and links to [Install the Free Performance Tracker](#), [Enter Sales Tax Information](#), and [Submit Your Store's Logo](#).
- BizRate Customer Certified Ratings Program:** A table showing customer certification status:
 

Customer Certified:	No	<a href="#">How do I become certified?</a>
Rated:	No	
Overall Rating:	N/A	
Point-of-Sale Surveys Pitched:	0	(last 7 days)
Fulfillment Surveys Collected:	0	
- Merchant ID:** A yellow box at the bottom left states: "Your Merchant ID(MID) Number is 221208."

## 2.3 Uploading your logos

bizrate® uses two logos in the survey process and on our websites: a small logo for the survey invitations; and a bigger logo for the surveys and on our sites. Please see the screen shot below for the specifications for the logos. To upload the logos, login at [merchant.shopzilla.com](http://merchant.shopzilla.com) and click on the "Account Management" tab. Then click on "Logo Manager" to get to the screen below. Click on "Submit/Edit Logos" to upload.

It may take 48 hours for your logo to be reviewed and approved or rejected. If it is rejected, then you will receive an email notice. Rejection typically happens is the image is outside of the required parameters.



BizRate  
 Account Balance: \$0.00 | [Logout](#)

Home
Manage Listings
Make Payments
Place Bids
View Reports
Account Management
Ratings & Research
AccuRate
Email Programs
[Contact Us](#)

[Contacts](#)
[Store Info](#)
[Shopping Features](#)
[Passwords](#)
[Merchant Listings Alerts](#)
Logo Manager
[Shipping](#)
[Sales Tax](#)

[Home](#) > [Account Management](#) > Logo Manager


### Logo Manager

Two sizes of merchant logos are currently used on Shopzilla. These logos are used on various parts of our site including the top 5 listings on product search result pages and merchant report cards.

Submit/Edit Logos


The guidelines for these logos are as follows:

#### Promotional Logo (for use in promotional spaces on the website)

Requirements	Promotional Logo on File	Status
<ul style="list-style-type: none"> <li>Must be a GIF image</li> <li>Max size: 110(w) x 28(h) pixels</li> <li>A white background is preferred</li> <li>No taglines or phone numbers are permitted</li> <li>No animation is allowed</li> <li>Must be under 3k</li> </ul>		Approved

NOTE: It may take 24 – 48 hours for newly submitted logos to appear. If your logo is not displayed, please [contact us](#).

#### Primary Logo (for use on the Shopzilla website)

Requirements	Primary Logo on File	Status
<ul style="list-style-type: none"> <li>Must be a GIF image</li> <li>Max size: 200(w) x 50(h) pixels</li> <li>A white color background is preferred</li> <li>No taglines or phone numbers are permitted</li> <li>No animation is allowed</li> <li>Must be under 5k</li> </ul>		Approved

NOTE: It may take 24 – 48 hours for newly submitted logos to appear. If your logo is not displayed, please [contact us](#).

**Note:** Logos that do not follow these guidelines will not be accepted. On maximum size indications, neither the height nor the width may exceed the specified pixel size. If you have any further questions, please [contact us](#).

---

003

[Shopzilla Home](#) | [Merchant Listings FAQ](#) | [Ratings & Research FAQ](#) | [Cancel Account](#) | [Contact Us](#)  
[Shopzilla Merchant Program Participation Agreement](#) | [Site Map](#)

Shopzilla and BizRate are servicemarks of Shopzilla, Inc. © 1996-2010. All rights reserved.

## 3.0 implementation

Incorporating the bizrate® Survey Cartridge into your store is easily done through the Demandware interface. Start by logging in to the Demandware Business Manager site. **This process is for US and Canadian stores only.** For stores who require a British, French, or German version, please contact Robert Mumby at our London office at [rmumby@shopzilla.com](mailto:rmumby@shopzilla.com).

### 3.1 Download and Import the bizrate cartridge

Once you have logged in, click on “Site” in the left hand list to see a Site List from which to choose the website to which you wish to add the bizrate Survey Cartridge. Click on the website and then click on the “Administration” option in the left hand list to expand the menu. Within this “Administration” menu, please click on either one of the “Site Development” options (highlighted in yellow below).

The screenshot shows the Demandware Business Manager interface for a Sandbox Instance. The left navigation pane is expanded to the 'Administration' section, where 'Site Development' is highlighted in yellow. The main content area displays the 'Administration' page, which includes several modules: Replication, Organization, Sites, Global Preferences, and Site Development (highlighted in yellow). The Site Development module is described as the 'Business Manager Module for Site Development Extensions'. The footer of the interface includes the Demandware logo, copyright information, and system details such as SiteGenesis Time Zone, Instance Time Zone, and Version (2.10.1).

Once in the “Site Development” menu, click on “Import & Export” link. On the Import & Export” page, please select “upload” under the “Import & Export Files” (as highlighted below).

