

# Verified Customer Feedback From Pre-Purchase Through Post-Delivery

Actionable insights from verified customer feedback are yours. Install [Bizrate Insights Reviews](#) from the Shopify App Store and start collecting customer data at no charge.

The Bizrate Insights Reviews app on Shopify captures feedback from your customers at every stage of their journey - before, during, and after the sale. We provide the data and insights your teams need to spot friction points, prioritize strategies, implement changes that boost conversion rates, increase AOV, reduce returns, and drive repeat purchases.

## Grow Your Business

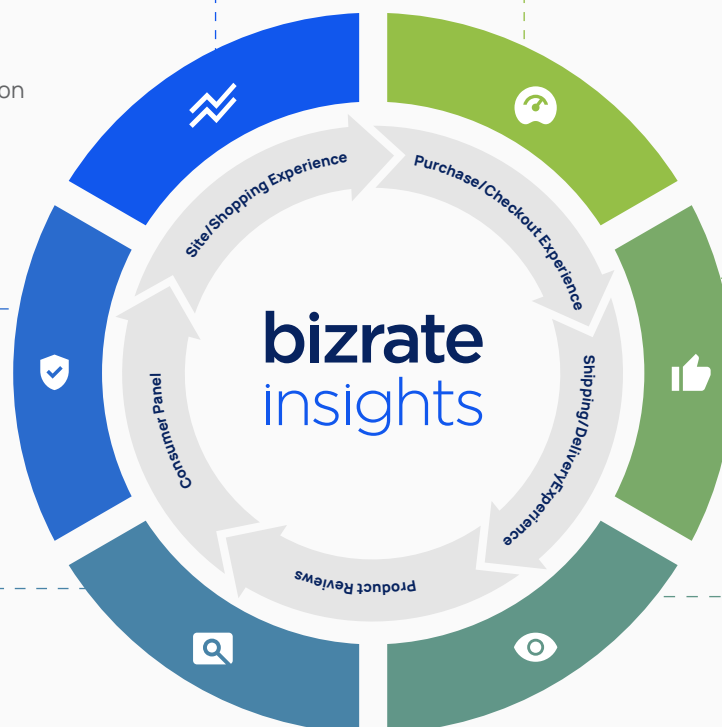
Increase satisfaction and retention by quickly addressing customer pain points and improving the shopping experience.

## Manage Your Reputation

Display and promote brand credibility, using UGC, awards, and badges as social proof.

## Turn Insights Into Action

Create strategy and fuel growth using human and AI-powered insights based on your data and customer feedback.



## Track Net Promoter Score®

Use NPS to track performance at key points in the customer journey compared to benchmarks.

## Understand the Customer Journey

Utilize authentic feedback directly from verified shoppers and buyers to uncover valuable insights throughout the journey.

## Boost Search Visibility

Drive qualified traffic from organic (SEO) and paid search (SEM) with reviews syndicated directly to Google.

# Capture Feedback at the Moments That Matter

Shoppers receive survey invitations at key points in the customer journey, so you understand what happened, why it happened, and what to do next.

## Pre-Purchase

Spot friction points and address them before they cost you a sale.

- Identify how shoppers found you and where they're going to complete the purchase.

## Post-Purchase

Gather verified feedback right after checkout, while the experience is fresh.

- Capture data on every point in the purchase experience, from adding to cart to checking out.

## Post-Delivery

Close the loop on fulfillment, product, and support.

- Understand your product, delivery, and packaging ratings for every delivery type, including BOPIS.

## Getting Feedback Is Easy - Unlimited Surveys and Responses to Inform Your Roadmap:

1

### Invite Customers

Invitations are triggered at key points in the customer journey.

2

### Collect Feedback

Users complete the survey to rate your performance and leave feedback.

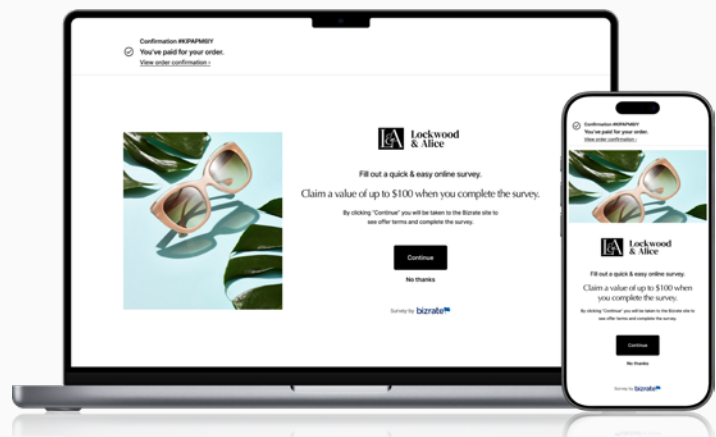
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### Review Data & Insights

Access actionable data, KPIs and customer reviews, turning customer feedback into actionable insights.

