

# Enabling brands to answer questions and engage with consumers on retailer sites.

It's no secret that consumers are looking for content from shoppers like them to make a purchase decision. With Brand Engage from PowerReviews, brands can answer purchase-blocking questions on retailer and product pages.

The streamlined interface enables you to maximize sales, engage with consumers directly on product pages and gather valuable product insights.





## Brand Engage



### Drive Sales on retailer sites

Quickly and accurately answer purchase-blocking questions retailer sites to maximize sales across your key retailer channels through a single, easy-to-use interface.



### Directly engage with consumers

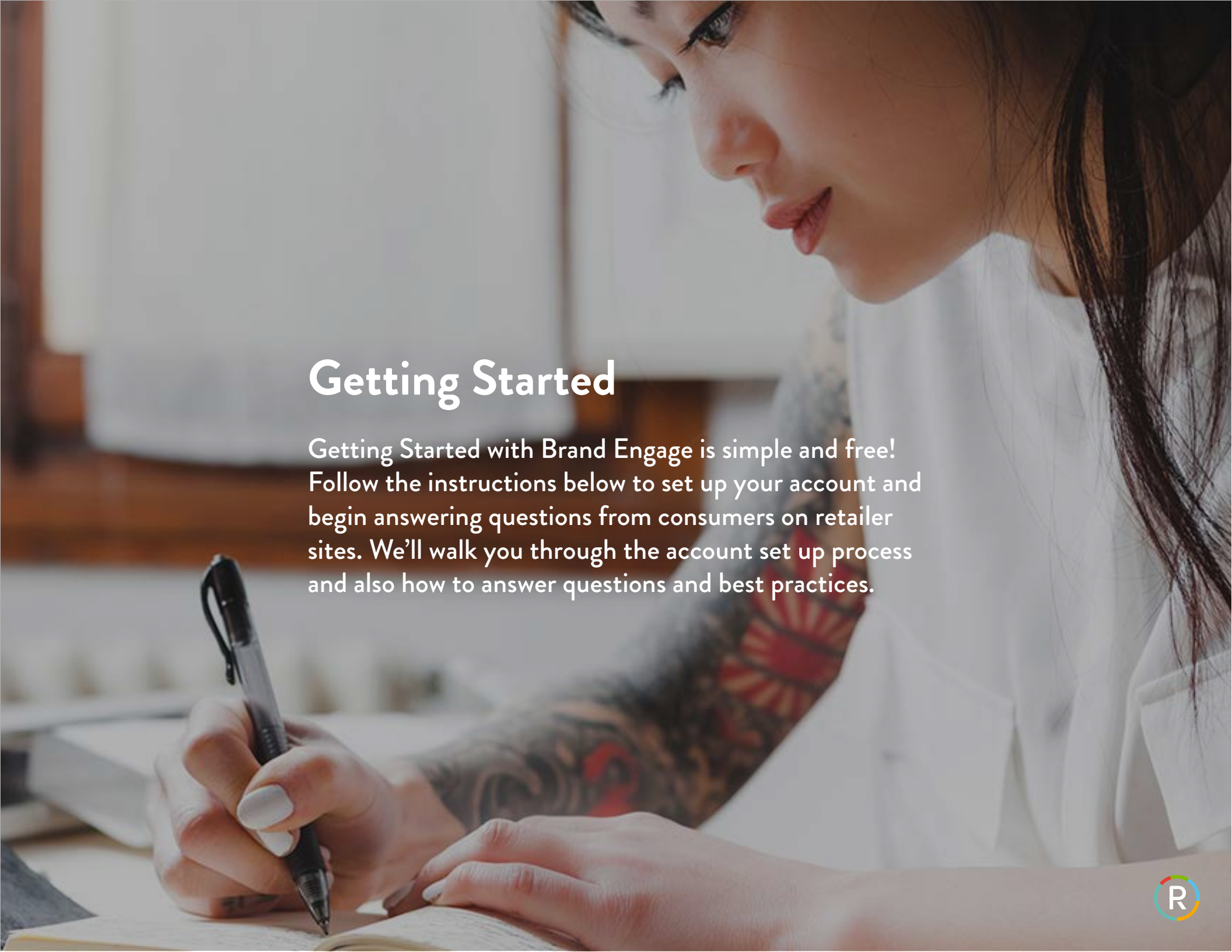
Provide quick brand answers and personalized product advice to consumers in a single, easy-to-use interface. All brand answers are badged with your logo and live on your retailer product pages to ensure future consumers can easily find authentic brand content.