The screenshot shows the Demandware Business Manager interface for a Sandbox Instance, specifically the 'Import & Export' page. The left navigation pane is expanded to the 'Site - SiteGenesis' section, where 'Import & Export' is highlighted. The main content area displays the 'Import & Export' page, which includes sections for 'Meta Data' and 'Import & Export Files'. The 'Import & Export Files' section contains the text 'Upload and download your import and export files.' and two buttons: 'Upload' (highlighted in yellow) and 'Download'. The footer of the interface includes the Demandware logo, copyright information, and system details such as SiteGenesis Time Zone, Instance Time Zone, and Version (2.10.1).

This will take you to a page to upload the Bizrate\_settings.xml file (as shown below).

The screenshot shows the Demandware Business Manager interface for a 'Sandbox - Instance'. The left navigation pane is expanded to 'Site - SiteGenesis'. The main content area is titled 'Import & Export > Manage Import Files'. It features an 'Upload Import Files' section with a 'Browse...' button and an 'Upload' button. Below this is a 'Manage Import Files' section with a table of files. The table has columns for 'Name', 'File Size', and 'Last Modified'. One file, 'Bizrate\_settings.xml', is highlighted in yellow. Below the table are buttons for 'UnCompress', 'Compress', and 'Delete'. The footer of the interface shows '© Copyright Demandware, Inc. All Rights Reserved' and 'SiteGenesis Time Zone: US/Eastern Time | Instance Time Zone: US/Eastern Time | Version: 2.10.1'.

Upon completion of the upload of the Bizrate\_settings.xml file, go back to the "Import & Export" screen and select "Import" under the "Meta Data" section (as highlighted below). Then import the Bizrate\_settings.xml file to your site.

The screenshot shows the Demandware Business Manager interface for a 'Sandbox - Instance'. The left navigation pane is expanded to 'Site - SiteGenesis'. The main content area is titled 'Import & Export'. It features a 'Meta Data' section with an 'Import' button highlighted in yellow. Below this is an 'Import & Export Files' section with 'Upload' and 'Download' buttons. The footer of the interface shows '© Copyright Demandware, Inc. All Rights Reserved' and 'SiteGenesis Time Zone: US/Eastern Time | Instance Time Zone: US/Eastern Time | Version: 2.10.1'.

### 3.2 Applying the bizrate® cartridge to your website(s)

Once you have completed importing the xml file, click on "Administration" in the left hand list to expand the menu. Within this "Administration" menu, please click on either one of the "Sites" options. Once in "Sites", please click on the "Manage Sites" link.

This will open a list of the active sites on the Demandware platform in your account. Click on the site for which you wish to add the bizrate Survey cartridge. This will open the General Settings page for that site. Click on the Settings tab. In the space named "Cartridges," add the name of the bizrate Survey cartridge ("int\_bizrate\_survey") before your store front cartridge name (we called our storefront cartridge "testapp"), and then click "Apply". In this example and in the highlighted screenshot below, the cartridge name is "int\_bizrate\_survey:testapp". Our tests were conducted using the default storefront app from Demandware called SiteGenesis version 2.10.1.

**Site - SiteGenesis**

- Storefront
- Products and Catalogs
- Content
- Search
- Online Marketing
- Customers
- Custom Objects
- Ordering
- Analytics
- Site URLs
- Site Preferences

**Administration**

- Replication
- Organization
- Sites
  - Site Development
  - Global Preferences
  - Operations

**Manage Sites > SiteGenesis - Settings**

General **Settings** Cache Security

**SiteGenesis - Settings**

Click **Apply** to save the details. Click **Reset** to revert to the last saved state.

**Instance Type:** Sandbox / Development

**HTTP Hostname:**

**HTTPS Hostname:**

**Instance Type: All**

**Cartridges:** int\_bizrate\_survey:testapp

**Effective Cartridge Path:** int\_bizrate\_survey:testapp:bc\_api:ac\_cybersource:core

Apply Reset

<< Back to List

© Copyright Demandware, Inc. All Rights Reserved | SiteGenesis Time Zone: US/Eastern Time | Instance Time Zone: US/Eastern Time | Version: 2.10.1

### 3.3 Required settings

At this point you are almost done with the setup! You will now customize the standard survey settings.

Please go to the "Sites" menu and choose the site for which you want to customize the settings ("SiteGenesis" is the site name in our example). The options available for that specific site ("Site-SiteGenesis") will then appear. From this menu, please select "Site Preferences".

