Bazaarvoice Integration for Klaviyo

10901 Stonelake Blvd. : Austin, TX 78759

bazaarvoice.com : (866) 522-9927

Installation and setup

Please work with the Bazaarvoice Partner Integrations team to install the application. Send an email to partner-integrations@bazaarvoice.com to get started.

A Klaviyo API key is needed to enable the integration. Please follow the instructions detailed here to create a Private API Key with Full Access.

Send review requests

Review requests invite your customers to leave reviews for online and offline purchases and service interactions. Review requests are essential to driving volume, and it adds significant product coverage, content freshness, and search engine optimization (SEO) value.

Building the submission link

Complete the following steps to create a simple-submission URL (ssURL) that takes the consumer to a multi-product submission form, which allows customers to rate and review their unreviewed purchases from a transaction in one place.

Assemble the base submission link

Here is the format of the ssURL base:

https://apps.bazaarvoice.com/deployments/<client_name>/<site_ID>/production/<locale>/multi-ratings.html?

Replace the following components in the base ssURL:

Component	Values	Details
<client_name>	Client ID assigned by Bazaarvoice, aka Bazaarvoice Instance Name	Use the client ID that Bazaarvoice assigns to your company, which is also used throughout your feeds and

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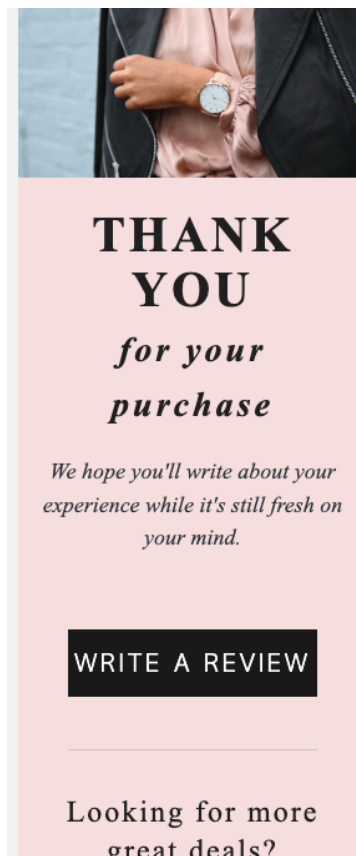
		integration code.
<site_ID>	Deployment zone ID	Specify the ID of the [deployment zone](#) you want to use. Typically, *main_site* is used.
<locale>	[Locale code](#)	Specify the locale used in your implementation and for which the review will be displayed.

Here are examples:

- In the Main Site deployment zone, in the en_US locale, for the client *endurancecycles*:
  - https://apps.bazaarvoice.com/deployments/endurancecycles/main_site/production/en_US/multi-ratings.html?
- In the Secondary Site deployment zone, in the fr_CA locale, for the client *endurancecycles*:
  - https://apps.bazaarvoice.com/deployments/endurancecycles/secondary_site/production/fr_CA/multi-ratings.html?

Add additional parameters

Parameter	Description	Required
user	Used to pre-authenticate a contributor in the ssURL, and available as a profile property within Klaviyo. Value: Available as a profile property within Klaviyo. Add it to the link dynamically by using: {{ person|lookup:"bazaarvoice_UAS" }}	Required
products	List of products to be shown in the submission form. The parameter's value must match the ExternalId for each product used in your Bazaarvoice product catalog. Value: List containing the ExternalId for each product in the product catalog, delineated by a slash (/). Limit the list to 100 products.	Required
campaignId	Recorded with submissions that use this URL. The campaign ID is used to help segment data in reports to a specific campaign or campaigns. Bazaarvoice recommends you include this parameter. Recommended Value: klaviyo	Recommended

Here is a full example formatted for test Klaviyo Order Fulfilled data, in the Main Site deployment zone, in the en_US locale, for the client *endurancecycles*:

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https://apps.bazaarvoice.com/deployments/endurancecycles/main_site/production/en_US/multi-ratings.html?products={% for item in event.Items %}{{ item.ProductID | urlencode }}{% if not forloop.last %}/{% endif %}{% endfor %}&user={{ person|lookup:"bazaarvoice_UAS" }}&campaignId=klaviyo