### Stand out from competitors

Provide your retailer product pages with the information consumers value most while making a purchase decision.





# Getting Started

Getting Started with Brand Engage is simple and free! Follow the instructions below to set up your account and begin answering questions from consumers on retailer sites. We'll walk you through the account set up process and also how to answer questions and best practices.



# Creating a Brand Engage Account

## Join Brand Engage

Answer questions and respond to product reviews.

### Tell Us About You

FIRST NAME

LAST NAME

EMAIL ADDRESS


YOUR BRAND

BRAND WEBSITE URL


☐ You have read and agree to PowerReviews [Privacy Policy](#)

☐ You have read and agree to [Terms and Conditions of Use](#)


### HOW BRAND ENGAGE WORKS



Shoppers from a retailer's site ask questions about your products.



You are notified of the questions and can provide your answers.



Shoppers have solid information to make more informed purchasing decisions.

Next >

Using the [invitation link](#), you can set up your Brand Engage account. You'll just need to add your name, email address, brand name, and brand website URL.




# Adding a Logo

**Add a Logo**

This logo will appear in your answers to questions and responses to reviews on retailer sites.

**Add a New Logo**




Drag your image file here or click to upload

Acceptable Types: PNG / JPG / GIF / SVG

[< Back](#) [Next >](#)

Every brand answer you provide will be displayed with a branded badge, ensuring future consumers can quickly find authentic brand content and product advice.

**To add a logo to your account, simply drag your image file or click the imagebox.**



**You're Signed Up**

Check your email for your login information and get started answering questions.

[Log In](#)

**Haven't received an email?**

[Resend password](#)

Once you've provided your logo, you'll receive an email from PowerReviews to verify your account.



# Adding Your Products

## Paste in Your Products

To get started, all you need is a list of UPCs. Copy them from your product database and paste them here.

Paste in your comma-separated list of UPCs or GTINs

Example: 0000000000000, 0000000000001, 0000000000002,  
0000000000003

Enter a comma separated list.

Next >

To begin answering questions on retailer sites, we'll just need to verify your product catalog.

To do this, add a list of your UPCs or GTINs directly into the UPC text box shown below. PowerReviews accepts UPCs with 12 digits and GTINs with 14 digits.



### Your product list has been Imported

PowerReviews will now look for matches in our network to bring you more questions and reviews to respond to.

Done



### Most of Your Products were Imported

PowerReviews will now look for matches in our network to bring you more questions and reviews to respond to.

#### Some products did not import

PowerReviews looks for 12-digit UPCs or 14-digit GTINs. Some items in this list did not meet those requirements. Please check your product identifier list and try again. [Here's a list of products that did not import.](#)

Start Again

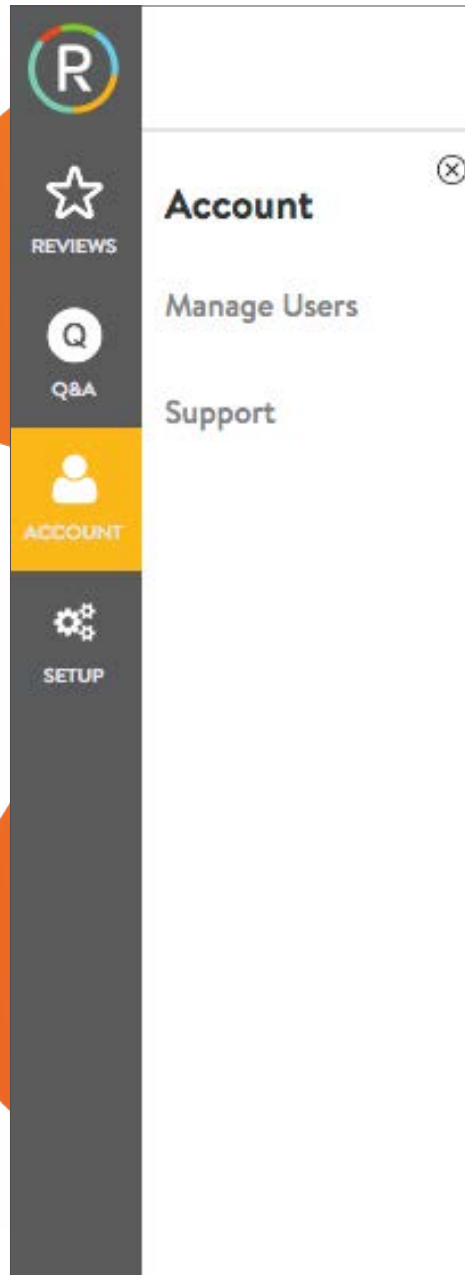
Continue Anyway

After you submit your UPCs or GTINs, we'll let you know if they have been accepted.