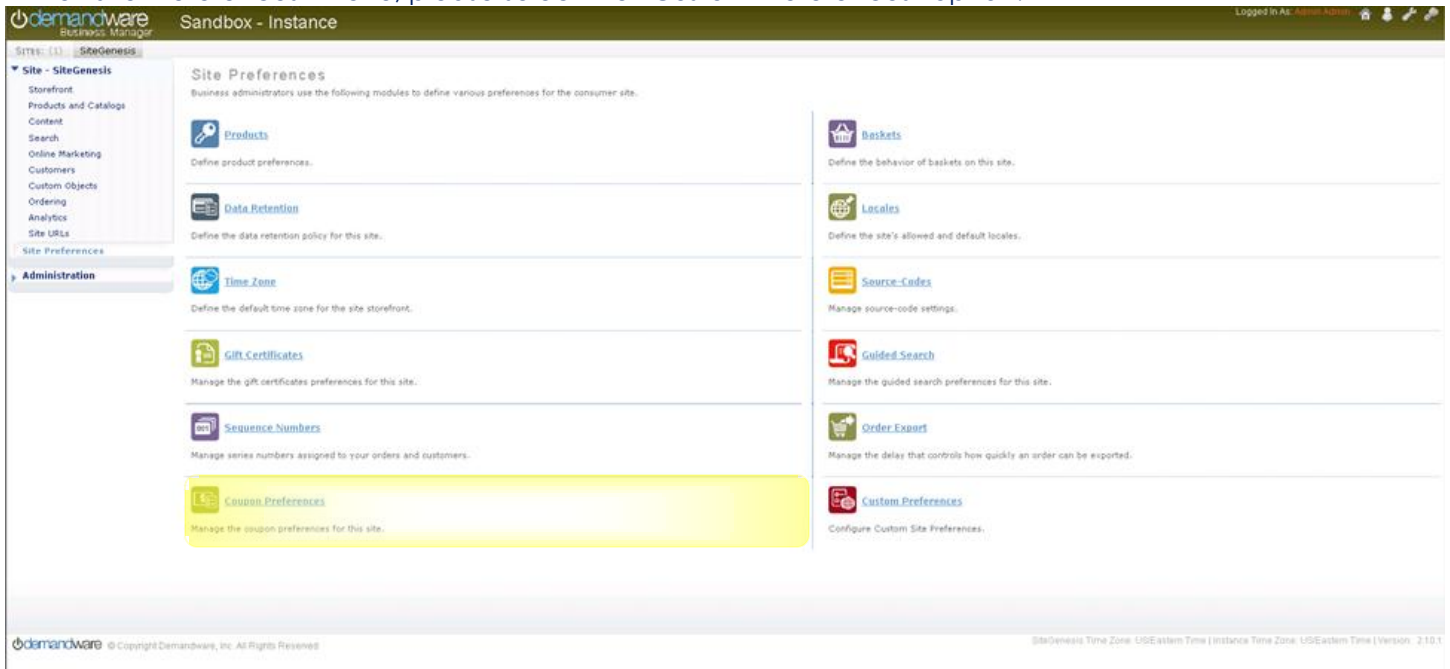
**Site**

Use the modules below to manage site specific aspects of the application.

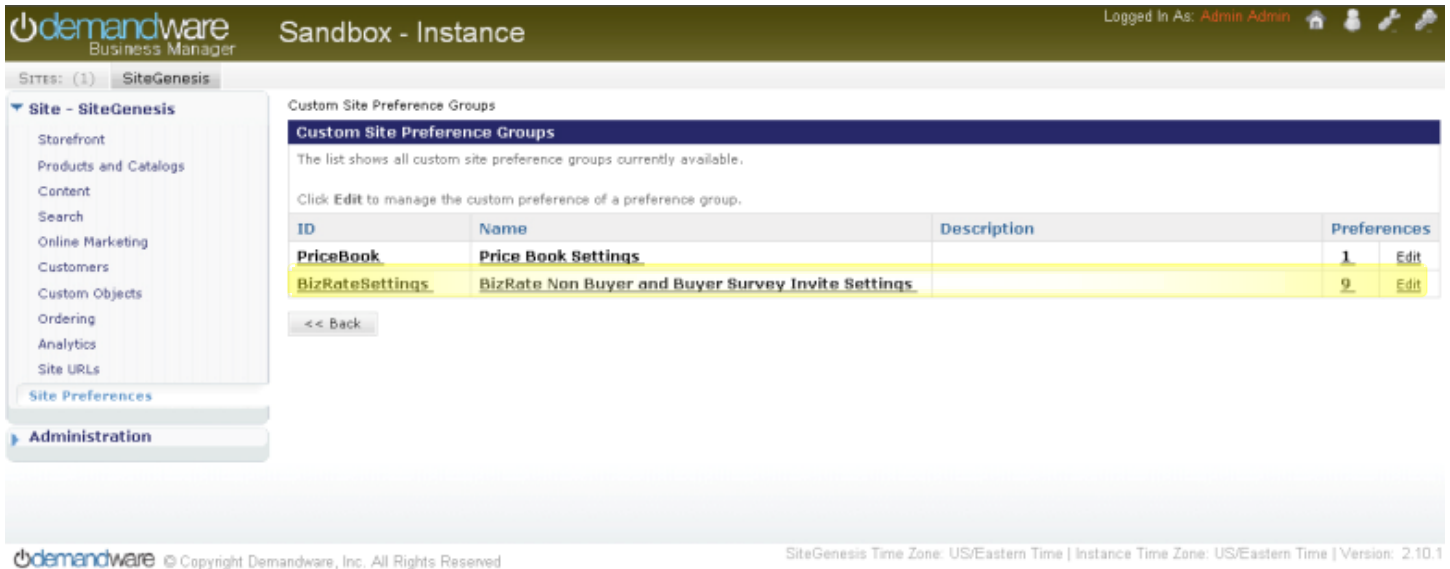
- Products and Catalogs**  
Manage the catalogs and products of this site.
- Search**  
Maintain fulltext search indexes.
- Customers**  
Manage the customers of this site.
- Ordering**  
Manage the orders of this site.
- Site URLs**  
Manage site aliases and URL mapping rules.
- Content**  
Manage the non-product content of this site.
- Online Marketing**  
Manage the online marketing activities of this site.
- Custom Objects**  
Manage custom objects of this site.
- Analytics**  
Browse reports of this site.
- Site Preferences**  
Set preferences for this site.