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Including submission links in message templates

Using the drag-and-drop email template editor, add a button to the email template you will use to request reviews. You can also duplicate an existing button and paste it into the template to match the existing styles. See the short video below on how to duplicate an existing button.
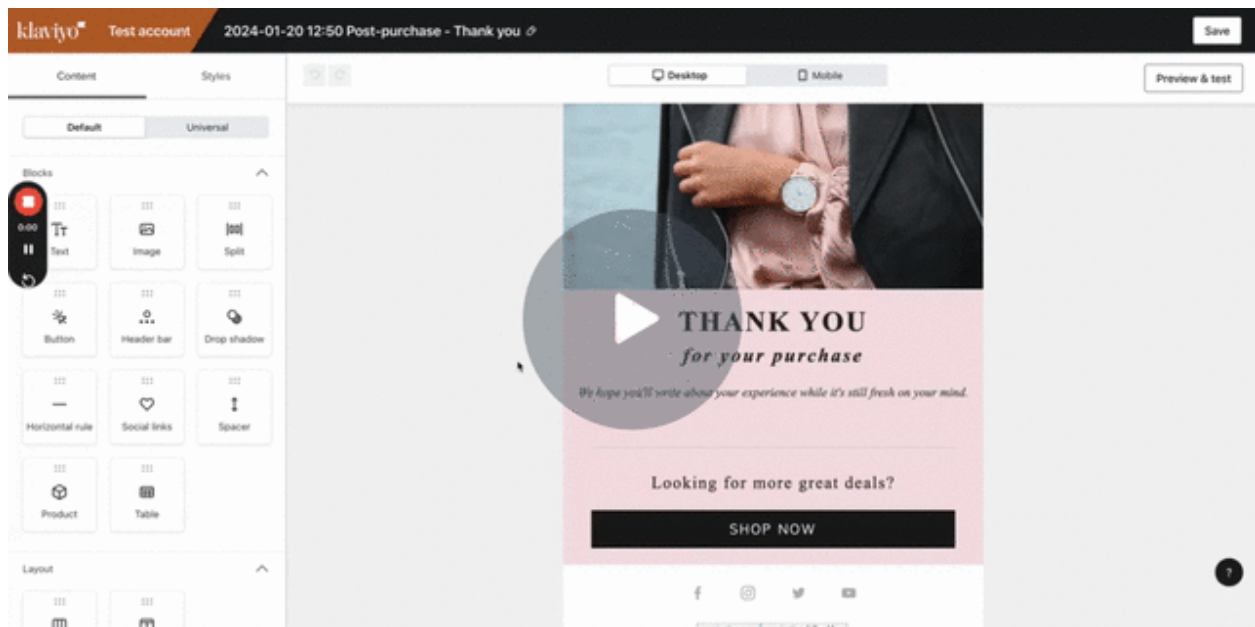
Once the button has been duplicated, update the text for the button and paste in the dynamic ssURL link (examples for some e-commerce platforms can be found here.

Product review flow in Klaviyo

To request a review, update the template used for your product review flow to include the Bazaarvoice ssURL. If you have not set up a product review flow within Klaviyo, refer to this documentation to learn how to set up your post-purchase flow within Klaviyo.

Basic steps

1. In Klaviyo, navigate to the Flows tab.
2. Click Create flow.
3. Search for the Product review / cross-sell template in the flow library.
4. Select Fulfilled Order as the trigger metric.
5. Use a time delay that is longer than your average delivery time (e.g., 14 days), to increase the likelihood of the package arriving before the review request is sent.
6. Have the flow use the template that includes the Bazaarvoice ssURL
7. Once you're satisfied with the flow, set it live.

It is recommended to use this functionality with a Flow Filter on the "bazaarvoice_UAS" property to ensure you're only sending emails to customers who have the necessary properties to create the submission link (see an example here).

Additionally, if you will be sending review requests from Klaviyo, you should ensure any review requests from Bazaarvoice are disabled. If review requests are not disabled in Bazaarvoice, the consumer will likely receive multiple messages requesting them to write a review, resulting in an overwhelming and confusing experience. Find more information on disabling Bazaarvoice email alerts here.