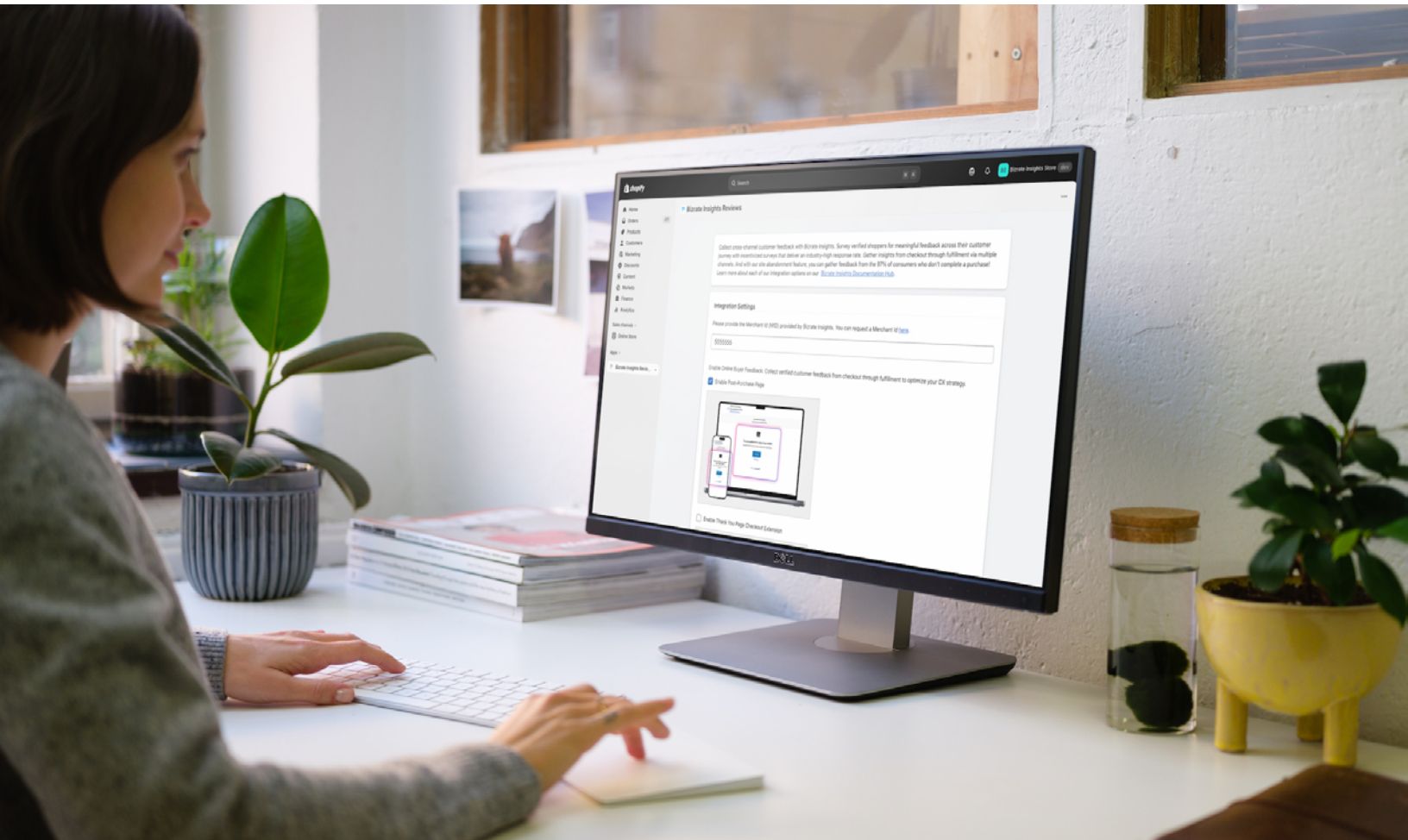
## Built for Shopify—and You!

Implementation is easy and takes just a few minutes—no engineering team required.





bizrate insights



# Shopify App Installation Guide

## Step 1: Have Your Merchant ID (MID) Ready

Your MID, is required to use the app.

Need a MID? [Click here](#) to request one.

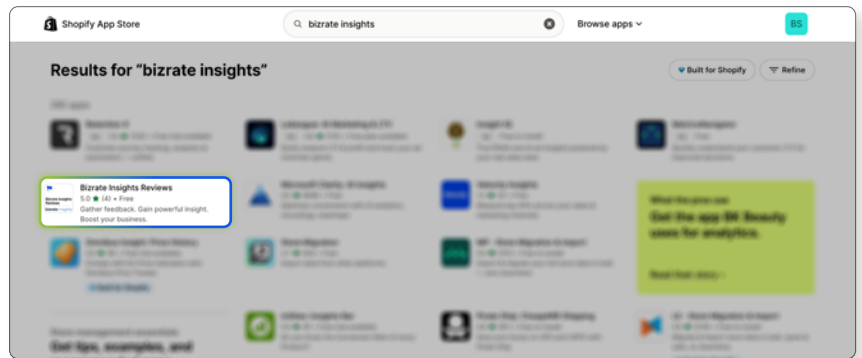
Need help with your account? Reach out to our team: [bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com)