© Copyright Demandware, Inc. All Rights Reserved | SiteGenesis Time Zone: US/Eastern Time | Instance Time Zone: US/Eastern Time | Version: 2.10.1

In the “Site Preferences” menu, please select the “Custom Preferences” option.



This will yield a page with all of the standard settings that you may customize. From this list, please select “Bizrate Settings” for the bizrate® Survey cartridge implementation.



All of these settings, the “Default Value” for each, may remain the same or may be edited (see section 4.0 for editing options) **EXCEPT** for BizrateMID. **You MUST change the default BizrateMID** to the MID number that bizrate provided to you upon registration at merchant.shopzilla.com (see section 2.0). **Please type the correct MID into the open text box provided, and then click “Apply”.** If you do not change the BizrateMID to your site’s unique MID, then bizrate insights will not be able to track your data and provide you with free customer insights and ratings reports.

Custom Site Preference Groups > BizRate Non Buyer and Buyer Survey Invite Settings

**Custom Site Preferences**

This page allows to define the custom site preferences of group BizRate Non Buyer and Buyer Survey Invite Settings.

For each Demandware instance type, you can enter a different preference value. Use the select box to switch between instance types. If no value is defined for a preference, the system uses the defined default value.  
To save your settings, press the 'Apply' button.

Instance Type:

Preference Name	'Sandbox / Development' Value	Default Value
<b>Bizrate Non Buyer Survey Pitch Frequency:</b>	<input type="text" value=""/> (Integer) This will set the Frequency of serving an invite to the same user. 0 should be used for testing.	0
<b>Bizrate Non Buyer Survey Pitch Percentage:</b>	<input type="text" value=""/> (Integer) This setting will control the percentage of people that will see the invite. 100 is default setting for all traffic.	100
<b>Bizrate Non Buyer Invite Size:</b>	<input type="text" value=""/> (Integer) This will control the size of the bizrate invite used. the default is 0, the currently supported sizes are Size 0 width: 300, height: 250 Size 1 width: 180, height: 150 Size 2 width: 300, height: 100	0
<b>Bizrate Buyer Invite Position Y:</b>	<input type="text" value=""/> (Integer) Bizrate Buyer Invite Position Y in relevance to the top left corner. You can adjust these to control the position of the invite. Recommended value is 250	0
<b>Bizrate Non Buyer Invite Title:</b>	<input type="text" value=""/> This is the title of the invite box which displays the bizrate invite. The default is "Tell Us What You Think!"	Tell Us What You Think!
<b>Bizrate Buyer Invite Position X:</b>	<input type="text" value=""/> (Integer) Bizrate Buyer Invite Position X in relevance to the top left corner. You can adjust these to control the position of the invite. recommended value is 250	0
<b>Bizrate Non Buyer Invite Position Y:</b>	<input type="text" value=""/> (Integer) Bizrate Non Buyer Invite Position Y in relevance to the top left corner. You can adjust these to control the position of the invite.	0
<b>Bizrate Merchant ID:</b>	<input type="text" value=""/> This is the BizRate Merchant ID that is generated by the BizRate System.	170739
<b>Bizrate Non Buyer Invite Position X:</b>	<input type="text" value=""/> (Integer) Bizrate Non Buyer Invite Position X in relevance to the top left corner. You can adjust these to control the position of the invite.	132

### 3.4 Site template modifications

Some site templates need slight modifications in order to allow the bizrate® survey invitations to appear.

Please go to your Demandware Studio® to edit the templates. You will be adding one bizrate survey call (a line of code) to one set of templates and another bizrate survey call (a line of code) to the order confirmation or receipt page only.

The first line of code and template update will be for the non-buyer, or visitor, survey. You may put this code on the template for any and all pages of your site for which you may want a visitor to receive an invitation to take a short survey upon completion of their visit. Bizrate recommends that you put this code on all pages except for checkout and any pages subsequent to checkout.

To update your templates for the non-buyer surveys, you will need to put the following line of code in the isml template which will be receiving visitor traffic to call our survey invitation (based on the default or optional settings you set-up).

```
<include template="bizratesurvey/nonbuyer.isml"/>
```

For our example, we put the code in the footer.isml template and placed it right before the footer data. In the SiteGenesis v2.10.1 footer.isml, this will be on line #6 in-between the </iscomment> and <div id="footer"> tags as shown below.