If any of your products were not accepted by our system, we'll notify you and you can quickly view the incorrect UPCs and re-upload if needed.



## Adding users



If you would like to add additional users to your Brand Engage account, click on the Account icon in the left navigation. In the Manage Users section you can simply add a user to your account and they can begin to answer questions.



# Using Brand Engage

Now that you're all set up, let's answer some questions.

When you log into your account, you'll see Question Channels. Question Channels organize your content, making it easy to answer purchase-blocking questions as quickly as possible. For the best results, we recommend answering questions from consumers in 24-72 hours.





# Answering purchase-blocking questions

The screenshot displays two product pages from the Jet interface, each with a consumer question that has not been answered by the brand.

**Product 1: Dragon's Blood & Coffee Che...**  
Brand: SheaMoisture | Category: Hair:Styling Products:Volume & Texture  
Question: Can you post ingredients in the description? I'm the 2nd one to ask and I'd rather not have to call to get the info.  
Submitted on 3/27/2018 9:59 PM  
Status: No Other Answers  
Answer box: Add a brand answer to this question...

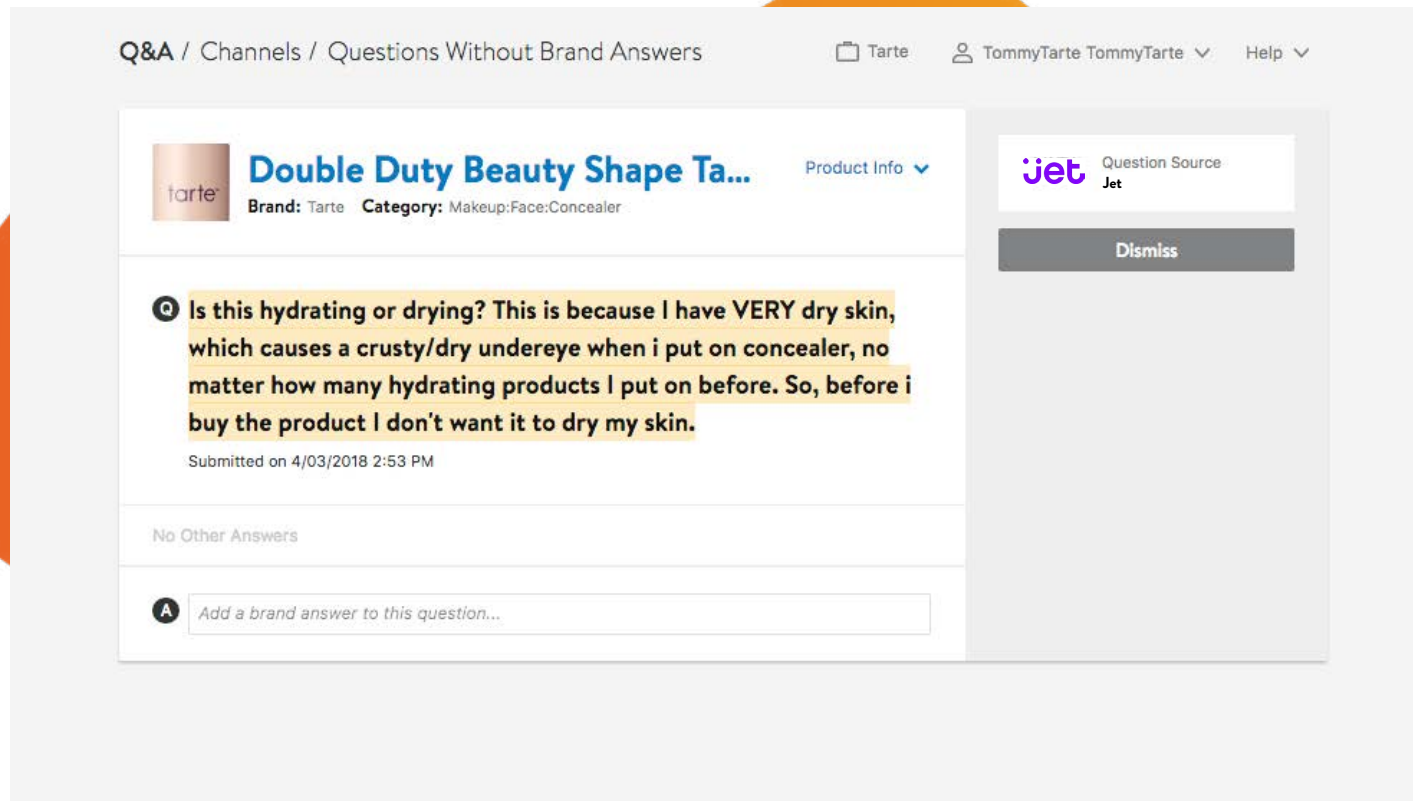
**Product 2: African Black Soap and Bamb...**  
Brand: SheaMoisture | Category: Skin Care:Moisturizers:Face Moisturizer  
Question: what are the ingredients? does this contain alcohol? is it a gel-cream or just a gel?  
Submitted on 3/11/2018 6:29 PM  
Status: No Other Answers  
Answer box: Add a brand answer to this question...