## Step 2: Install the Bizrate Insights Reviews App

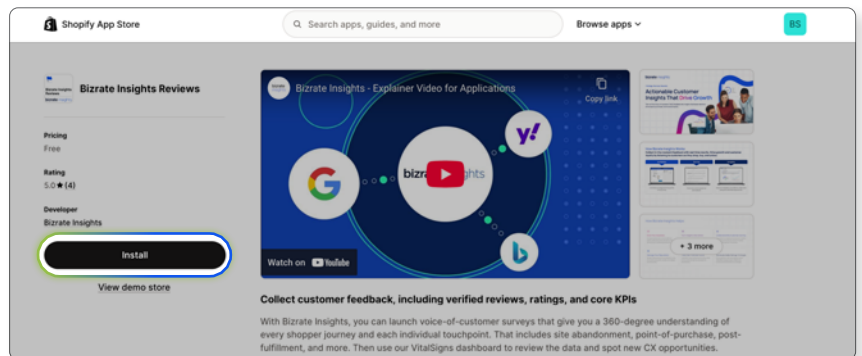
1. From your store's admin page, click on **"Apps"**.
2. Search for **"Bizrate Insights Reviews"**.



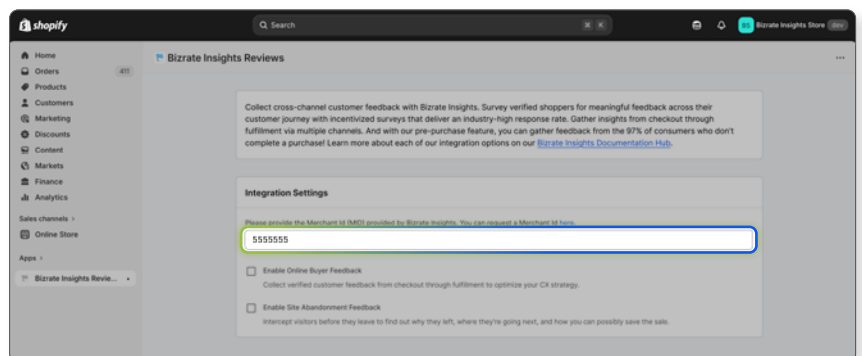
3. Click on the **"Bizrate Insights Reviews"** app.



4. Click **"Install"**.



5. Enter the Merchant ID assigned to your account and click **"Save"**.

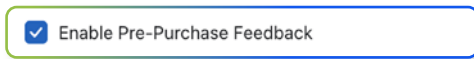


## Step 3: Enable Pre-Purchase Feedback

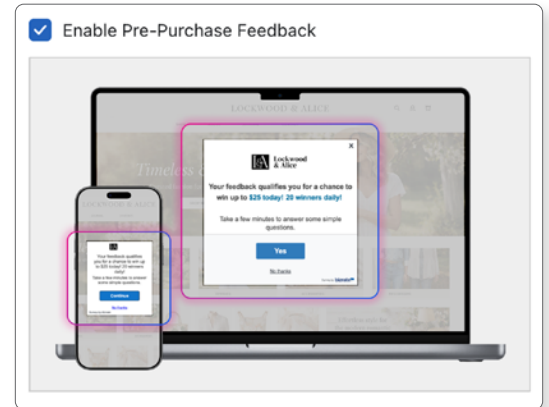
Understand key site drivers - why shoppers visited, why they left, and what they're going to do next, then save the sale before they purchase elsewhere.

This survey is triggered when a shopper shows intent to exit, and captures in-the-moment feedback for a whole new view of the customer journey. It flags friction points and unmet needs in the discovery phase when the shopping window is still open.

1. In the app admin, check the box to enable **“Enable Pre-Purchase Feedback”**.



Once enabled, the Pre-Purchase invitation is live and collecting feedback—no extra code or setup required.



## Step 4: Enable Online Buyer Feedback

When paired with pre-purchase feedback, the Online Buyer Survey completes the end-to-end shopping experience by engaging customers at two critical moments: post-purchase and post-delivery. Capturing feedback while the experience is still top of mind produces the ratings and reviews that build strength and visibility through syndicated ratings supporting SEO, SEM, and AEO.

We offer several invitation options, but for the highest response rates and the smoothest customer experience, we recommend the Post-Purchase Page.