---

---

```
</iscomment>
```

```
<include template="bizratesurvey/nonbuyer.isml"/>
```

```
<div id="footer">
```

---

---

The second line of code and template update will be for the buyer survey. **You MUST put this code on the order confirmation page or order receipt page ONLY.** The template for that is pt\_orderconfirmation.isml.

To update your templates for the buyer survey, you will need to put the following line of code in your pt\_orderconfirmation.isml template. In the SiteGenesis v2.10.1 pt\_orderconfirmation.isml, this is on line #74 right after the </div> tag and before the include for the page footer, as shown below.

```
<include template="bizratesurvey/buyer.isml"/>
```

Here is an example of the call incorporated into the standard pt\_orderconfirmation.isml code.

---

---

```
</div><!-- END: main -->
```

```
<include template="bizratesurvey/buyer.isml"/>
```

```
<include template="components/footer/footer"/>
```

---

---

Congratulations! You are done!

## 4.0 optional settings

Optional settings allow you to customize various aspects of the survey invitation experience. You may choose to update only some of the optional settings or none at all. Default values are already in place (see chart below), so this step may be skipped.

You can use the same process as was done to update the BizrateMID field to change all other optional settings, which are also located in the same menu: Sites > Site-Name > Site Preferences > Custom Preferences > Bizrate Settings. Our site name in this example is "SiteGenesis."

To update each attribute, put the new, desired value into the open text box and click "Apply". Attributes and options for values are defined below.

**Custom Site Preferences**  
This page allows to define the custom site preferences of group **BizRate Non Buyer and Buyer Survey Invite Settings**.

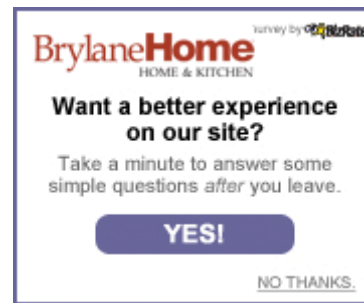
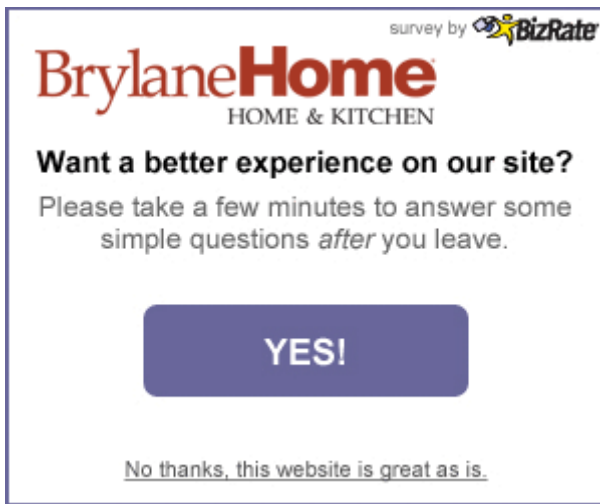
For each Demandware instance type, you can enter a different preference value. Use the select box to switch between instance types. If no value is defined for a preference, the system uses the defined default value.  
To save your settings, press the 'Apply' button.

Instance Type:

Preference Name	'Sandbox / Development' Value	Default Value
<b>Bizrate Non Buyer Survey Pitch Frequency:</b>	<input type="text" value="0"/> (Integer) <small>This will set the Frequency of serving an invite to the same user. 0 should be used for testing.</small>	0
<b>Bizrate Non Buyer Survey Pitch Percentage:</b>	<input type="text" value="100"/> (Integer) <small>This setting will control the percentage of people that will see the invite. 100 is default setting for all traffic.</small>	100
<b>Bizrate Non Buyer Invite Size:</b>	<input type="text" value="0"/> (Integer) <small>This will control the size of the bizrate invite used. the default is 0. the currently supported sizes are Size 0 width: 300, height: 250 Size 1 width: 180, height: 150 Size 2 width: 300, height: 100</small>	0
<b>Bizrate Buyer Invite Position Y:</b>	<input type="text" value="0"/> (Integer) <small>Bizrate Buyer Invite Position Y in relevance to the top left corner. You can adjust these to control the position of the invite. Recommended value is 250</small>	0
<b>Bizrate Non Buyer Invite Title:</b>	<input type="text" value="Tell Us What You Think!"/> <small>This is the title of the invite box which displays the bizrate invite. The default is "Tell Us What You Think!"</small>	Tell Us What You Think!
<b>Bizrate Buyer Invite Position X:</b>	<input type="text" value="0"/> (Integer) <small>Bizrate Buyer Invite Position X in relevance to the top left corner. You can adjust these to control the position of the invite. recommended value is 250</small>	0
<b>Bizrate Non Buyer Invite Position Y:</b>	<input type="text" value="0"/> (Integer) <small>Bizrate Non Buyer Invite Position Y in relevance to the top left corner. You can adjust these to control the position of the invite.</small>	0
<b>Bizrate Merchant ID:</b>	<input type="text" value="170739"/> <small>This is the BizRate Merchant ID that is generated by the BizRate System.</small>	170739
<b>Bizrate Non Buyer Invite Position X:</b>	<input type="text" value="132"/> (Integer) <small>Bizrate Non Buyer Invite Position X in relevance to the top left corner. You can adjust these to control the position of the invite.</small>	132