← **Flow filter**
Edit flow filters

Limit who enters the flow based on profile properties or activities.

Properties about someone ▼

bazaarvoice_UAS ▼   is set ▼

Type: Text ▼

OR   🗑

+ AND

Example ssURLs

It is recommended that the links be tested with sample purchase data prior to enabling the flow for real consumers. If you have questions on ensuring the link is correct, please contact partner-integrations@bazaarvoice.com for more information.

BigCommerce Example

Create a Flow with the BigCommerce Order Fulfilled trigger, and make any other necessary customizations to the email template to request a review. Include the following link in the email template to populate the write a review link:

https://apps.bazaarvoice.com/deployments/<Bazaarvoice Instance Name>/<Bazaarvoice Deployment Zone>/production/en_US/multi-ratings.html?products={% for item in event.extra.items %}{{ item.sku | urlencode }}{% if not forloop.last %}/{% endif %}{% endfor %}&user={{ person|lookup:"bazaarvoice_UAS" }}&campaignId=klaviyo

⚠️ Note: you will need to update the link with your Bazaarvoice Instance Name and Bazaarvoice Deployment Zone. See this section for more details.

Shopify Example

Create a Flow with the Shopify Order Fulfilled trigger, and make any other necessary customizations to the email template to request a review. Include the following link in the email template to populate the write a review link:

https://apps.bazaarvoice.com/deployments/<Bazaarvoice Instance Name>/<Bazaarvoice Deployment Zone>/production/en_US/multi-ratings.html?products={% for item in event.extra.line_items %}{{ item.product.variant.sku | urlencode }}{% if not forloop.last %}/{% endif %}{% endfor %}&user={{ person|lookup:"bazaarvoice_UAS" }}&campaignId=klaviyo

⚠️ Note: you will need to update the link with your Bazaarvoice Instance Name and Bazaarvoice Deployment Zone. See this section for more details.

Review request best practices

Be clear with your call to action: Keep the template clean and make the call to action very clear to the consumer. This will help drive the highest write rate from your review request messages.

Timing is key: Request reviews from consumers when the product experience is still fresh on their mind, but ensure you've given them enough time to have a full experience with the product. For some products that require assembly, it might be best to wait a week or so after fulfillment to request the review, but for other products waiting only a couple days post-fulfillment is ideal.

Follow up: Check in with reviewers periodically to see if they need anything else from you. When the review is complete, thank them sincerely for their time and feedback and even use that as a chance to recommend other products they might like. Check out the [recommended post-review flows for more information](#).

Creating segments using review data

Segments can be created within Klaviyo by leveraging the *bazaarvoice-review* event and the associated properties, and the *bazaarvoice_UAS* profile property that is required to create review submission links.

Common segments

Customers who left a recent positive review

This segment will allow for outreach to customers who have left a recent review with a high rating. This segment can be used to contact consumers who have had a recent positive experience and notify them of other products they might like, or provide them with a referral link to share with their friends. In this example, a positive review is defined as a review with a rating of 4 or 5, and recent is within the past 30 days.

Segment builder

Segments allow you to track and analyze people who meet certain conditions.

Name *

Recent Postitive Review

Definition

What someone has done (or not done)

Has | bazaarvoice-re... | at least once | in the last | 30 | days

where | Rating | equals | 5

OR

What someone has done (or not done)

Has | bazaarvoice-re... | at least once | in the last | 30 | days

where | Rating | equals | 4

+ AND

Top reviewers

This segment will identify the customers who have written multiple reviews in the past 26 weeks. This segment can be customized to your own definition of "top reviewer" based on number of reviews and the time range.

Creating post-review flows

Common post-review flows

Send refer-a-friend code after a positive review

A great time for a refer-a-friend outreach is soon after a consumer submits positive feedback about their experience with a product. Set up a flow to trigger on a *bazaarvoice-review* with a rating of at least 4, and watch your customer referrals grow.

