



# Review Generation

Get more reviews, get more customers.



## Why do customer reviews matter so much?

Consumers often search online for a local business with recent reviews and an average review rating of at least four stars. If your business doesn't fall into that category, there's a good chance that you're losing potential customers to your competitors.

To avoid losing sales, it's important that you continuously generate positive reviews while managing the negative ones.

### Get more reviews on the top review sites.

Generate reviews on the sites that consumers rely on to make their buying decisions. Send customized requests to your customers and suggest up to three sites.



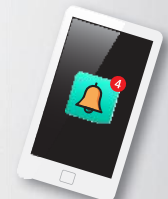
### Keep bad reviews out of the spotlight.

Don't let negative reviews about your business harm your reputation. Gather harsh feedback through a private form so you can provide great customer service offline.



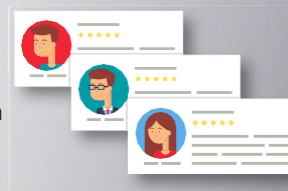
### See what your customers are saying.

Never miss a new review again. Get alerted the moment a new review is discovered, and monitor reviews from the top review sites in one simple dashboard.



### Showcase great experiences.

Share your customers' testimonials on social media. Automatically publish specific types of reviews to a mobile-optimized listing and a widget on your website.





## Choose from two different strategies:



### Quick Results

Generate reviews on up to three preferred review sites.

1. Send your customer a customizable email that asks them if they'd refer your business to a friend.
2. Your customer either clicks **Yes** or **No**.
  - If they click **Yes**, that happy customer is taken to a landing page that asks them to select one of your preferred sites and then leave a review.
  - If they click **No**, that unhappy customer is taken to a private feedback form so you can provide great customer service without having that feedback harm your reputation.



### More Control

Generate reviews on a mobile-optimized listing and/or widget on your website.

1. Send your customer a customizable email that asks them to leave a review.
2. Your customer clicks **Leave a Review**.
3. Your customer leaves a review on My Listing, your mobile-optimized business listing, or a customizable widget on your website.
  - If they leave a positive review, the confirmation screen will ask the customer to copy and paste their review to the review sites of your choice.
  - If they leave a negative review, it will stay private so you can provide great customer service without having that feedback harm your reputation.