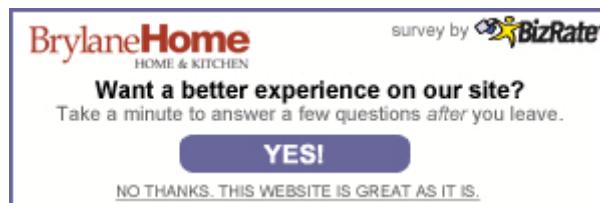
Name	Definition	Default Value	Value options
<b>Bizrate Buyer Invite Position X</b>	x-coordinate for the position of the invitation on the page, in pixels	250 pixels from the upper left corner	Within the page size, above the fold
<b>Bizrate Buyer Invite Position Y</b>	y-coordinate for the position of the invitation on the page, in pixels	~ 1.5 in. down from the top of the page	Within the page size, above the fold
<b>Bizrate Non Buyer Survey Pitch Frequency</b>	How often the same visitor may receive the invitation, in days	30	0 or greater
<b>Bizrate Non Buyer Invite Size</b>	Choose one of three sizes below.	0	0, 1, 2
<b>Bizrate Non Buyer Invite Title</b>	Set the text in the title bar.	Tell Us What You Think!	Maximum of 25 characters
<b>Bizrate Non Buyer Survey Pitch Percentage</b>	The percent of visitors to receive the invitation.	100	0-100
<b>Bizrate Non Buyer Invite Position X</b>	x-coordinate for the position of the invitation on the page, in pixels	50	Within the page size, above the fold
<b>Bizrate Non Buyer Invite Position Y</b>	y-coordinate for the position of the invitation on the page, in pixels	50	Within the page size, above the fold

Size 0 = 300 x 250 {width: 300, height 250, closeY: 215} - default



Size 1 = 180x 150 {width: 180, height 150, closeY: 130}

Size 2 = 300 x 100 {width: 300, height 100, closeY: 85}



## 5.0 Quality assurance

Once the code setup is complete it's important to check if the implementation was successful. If it was not successful, then please review the following common errors to troubleshoot the problem.

### 5.1 This is similar to the invitation that you should see on the order confirmation page (only) with a successful implementation:

1. Place a test order with actual product(s).
2. The buyers survey invitation should pop-up in a separate window on top of the page.
  - a. If the pop-up invitation fails due to a pop-up blocker (a notice bar may appear in the browser window), then a DHTML pop-in invitation is rendered with the same design.



### 5.2 What if the buyers survey invitation does not look like this or does not appear? The most common errors and solutions:

1. The invitation does not appear.
  - a. Check that the bizrate® MID was placed in the code as per section 3.3.
  - b. Check that the site templates have been correctly updated as per section 3.4.
  - c. If the bizrate MID and site templates are correct, then there may be a conflicting script on the page. Try moving bizrate's code to the top of the page to remedy the issue.
2. The invitation reads "this online store" in lieu of your name and logo.
  - a. Check that the correct bizrate MID was placed in the code as per section 3.3.
    - i. The correct MID can be found in the account related emails from Shopzilla or at the bottom of the home page after logging in to merchant.shopzilla.com (see section 2.2). If you don't know your login information, then please click on the "forgot your password" link on the login page as per section 2.1.
  - b. Check that your company name was entered when the Shopzilla account was created. Login at merchant.shopzilla.com to check the name and update it.
3. A different retailer's name and logo are appearing on the invitation.
  - a. The incorrect bizrate MID was placed in the code. *Fix immediately and notify bizrate with the dates that the incorrect MID was live.*
    - i. Not sure what the correct MID is? The correct MID can be found at the bottom of the home page after logging in to merchant.shopzilla.com (see section 2.2). If you don't know your login information, then please click on the "forgot your password" link on the login page as per section 2.1.
4. Your name appears in the invitation, but not your logo.
  - a. Retailers provide bizrate with the two logos used: one in the invitation and one in the surveys. Please see section 2.3 for instructions on logos.
  - b. If you are replacing an existing logo, then the new logo may take up to 10 days to be replicated throughout our system.
5. The invitation renders properly, but it does not look like the above example.
  - a. There are several standard (free) looks and feels for the invitation that have been optimized to gain the highest invitation acceptance rates. For example:

Referred to as the “reward” invitation. This invitation has the highest survey response rate.



**Your Toshiba purchase qualifies you for a \$100 Reward!**

Fill out our quick online survey to receive your offer reward.