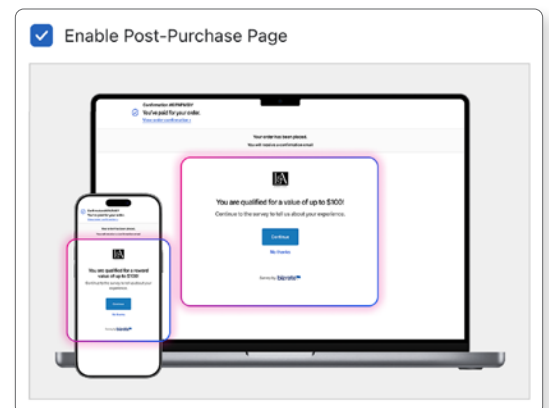
### Option A – Post-Purchase Page Recommended

The post-purchase invitation captures high-intent feedback at the moment of highest impact – immediately after payment. Appearing as a seamless next step in checkout, it delivers:

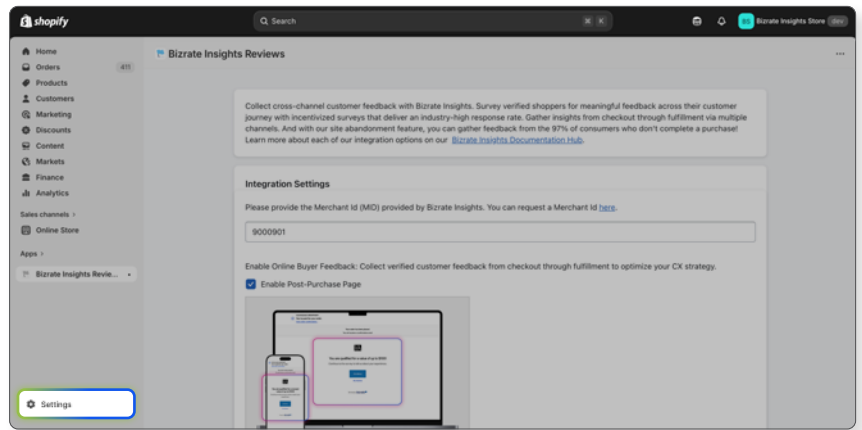
- The highest response rates of any invitation option
- Maximum visibility and buyer attention
- The most feedback volume and data for your business

For most stores, this is the clear choice for optimizing both the customer experience and feedback collection.

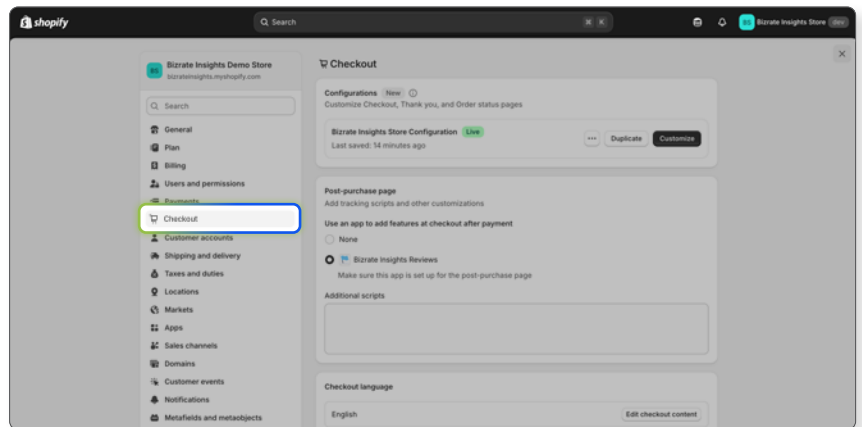
1. In the app admin, check the box to enable **“Enable Post-Purchase Page”**.



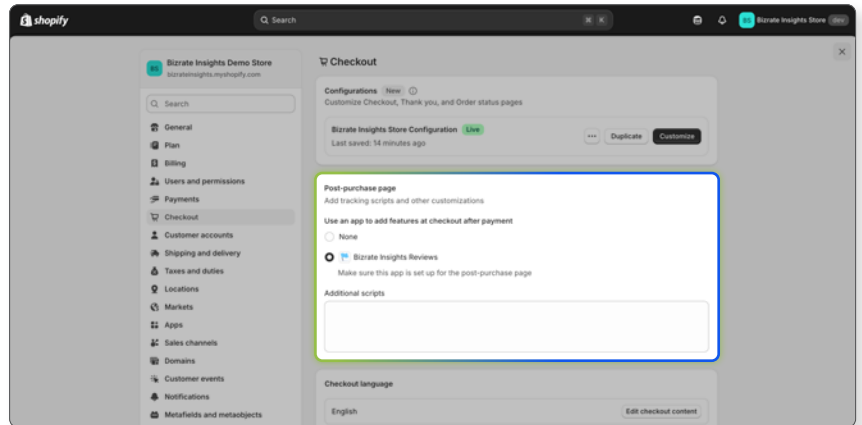
2. From your store's admin screen, click **"Settings"** in the bottom left.



