

# What's New at PowerReviews?

## Latest Product Updates: July 2021

We are committed to relentless innovation to make sure we are delivering maximum value for your business.

### Available Now

- [Review Translation](#)
- [Review Search Reporting](#)

### Coming Soon

- [Feed Health Widget in Portal](#)

### In Case You Missed It

- [Display 4.1](#)
- [Single Sign-On](#)
- [New & Improved Product Sampling](#)



## Review Translation Pilot

Available Now!

### What is it?

To put it simply, Review Translation removes the language barrier. Now you can display reviews from different languages into one aggregated review display - all converted to the local language of choice. With one click, shoppers can translate reviews to their preferred language.

### Why are we building this?

We all know reviews [have a huge conversion impact](#); and the more reviews you have, [the bigger that impact](#). Providing your customers with more reviews and the ability to translate on-demand means more information at the moment of truth, more buyer confidence and more sales.

### How do I start using this?

To start using Review Translation, reach out to your Customer Success Manager to walk you through the implementation.

French review on English PDP

Reviewed by 50 customers



Très bonne veste après tout

Soumis il y a 7 mois  
Par Jim the Runner  
De Chicago, IL  
Décrivez-vous une commode décontractée

👤 Réviseur du personnel

Le service client du magasin Power Review m'a contacté, Et il s'avère que ma première veste avait juste une fermeture éclair défectueuse. Ma nouvelle veste est aussi confortable que la dernière fois, Mais sans aucun problème avec la fermeture éclair. Je ne donnerai pas les cinq étoiles à cause du problème initial, Mais ils sont vraiment allés au-delà des attentes pour m'aider. Très satisfait de mon achat maintenant, Et j'ai hâte de le porter plus.

[Translate Review with PowerReviews AI](#)

French review is translated to English

Reviewed by 50 customers



Pretty good jacket after all

Submitted 7 months ago  
By Jim the runner  
From Chicago, IL  
Describe Yourself Staff Reviewer

👤 Staff Reviewer

The PowerReviews Store customer service reached out to me, and it turns out my first jacket just had a faulty zipper. My new jacket is just as comfortable as last time, but with no issues at all with the zipper. I won't give full 5 stars because of this initial issue, but they really went above and beyond to help me out. Very satisfied with my purchase now, and looking forward to wearing it more!

Translated with PowerReviews AI

← [Show original review](#)



# Review Search Reporting

Available Now!

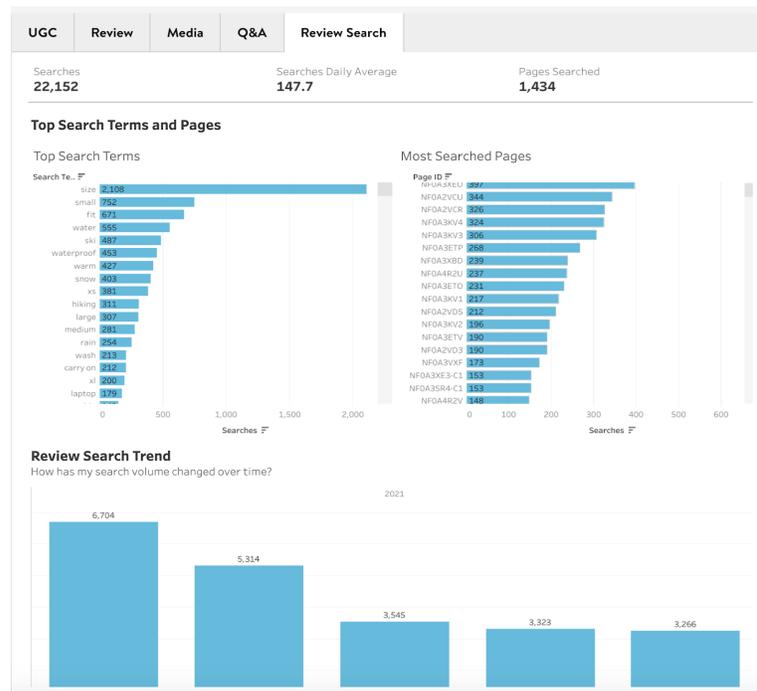
## What is it?

In December of 2020, we started tracking consumer interaction with the Review Display search box. Now with seven months of search history under our belts, we are excited to announce that our new Review Search reporting is now available in the Site Analytics section of the portal.

With the new reporting dashboard you can quickly uncover new insights and trends related to specific customer interests right down to the product level. In doing so, you identify 1) any opportunities to amend or add information to your product display pages to help customers find what they need and 2) hugely impactful improvements you can make to the product itself. You can also export detailed raw data for further offline analysis or to combine this data set with other internal data sources for additional insight mining.