**Continue**

survey & prizes by **bizrate**

**TOSHIBA**

Referred to as the “value” invitation. This invitation has the second highest survey response rate.



**Help us make Overstock.com even better!**

**Fill out our quick & easy online survey.**

Claim a value of up to \$100 when you complete this survey. Plus enter to win \$25 today!

**Click Here**

survey & prizes by **bizrate**

overstock.com

Referred to as the “sweepstakes only” invitation. This invitation has the third highest survey response rate.



**Your purchase at BuyCostumes.com qualifies you to win \$25 today!**

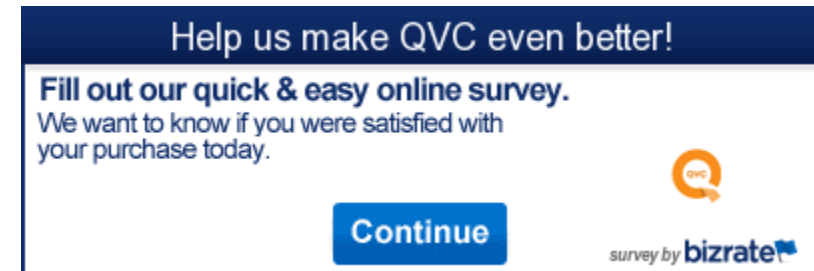
Fill out our quick online survey for a chance to win \$25. 20 winners daily!

**Continue**

survey & prizes by **bizrate**

buycostumes.com

Referred to as the “no incentive” invitation. This invitation has the lowest response rate.



**Help us make QVC even better!**

**Fill out our quick & easy online survey.**

We want to know if you were satisfied with your purchase today.

**Continue**

survey by **bizrate**

QVC

6. Part of the invitation renders properly, but not the entire invitation. It may look like your site covers it in some places.
  - a. In order for the survey invitation to always be on top, we have set our Z Index to 999,994. We therefore recommend that retailers' sites use layer levels of 999,950 or lower.

If you have questions or experience issues, then please review section 6.0 and the [FAQ section on the bizrate insights blog](#) which we continually update. If the blog FAQs do not answer your questions, then please [contact us](mailto:bizrateinsights@bizrate.com) (bizrateinsights@bizrate.com) for assistance and include your source code as a text (.txt) attachment.

## 6.0 frequently asked questions

### 6.1 Can I customize the buyers survey invitation?

There are several standard (free) versions of the point-of-sale invitation available (see Section 5.2.5 for choices). If a retailer prefers that the invitation have its own look and feel, or one that is merely different from what bizrate offers, then retailers can create their own graphic for the invitation if it conforms to the size specifications of 400 x 135 pixels, functionally indicates an acceptance of the invitation with a click, and is approved by bizrate® insights. (Fee applies.)

This implementation does not support other sizes for the buyers survey invitation.

### 6.2 Do popup blockers prevent the survey invitation from rendering?

If a pop-up blocker is present on a consumers' computer, then bizrate's buyers' survey invitation should render in a DHTML format (a pop-in). No change to the code needs to be made by retailers for this functionality; it is already built into bizrate's code.

If the DHTML version does not appear, then there may be a conflict with another script on the order confirmation page. To test this, please move bizrate's code to the top of the page. If the DHTML version renders in the presence of a pop-up blocker, then there is indeed a conflicting script. The best solution is to leave bizrate's code at the top of the page. If this is not possible, then please [email us \(bizrateinsights@bizrate.com\)](mailto:bizrateinsights@bizrate.com) the browser-based source code from the order confirmation page (with the original location of bizrate's code) and note that you tested for a conflicting script and believe that one exists. We will try to identify the conflict and recommend a solution.

The non-buyers survey invitation is already DHTML and is therefore not considered a pop-up and will not be blocked.

### 6.3 Serving the buyers survey invitation: pop-up versus embedded

The survey invitation is a 400 x 135 pop-up by default that automatically switches to a DHTML pop-in in the presence of a pop-up blocker. To change the serving of the invitation to an embedded (inline) presentation, bizrate makes a change on its end. Retailers do not need to change or adapt the code in any way. However, the retailer must place the code on the page in the exact location in which they want the invitation image to appear, which should always remain above the fold with at least 400 x 135 pixels of clean real estate for the invitation to render. (**Note:** embedded survey invitations typically reduce consumer response rates dramatically (50-67%). A retailer with an embedded survey invitation may not receive enough data for monthly reporting and it may negatively impact Customer Certification and ratings available on [bizrate.com](http://bizrate.com).)

### 6.4 Percentage based serving for the buyers survey invitation

If you wish to have the bizrate survey invitation be offered to less than 100% of orders, then please contact your bizrate account manager or [bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com) to request this additional code and implementation instructions.

(**Note:** if the percentage is reduced, then the client may not receive enough data for monthly reporting and it may negatively impact Customer Certification and ratings available on [bizrate.com](http://bizrate.com). Furthermore, bizrate provides discounts on paid services to retailers who offer the survey to at least 90% of orders.)