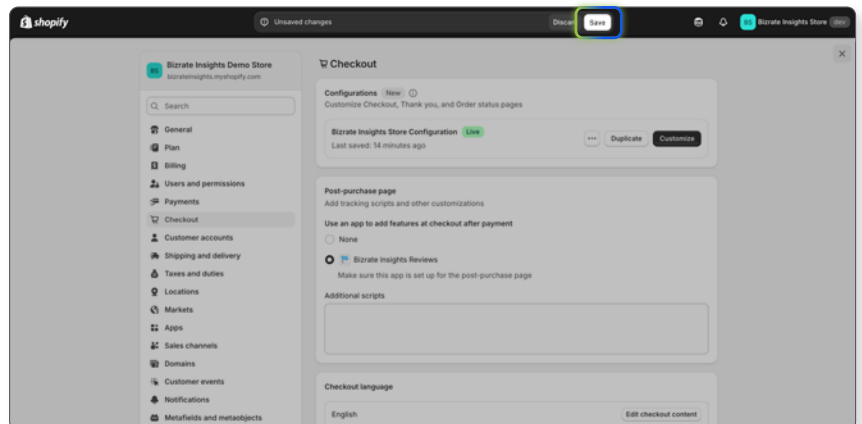
3. Click **"Checkout"** from the options on the left.



4. Scroll down to the Post-purchase page section. Choose **"Bizrate Insights Reviews"**.



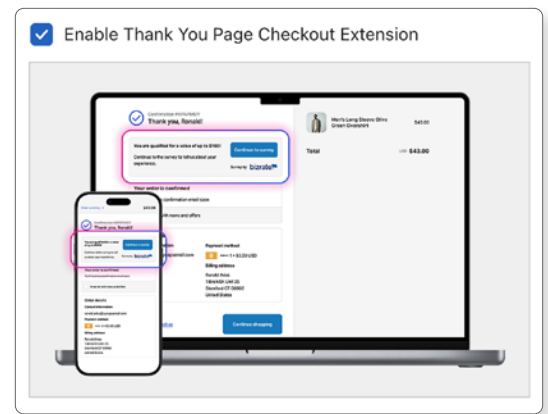
5. Click **"Save"** on the top of the screen.



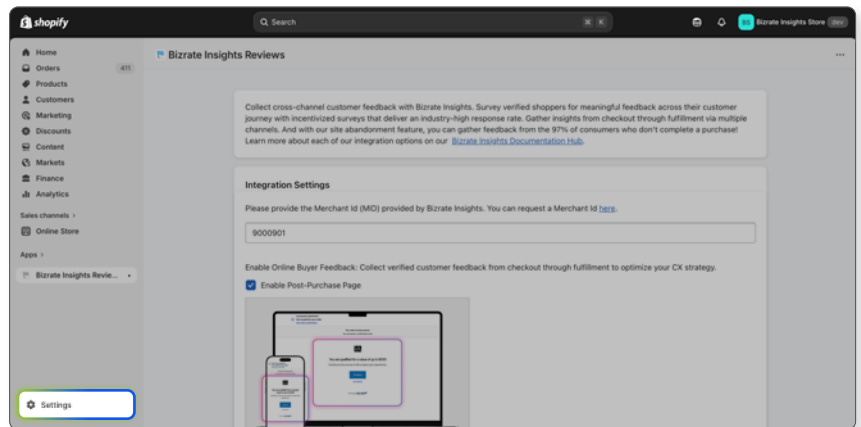
## Option B – Thank You Page Extension

This integrated feature lets you capture feedback during the final order overview, but at the cost of visibility and a significantly lower response rate.

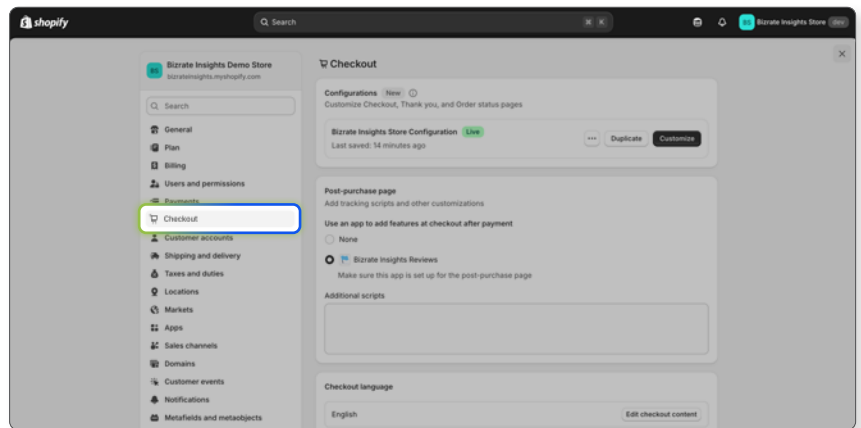
1. In the app admin, check the box to enable “**Enable Thank You Page Checkout Extension**”.