Additionally, part of the submission form when a user writes their review is the question, "Would you recommend this product to a friend?". This
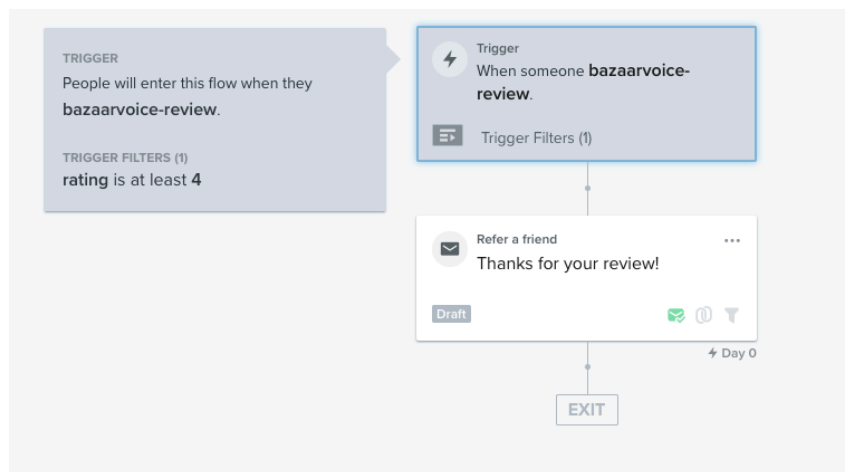
is sent as part of the *bazaarvoice-review* event in the *Is recommended* field. Enhance your refer-a-friend flow by adding a Trigger Filter for when the *bazaarvoice-review* has *Is recommended: true.*
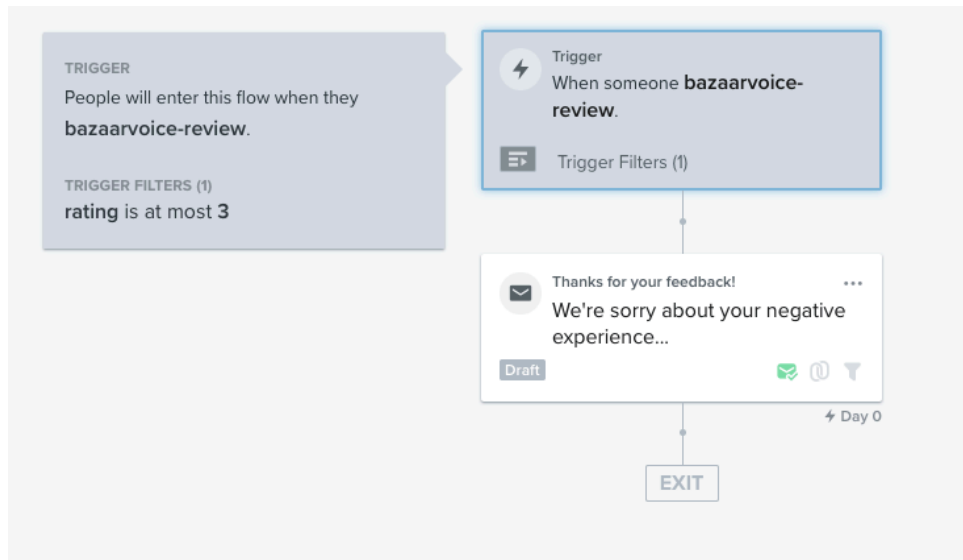
Direct consumers to support after a negative review

When a consumer has a negative experience, it is an opportunity to win them back and turn them into a loyal customer. Set up a flow to trigger on a *bazaarvoice-review* with a rating of less than 4 and provide the consumer with the information they need to get support.


Importing Historical Reviews

Getting the import file

Request the import file from the Bazaarvoice Partnerships team

Send a request to the Bazaarvoice Partner Integration team email distro partner-integrations@bazaarvoice.com who will create the CSV file, and provide instructions on how to import historical data to Klaviyo.

