

Product Review Requests

Do UK retailers send requests for product reviews post-purchase?

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1. Executive Summary

In September 2009 Snow Valley placed orders on 137 UK online stores for our Delivery Report. During this research we looked at whether the websites offered product reviews functionality, allowing customers to rate the products that they had bought.

54 of these sites (39%) allowed the customer to submit a product review. However, we were interested to see that only 15 of these retailers e-mailed us after our order and asked us to review the product we had bought.

2. Product review strategies

The 15 retailers that sent us an e-mail requesting a product review used a variety of tactics:

- Different lengths of time between order and e-mail
- Some were incentivised, some were not
- The contents of the e-mail varied
- The review submission process varied also

To give some examples of this:

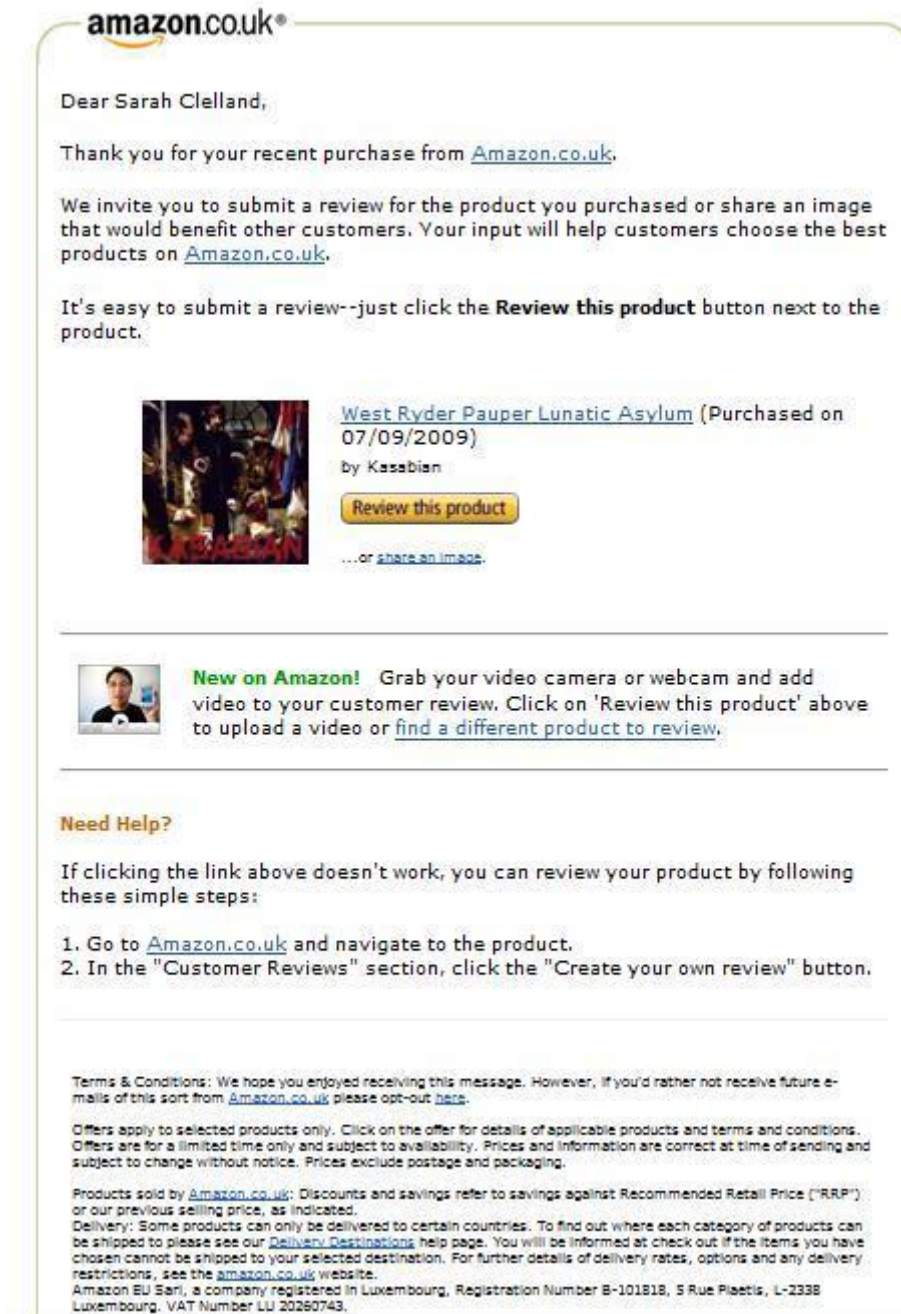
Retailer	Sent	Incentive	In the e-mail	On the review page
Amazon	4 weeks later	No	Subject: Review your recent purchase at Amazon.co.uk. E-mail included picture of the product and the purchase date.	Customer can add a video review or a written review. A written review asks if the customer is over 13, and then asks for a rating, a review title, a product link, the review, and tags. Customers can also add their own images to the product page.
Argos	10 days	No	Subject: Review your recent Argos purchase. E-mail included picture of the product.	Customer is asked for a rating, a radio button for 'would you recommend this to a friend?', the person's name, a title for the review, the review, and their location.
ASDA Direct	3 weeks	No	Subject: Asda Direct - Review your recent order E-mail included picture of the product.	Customer is asked for a rating, a radio button for 'would you recommend this to a friend?', the person's nickname, a title for the review, the review, their location, and a radio button for 'would you recommend ASDA Direct to a friend'? with comment box.