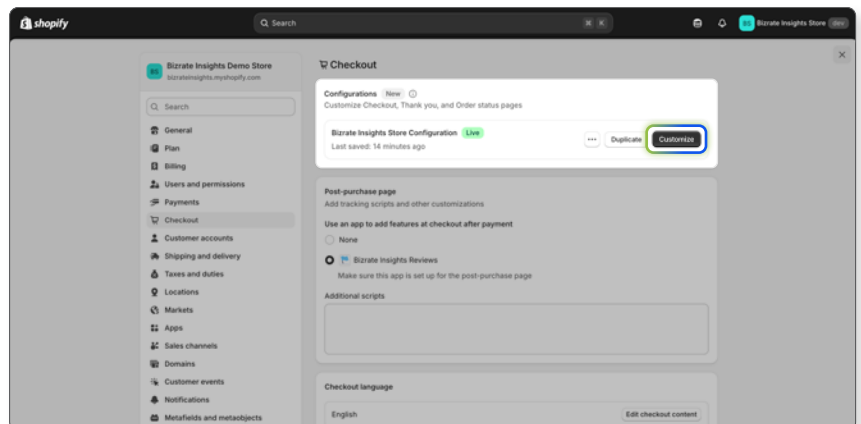
2. From your store's admin screen, click “**Settings**” in the bottom left.



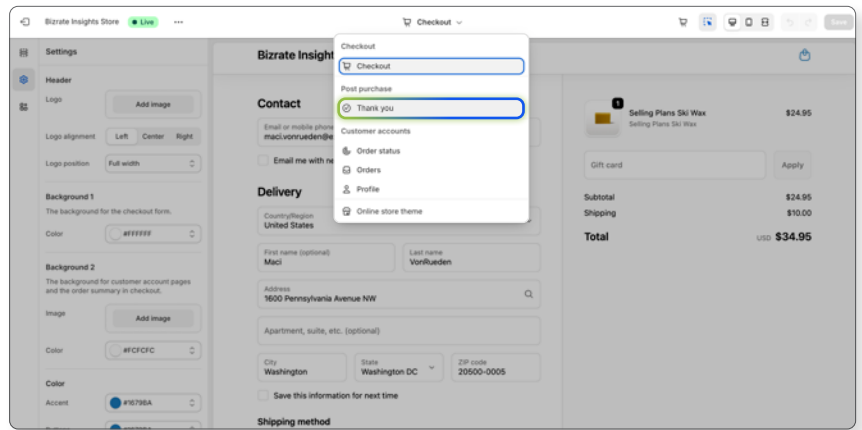
3. Click “**Checkout**” from the options on the left.



4. In the Configurations section, select “**Customize**”.

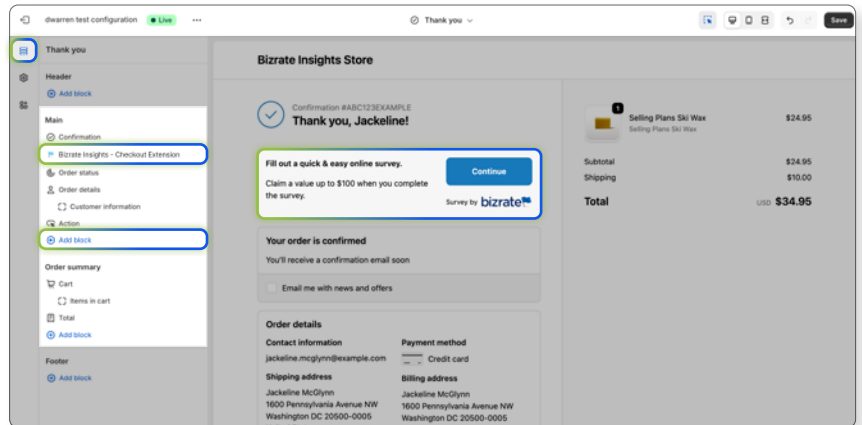


5. Select **“Thank you”** from the drop-down at the top center of the page.

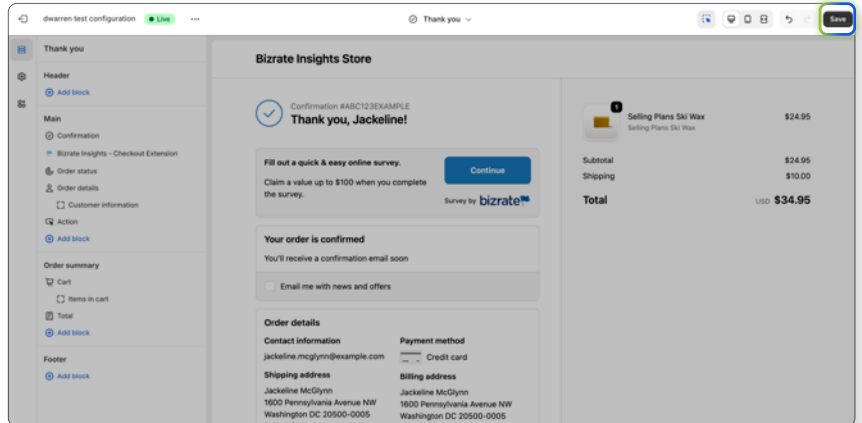


6. Click on the Sections tab on the left side of the page. Under Main, click **“Add block”** and choose **“Bizrate Insights - Checkout Extension”**. The inline invitation will be visible on your Thank you page.