On the right side of each product page, there is a Jet logo, the text "Question Source Jet", and a "Dismiss" button.

In the Questions without Brand Answers channel, you'll be able to see the entire queue of questions asked by consumers about your products. To answer a question, simply type your answer in the Brand Answer textbox. Once you've provided an answer, click Enter and your answer will be shared with the consumer and displayed on retailer sites.



# Dismissing questions

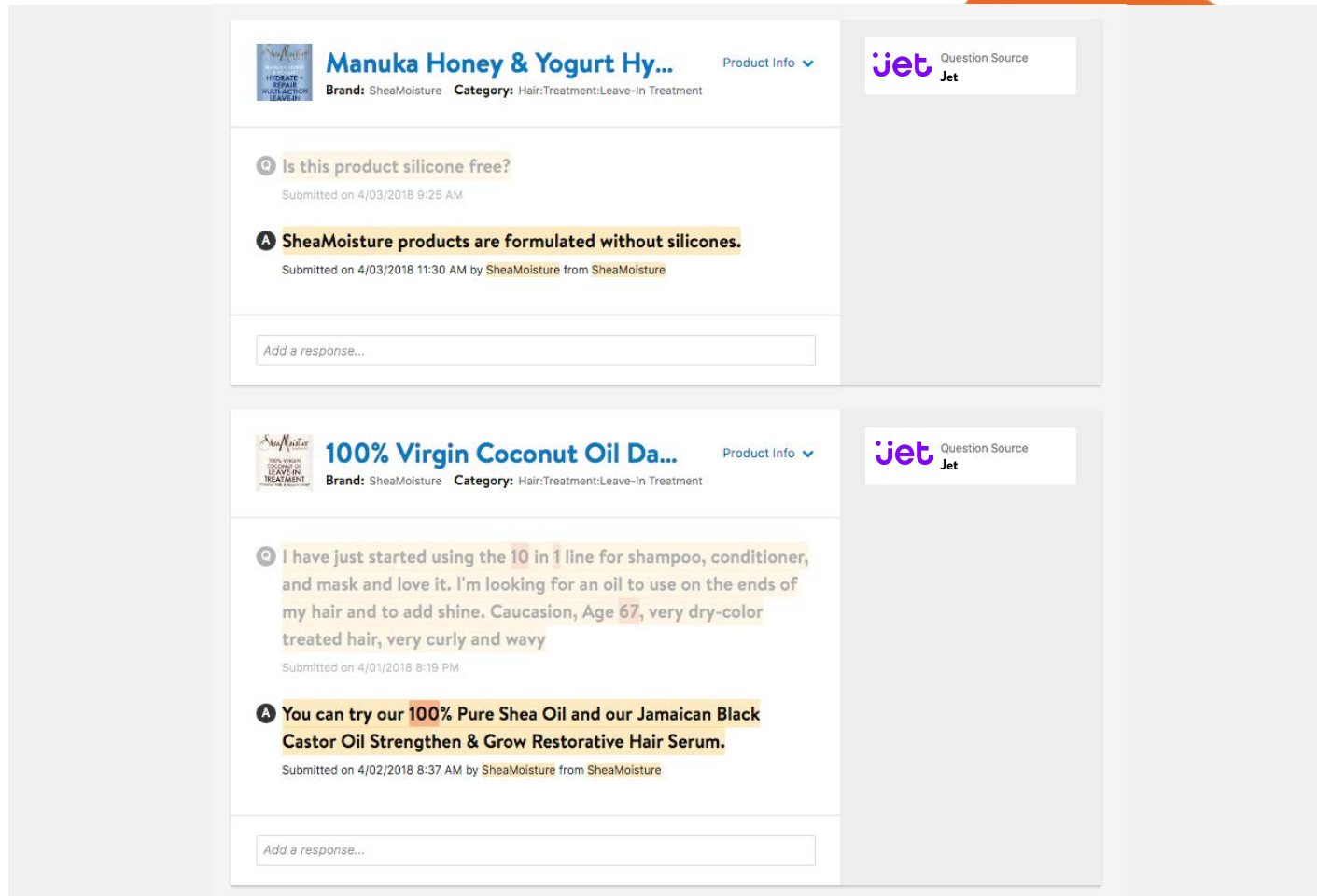


Sometimes a customer might have a question about shipping or the retailer's site.

If you come across a question you believe should be answered by one of your retailers or the question is irrelevant, you can skip it by clicking **Dismiss**.



# Reviewing your answers



The screenshot displays a user interface for reviewing answers to product questions. It features two distinct question cards, each with a product image, title, brand, category, and a 'Product Info' dropdown. The first card is for 'Manuka Honey & Yogurt Hy...' by SheaMoisture, with a question 'Is this product silicone free?' and an expert answer stating 'SheaMoisture products are formulated without silicones.' The second card is for '100% Virgin Coconut Oil Da...' by SheaMoisture, with a question about using a '10 in 1' line for hair and an expert answer recommending '100% Pure Shea Oil' and 'Jamaican Black Castor Oil'. Both cards include a 'Question Source' box with the 'Jet' logo and a text input field for 'Add a response...'.

**Manuka Honey & Yogurt Hy...** Product Info ▾  
Brand: SheaMoisture Category: Hair:Treatment:Leave-In Treatment

Q Is this product silicone free?  
Submitted on 4/03/2018 9:25 AM

A **SheaMoisture products are formulated without silicones.**  
Submitted on 4/03/2018 11:30 AM by SheaMoisture from SheaMoisture

Add a response...

**100% Virgin Coconut Oil Da...** Product Info ▾  
Brand: SheaMoisture Category: Hair:Treatment:Leave-In Treatment

