

Ref: Fresh Relevance/2018/Press releases/Ratings and Reviews
For review: 26th January 2018

Add Powerful Customer Reviews to Your Website and Emails with New Functionality by Fresh Relevance

Direct integration with Bazaarvoice, Feefo, PowerReviews and Trustpilot

BOSTON, US AND LONDON, UK FEBRUARY 12, 2018 – **Fresh Relevance**, the real-time personalization platform for email, mobile and web, today launched its new Ratings & Reviews feature. Through direct integration with the leading customer reviews platforms [Bazaarvoice](#), [Feefo](#), [PowerReviews](#) and [Trustpilot](#), retailers can now display powerful, user-generated content online and in marketing emails to improve engagement, conversion rates and sales.

The new API directly pulls genuine, verified third-party endorsements, such as star ratings and detailed product reviews, from the reviews platform into websites and emails such as newsletters and customer lifecycle messages.

More than 18 brands collaborated with Fresh Relevance during its extensive testing process, with one retailer reporting a **40% increase in email-generated revenue** of as a direct result of including star ratings and product reviews in cart abandonment emails. Reactions from participant retailers include:

Jonathan Zetlaoui, Head of Customer Experience at MyOptique

“Fresh Relevance’s ratings and reviews feature is really easy to set up and use. It’s a great way to showcase the quality of our products to customers, either on site or in emails.”

Kadija Nakhli, Email Marketing Specialist at Wex Photographic

“Fresh Relevance integrated with PowerReviews to help us show more information about our products. These ratings help our users understand the value of the product they want to

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purchase and sets their mind at ease. It is a great feature, and for sure it has added an impact to our triggered emails.”

Verity Beaton, Marketing Manager at VioVet Ltd

"Having the functionality to add ratings and reviews to our automated emails enables our customers to make a better-informed purchasing decision."

CEO of Fresh Relevance, Mike Austin states: “Social proof has become a cost-effective tactic for retailers and travel businesses to acquire, grow and retain customers. Ratings and reviews in particular help consumers make a purchase decision and feel confident about their choice. Now, through our integration with the leading online reviews platforms, we are enabling brands to leverage this rich source of user-generated content in emails and online to deliver consistent messaging and drive more revenue across channels.”

The Ratings & Reviews functionality is available now for customers of the Fresh Relevance real-time personalization platform.

About Fresh Relevance

Fresh Relevance is the real-time personalization platform for email, mobile and web. We increase sales with personalized customer experiences and real-time marketing tactics across email, mobile and web. It empowers digital marketers to increase online sales and build long-term customer loyalty through right-time, data-driven web, mobile and email personalization with predictable ROI. Organizations using Fresh Relevance include: ToysRUs, Rip Curl, Homebase, M&M Direct, Emma Bridgewater, Thorntons, Cottages.com and White Stuff.

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