Import reviews to Klaviyo

Navigate to the Klaviyo platform, click on your profile at the bottom left corner, and select the "Integrations" option from the menu.
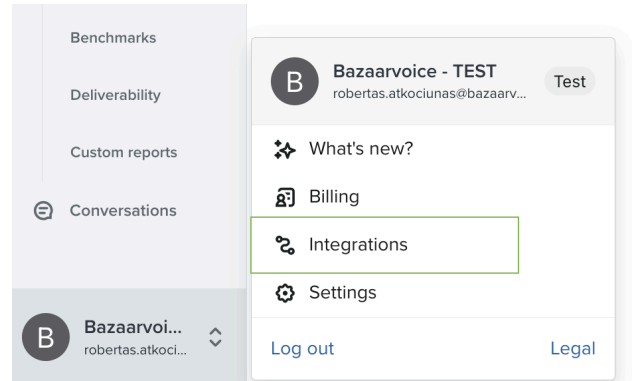
In the new window, click on the "Manage sources" dropdown button that is in the top right corner and select "Import via CSV".
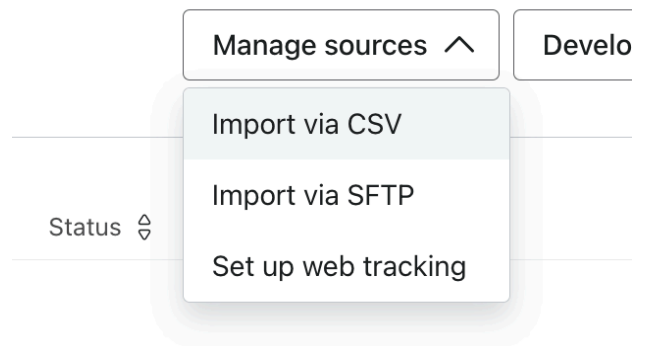
Select or drag and drop the import file from your computer to Klaviyo and click "Next" at the top right corner.

CSV File Upload

How to format your CSV file

- For information on how to format your CSV file, review the CSV import guidelines.
- Each CSV file should represent a single event.
- Each can only contain one action by one person.
- The first row of the CSV file should contain headers to identify the data in each column.
- One column must contain a labeled timestamp formatted as YYYY-MM-DD HH:MM:SS.
- One column must be labeled Person//Email or Person//ID.

Upload a CSV file

Drag and drop or upload CSV
Accepts .csv file type

⬆ Select file

In the "Name of event / action" type or copy/paste "**bazaarvoice-review"** (Must be all lower case!) and select UTC timezone.

Name your event

To import your data, name the event or action and set the timezone.

Name of event / action   Timezone

bazaarvoice-review   UTC   ⌄

Ensure the data looks correct and is mapped to the right fields: date and time values are matching correct fields (timestamp, submission date), rating is in the 1-5 scale, etc.

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Preview your data
This is a preview of the columns found in your CSV.

Property	Values
Timestamp	2024-02-22T14:27:53.000Z
EmailAddress	gendalf@test-bazaarvoice.com
$event_id	48555474
Review Id	48555474
Submission Time	2024-02-22T14:27:53.000Z
Product Id	Product4
Original Product Name	Iberis Umbellata
Rating	1
Title	This is a test 99.
Review Text	This is a test 99. This is a test 99. This is a test 99. This is a test 99. This is a test 99. This is a test 99.
User Nickname	Gendalf 99
Is Recommended	true
Content Locale	en_US
Incentivized Review	False

If everything looks as expected, click the "Next" button at the top right corner and the import process will start. Once it's completed, click on the "Done" button at the top right corner and it will take a bit of time until the system refreshes.

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FAQ

Are all reviews synced to Klaviyo?

Only approved reviews collected through your site, or through post-purchase review requests emails/messages will be synced to Klaviyo. Content collected through the Bazaarvoice Partner Program, or through Bazaarvoice sampling will not be synced to Klaviyo.

When are reviews synced with Klaviyo?

Once a review is approved by Bazaarvoice moderation, it will be synced to Klaviyo as a profile event within the hour.

Where to go for support

Bazaarvoice encourages you to request support for any issue that concerns you, such as:
- Questions about features, functionality, or reporting
- Issues with product functionality, including bugs or downtime

To report an issue or request help, access the Support Community from your Bazaarvoice Portal homepage and then select 'Open a Case.'