*To maximize response rates, position the invitation at the top of the page.*



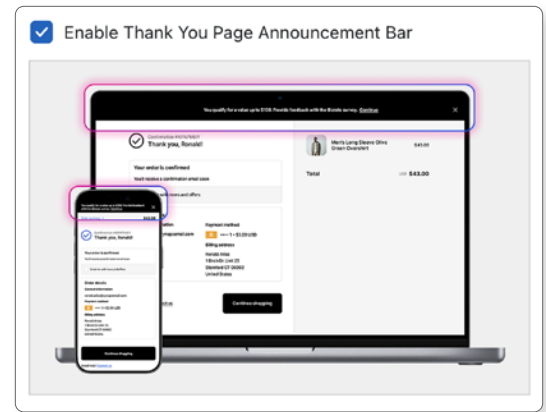
7. Click **“Save”** on the top of the screen.



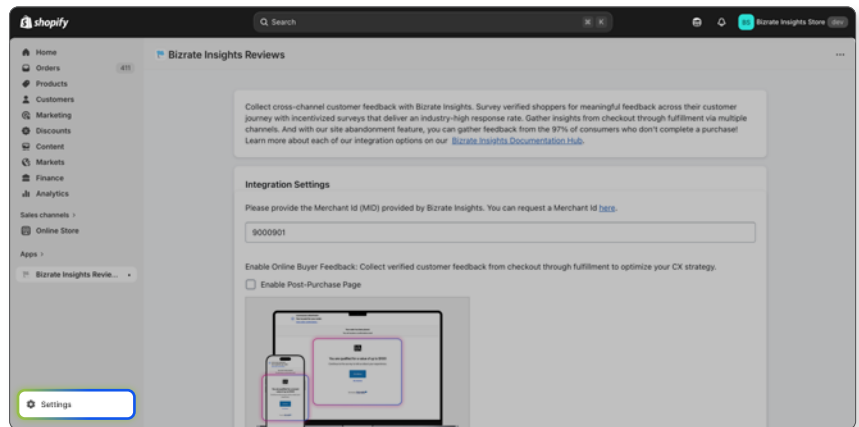
## Option C – Thank You Page Announcement Bar

An announcement bar that appears across the top of the confirmation page that captures feedback at checkout, but its lower visibility means a significantly reduced response rate.

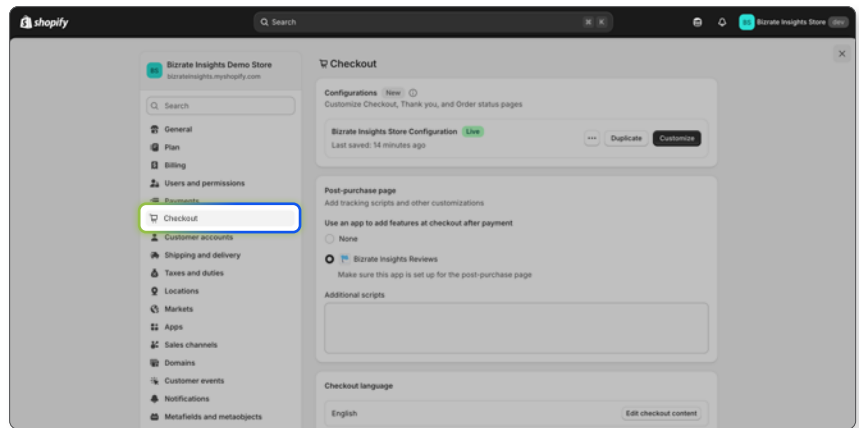
1. In the app admin, check the box to enable “**Enable Thank You Page Announcement Bar**”.



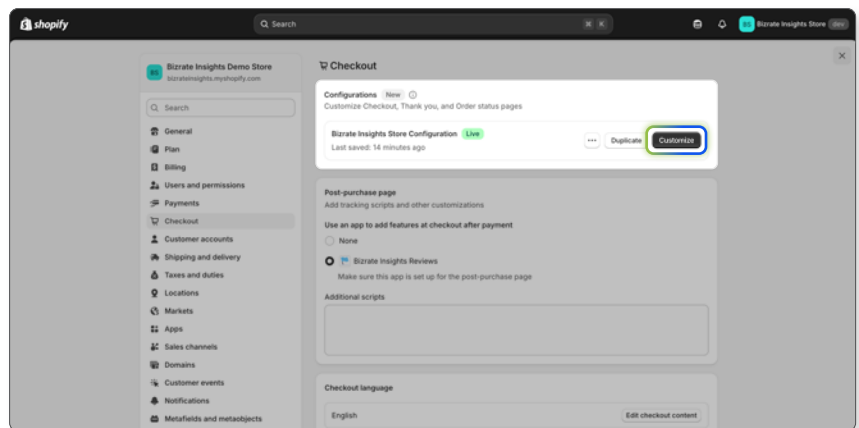
2. From your store's admin screen, click “**Settings**” in the bottom left.