Q I have just started using the 10 in 1 line for shampoo, conditioner, and mask and love it. I'm looking for an oil to use on the ends of my hair and to add shine. Caucasian, Age 67, very dry-color treated hair, very curly and wavy  
Submitted on 4/01/2018 8:19 PM

A **You can try our 100% Pure Shea Oil and our Jamaican Black Castor Oil Strengthen & Grow Restorative Hair Serum.**  
Submitted on 4/02/2018 8:37 AM by SheaMoisture from SheaMoisture

Add a response...

You can review all of the answers you've submitted in the 'Your Answers' channel on the homepage. If needed, you can use this screen to add an additional answer to past questions which already have an expert answer.



# Badging your content


Reviewed by 18 customers

Sort by Most Recent

★ ★ ★ ★ ★ 2

Only So So

Compared to the Canon T3i, and the Sony and Fuji offerings, this camera is the winner. It's got the MP advantage, the clarity and focus are great. As an entry level offering, it does offer a lot of options. A flip out or touch screen would really have capped off this camera. Also Nikon needs to offer a Nikon brand vertical grip, I'm using another brand, but the only options are using a cord for the shutter release or not using the vertical release button. A small complaint - that and the flash system on the Canon does seem a bit better.

 Official Response by Bissell

Responded 3 months ago

We're sorry that you did not have the optimal experience. Cntact our claim department to get this matter resolved.

[+ More Details](#)

Bottom Line Yes, I would recommend to a friend

Was this review helpful to you? 

7

2

[Flag this review](#)

To ensure consumers can quickly find and identify authentic brand content and product advice, all of your answers will be displayed with a badge, including your logo.



# Have questions about Brand Engage?

Reach out to your retailer merchant partner.

