

## GETTING STARTED

Follow the checklist below to activate **Product Share** on your account:

-  Retrieve your unique survey code from <http://merchant.shopzilla.com>. See the Customer Feedback & Ratings tab.
-  Insert the survey code into the body of the order confirmation page on your website.
-  Fill in the appropriate product data values present in the code: Product URL, Product SKU, GTIN and Product Price; ensuring that the product SKU matches the SKUs found in your product listing datafeed.

Have additional questions or feedback?

Please email us at

[bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com)

## PRODUCT SHARING

### THE BIZRATE INSIGHTS WAY.



The average Facebook user has 130 friends<sup>†</sup>



28% of consumers perform shopping related activities via social media<sup>‡</sup>

Product Share, a feature of the Bizrate® Point-of-Sale Survey, enables your customers to share their recent purchase directly on Facebook. Seamlessly integrated with Bizrate Insights' survey code, Product Share requires minimal additional set-up. Simply fill in the appropriate product data values within our survey code -- and we do the rest.

Bizrate's Product Share feature includes the product name, image, and landing page url for publication on Facebook as gathered from the corresponding product page on your website. Customers are invited to share their purchase at the end of each completed point-of-sale survey, when they are most satisfied with their purchase experience. If an order contains more than one product, then the highest priced item is offered for sharing. After accepting the invitation to share, Facebook allows the customer to personalize their post with additional comments, set the location of the post, and decide who can see it.

Ready to get started with Product Share? Simply follow the *Getting Started* checklist to activate Product Share on your account.

<sup>†</sup> Source: Facebook.com company statistics, September 2011

<sup>‡</sup> Source: Bizrate Insights/Forrester Study: Social Media Part 3, August 24, 2011 - September 5, 2011

## FREQUENTLY ASKED QUESTIONS

**Q**

Will I need to add a new survey code to my website to enable Product Share?

**A**

If you are not using the current version of Bizrate's standard survey code, then you will need to update your survey code. Please login to <http://merchant.shopzilla.com> and see the Customer Feedback & Ratings tab. Simply pass-in the required values in the code.

**Q**

How are products displayed if a customer has more than one item in their order?

**A**

Product Share will only look to match and display the most expensive product from the order. You can pass in up to 5 product sets.

**Q**

Will Product Share still work if I do not pass in all of the data values in the survey code?

**A**

In order to activate Product Share, you must at minimum pass-in the Product URL value. All other data values are recommended however they are not required for the invitation to render.

**Q**

Can I determine the product description and image that appears in the Facebook post?

**A**

The product description and image are gathered by Facebook directly from the corresponding product page on your website.

**Q**

How will I know how many customers have shared my products?

**A**

Once you have activated Product Share, we will provide you with a monthly report detailing the sharing activity for your account.

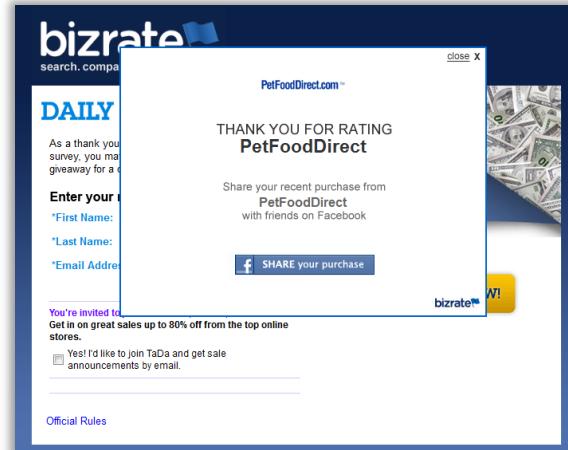
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[bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com).

## PRODUCT SHARE IN ACTION!

Appearing as a DHTML layer following the submission of the Point-of-Sale Survey, **Product Share** allows customers to share their recent purchase with friends on Facebook with just a few clicks.

**Step 1: Product Share invitation appears after the Point-of-Sale Survey.**



**Step 2: Choose where to share and add any additional comments.**



**Step 3: The Product Share is published to the News Feed and customer's Facebook Wall.**