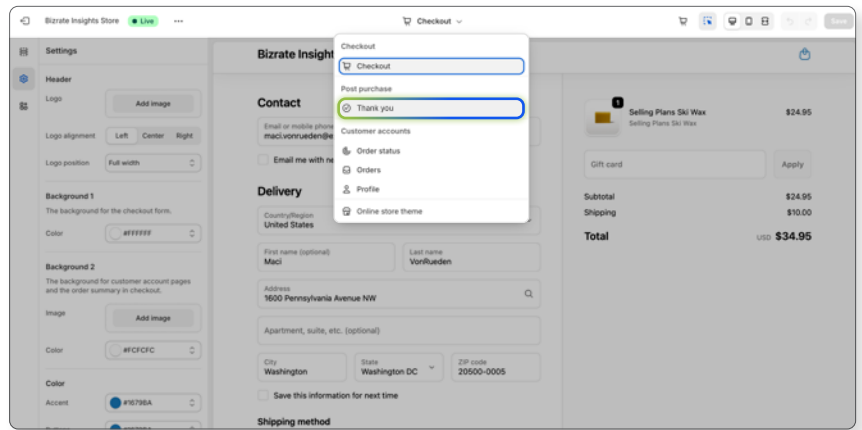
3. Click “**Checkout**” from the options on the left.



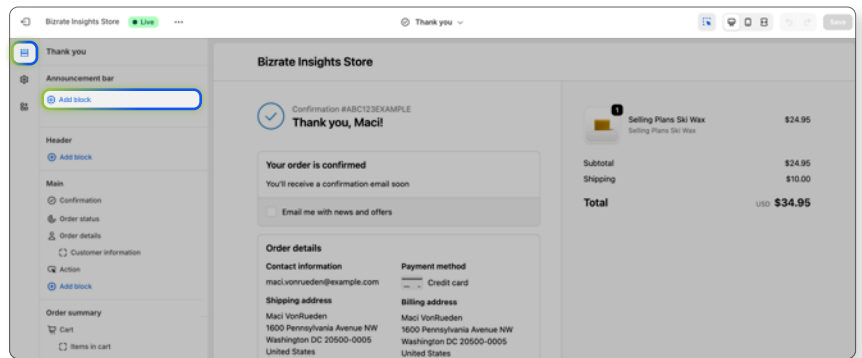
4. In the Configurations section, select “**Customize**”.



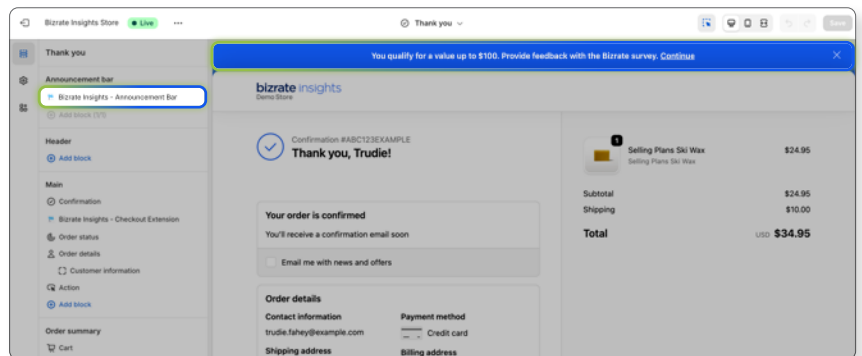
5. Select **“Thank you”** from the drop-down at the top center of the page.



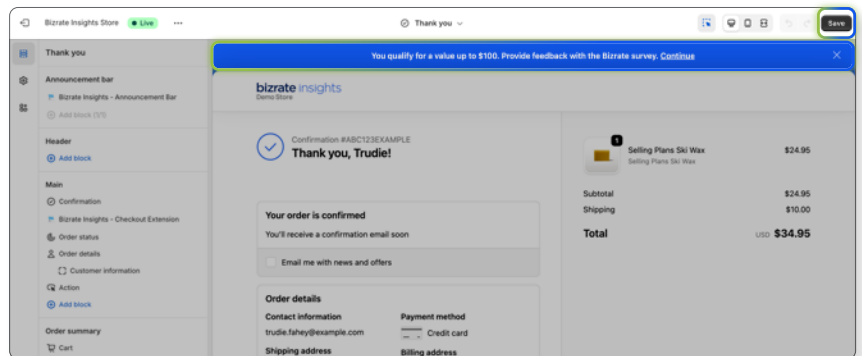
6. Click on the Sections tab on the left side of the page. Under Announcement Bar, click **“Add block”** and choose **“Bizrate Insights - Announcement Bar”**.



7. The Bizrate Insights - Announcement Bar will be visible on the top of your Thank you page.



8. Click **“Save”** on the top of the screen.



Need help? Talk to your Account Manager or email us at [bizrateinsights@bizrate.com](mailto:bizrateinsights@bizrate.com)