### 6.5 Can I customize bizrate's code?

bizrate® insights does not condone nor support customization of the buyers' survey code beyond what is provided by bizrate. Requests for customizations should be submitted to bizrate through a bizrate insights account manager or [bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com).

## 6.6 Can I customize the surveys?

**YES!** Custom questions and custom formatting can be added to the standard surveys as paid services. Please contact your bizrate insights account manager or email us at [bizrateinsights.com](mailto:bizrateinsights.com).

## 6.7 Can I get custom reports and benchmarks?

**YES!** We offer custom reports on both the buyer and non-buyer survey data to meet each retailer's needs. We can also offer access to the buyers' survey data directly to create custom reports in our AccuRate® cross-tabulation reportal. Both of these services are offered for fees.

Retailers may also purchase the ability to choose retailers for a custom benchmark to compare buyers survey data (i.e. direct competitors, best of breed, etc) and add this to custom reports (for fees).

Please contact your bizrate® insights account manager or email us at [bizrateinsights.com](mailto:bizrateinsights.com).

## 6.8 What is the text in the Standard buyers' order fulfillment invitation email?

Three days after a consumer has indicated (on the point-of-sale survey) that they expect to receive their order, bizrate emails the consumer an invitation to take a short survey about order receipt. The subject line for this email is "Shipping Verification – Response Requested". If the consumer does not respond to this invitation, then 5 days later, bizrate issues one emailed reminder with the subject line of "Shipping Verification Reminder – Response Requested".

### Initial invitation to take an order receipt survey

**Staples Shipping Response Requested**

Dear Customer Email Address,

Please [click here](#) to confirm you have received your shipped item(s) from the order you placed at **Staples** on Date.

[Click this link](#) or copy the [url](#) below into a browser to confirm your receipt of delivery. Please do not hit reply to this message.

[Survey URL Here](#)

Once you're done, you'll have another chance to **win up to \$25** in [BizRate's Daily Cash Giveaway Sweepstakes](#).

Sincerely.....  
 ~~~  
 BizRate Research on Behalf of Staples...

P.S., If you have not yet received your order, please save this email and fill out the survey once your order has been delivered.

-----

This order fulfillment email has been sent on behalf of Staples. Staples has partnered up with [BizRate's Ratings & Research Program](#) to help gain valuable customer insight.

Find out more information about [BizRate's Ratings Program](#), [click here](#).

To [Unsubscribe](#) | [Privacy Policy](#)

BizRate Research, 12200 W. Olympic Blvd, Suite 300  
 Los Angeles, CA 90064

### Reminder invitation to take an order receipt survey

**Provide Feedback on Your Order Delivery from Staples & Enter to Win \$25 Today**

Dear Customer Email Address,

Our records indicate that we have not yet received the completed evaluation of your recent online shopping experience at **Staples**.

Please confirm you have received your shipped item(s) from the order you placed on **Date**.

[Click here](#) or copy the [url](#) below into a browser to confirm your receipt of delivery.  
[Survey URL Here](#)

After you provide your feedback, you'll have another chance to **win up to \$25** in [BizRate's Daily Cash Giveaway Sweepstakes](#).

Sincerely.....  
 ~~~  
 BizRate Research on Behalf of Staples...

P.S., If you have not yet received your order, please save this email and fill out the survey once your order has been delivered.

-----

This order delivery fulfillment email has been sent on behalf of Staples. Staples has partnered up with [BizRate's Ratings & Research Program](#) to help gain valuable customer insight.

Find out more information about [BizRate's Ratings Program](#), [click here](#).

To [Unsubscribe](#) | [Privacy Policy](#)

BizRate Research, 12200 W. Olympic Blvd, Suite 300  
 Los Angeles, CA 90064

### 6.9 How do I handle customer service requests with respect to the surveys?

We are happy to manage questions that originate from consumers as well as retailers. Consumer inquiries can be forwarded to [help@bizrate.com](mailto:help@bizrate.com). This email address may also be made available directly to consumers.

### 6.10 Survey system supported browsers

bizrate's buyers survey invitation and survey work with the following browsers:

PC	MAC
IE 5.5 and above	IE 5.5 and above
Netscape 7.0 and above	Netscape 7.0 and above
AOL 5 and above	Safari 1.2 and above
FireFox 0.10 and above	FireFox 0.09 and above

### 6.11 Security concerns

All calls are made via https connections, which are secure (SSL).

### 6.12 Contact us

#### Do you still have questions?

If you have questions or experience issues, then please review the [FAQ section on the bizrate insights blog](#) located at [bizrateinsights.com](http://bizrateinsights.com) which we continually update for additional help.

#### Would you like to setup a meeting to review?

Then please contact your bizrate® insights account manager or email us at [bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com).

bizrate® insights is a division of Shopzilla, Inc., which is a wholly owned subsidiary of Scripps Networks, Inc.. Shopzilla is located at:

12200 West Olympic Blvd  
Suite 300  
Los Angeles, CA 90064