For the full table with details of all 15 retailers, please e-mail sarah.clelland@snowvalley.com

3. Example of an e-mail & review: Amazon

Ordered: 7 September
Review Request: 8 October

The e-mail:




amazon.co.uk


Dear Sarah Clelland,

Thank you for your recent purchase from [Amazon.co.uk](https://www.amazon.co.uk).

We invite you to submit a review for the product you purchased or share an image that would benefit other customers. Your input will help customers choose the best products on [Amazon.co.uk](https://www.amazon.co.uk).

It's easy to submit a review--just click the **Review this product** button next to the product.

 [West Ryder Pauper Lunatic Asylum](#) (Purchased on 07/09/2009)
by Kasabian
[Review this product](#)
...or [share an image](#).

 **New on Amazon!** Grab your video camera or webcam and add video to your customer review. Click on 'Review this product' above to upload a video or [find a different product to review](#).

Need Help?

If clicking the link above doesn't work, you can review your product by following these simple steps:

1. Go to [Amazon.co.uk](https://www.amazon.co.uk) and navigate to the product.
2. In the "Customer Reviews" section, click the "Create your own review" button.

Terms & Conditions: We hope you enjoyed receiving this message. However, if you'd rather not receive future e-mails of this sort from [Amazon.co.uk](https://www.amazon.co.uk) please opt-out [here](#).

Offers apply to selected products only. Click on the offer for details of applicable products and terms and conditions. Offers are for a limited time only and subject to availability. Prices and information are correct at time of sending and subject to change without notice. Prices exclude postage and packaging.

Products sold by [Amazon.co.uk](https://www.amazon.co.uk): Discounts and savings refer to savings against Recommended Retail Price ("RRP") or our previous selling price, as indicated.

Delivery: Some products can only be delivered to certain countries. To find out where each category of products can be shipped to please see our [Delivery Destinations](#) help page. You will be informed at check out if the items you have chosen cannot be shipped to your selected destination. For further details of delivery rates, options and any delivery restrictions, see the [amazon.co.uk](https://www.amazon.co.uk) website.

Amazon EU Sarl, a company registered in Luxembourg, Registration Number B-101818, 5 Rue Plaetis, L-2338 Luxembourg. VAT Number LU 20260743.

The link takes you here:

Sarah, create your review

(If you're not Sarah) [Create an account](#)

Start here

1 Are you over 13? Yes No

2 How do you rate this item? ☆☆☆☆

3 Please enter a title for your review:

Share your opinion

4 Select a review type

Video review Written review

Type your review in the space below

[Insert a product link](#) [Cancel this](#)

Tag this product (Recommended)

5 Add one or more tags for this product

[Preview your review](#)

Item being reviewed



[West Ryder Pauper Lun Asylum](#)

What makes a good review?

- Be detailed and specific. What would you have wanted to know before you purchased the product?
- Not too short and not too long. Aim for between 200 and 300 words.
- **For video reviews:**
 - Make it fun! Who is your target audience? Who is your target audience? Who is your target audience?
 - How about a little action? If it makes sense, cut to the chase. In use as you describe your experiences with the product.

The Fine Print

- All reviews are subject to our moderation process.
- Your review will be posted and visible to all users.
- Submissions that do not follow our guidelines will not be posted.

For all 15 e-mails and web pages, please e-mail sarah.clelland@snowvalley.com