Here are a few examples of the types of questions you will be able to answer with the Review Search report:

- How often and across how many products are consumers searching reviews?
- What were the most popular review search terms by Category/Brand/Product?
- For a given search term, what product pages generated the most review searches?
- What are the trends over time?



Sample illustrative example of Review Search Reporting for a clothing brand

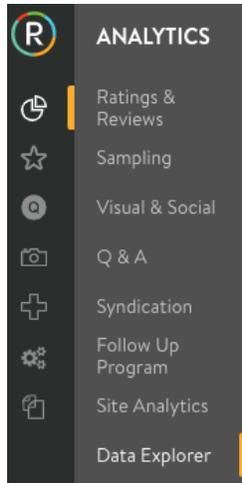
## Why did we build this?

We are always looking for new ways to help you get the most out of your UGC. Understanding how your customers are using the Review Search feature and what they are searching for can help you make refinements to product display pages, product descriptions and a whole lot more - leading to a better and more conversion-focused experience for your customers. Plus, we love reviews and we love data so a report built using data about how customers search reviews seemed like a match made in heaven.

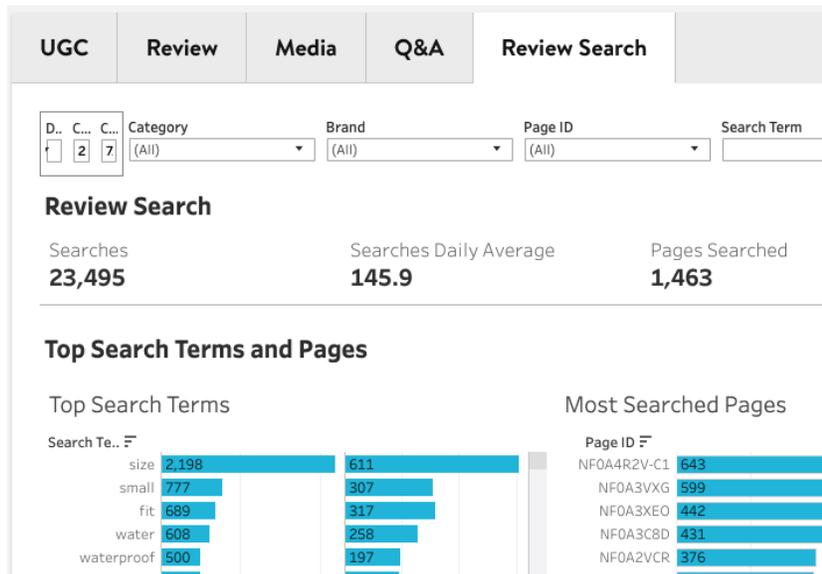
We also know that you love site behavior data since our PDP Site Analytics page is the second most frequented section in our entire portal after only Ratings & Reviews (which is the landing page) in views.

## How do I start using it?

1. In the portal, click 'Data Explorer' under Site Analytics:



2. Go to the "Review Search" tab:



## COMING SOON



### Feed Health Widget

Coming Soon!

Ask and you shall receive! We disabled the Product and Order Feed Health widget in our portal back in April to do a little maintenance. Product and Order data are the backbone of your review collection strategy. We know how important it is to make sure that your data feeds are running smoothly. The widget helped users monitor the health of their Product and Order data on the Portal home screen as soon as they log in. It's a quick pulse check way to let you know how things are going to ensure we never skip a beat on collection.

We will soon be reinstating this feature with a new and improved data feed. Once again, users will be able to identify issues at-a-glance to determine if a deeper dive into the Feed Health pages (available now for [Product](#) and [Order](#) feeds!) is needed. As always, feel free to reach out to your team with any questions or concerns around your data feeds. We're here to help!

## IN CASE YOU MISSED IT (Launched last month)



### Review Display 4.1

Available Now!

#### What is it?

Display 4.1 is the latest and greatest iteration of the PowerReviews Review Display JavaScript solution. Display 4.1 is all about **performance**.

Not only will it deliver a faster and better site experience, it will also boost your Google SEO ranking. We'll say it again for those in the back, BETTER. GOOGLE. SEO. RANKING.

Here's how: Google will soon introduce an update to its search algorithm designed to actively promote factors related to Page Experience (i.e. load speed, interactivity and visual stability) - essentially meaning that page performance will play a larger role in determining your search rank (additional information and detailed definitions can be found on [this page](#)).

Our smaller javascript bundle size and faster load times already put us [ahead of our competition](#) (See chart below -this is according to independent analysis by [YOTTAA](#) from last year before we made these changes), but we continue to optimize with every code release.

The following enhancements are available in Review Display 4.1 to improve your Google SEO ranking and overall page performance:

 <b>Enhancement</b>	<b>Availability</b>	
	<b>4.0</b>	<b>4.1</b>
Eliminate rendering-block resources		
Serve images in new formats that consume less data and load faster		
Avoid Serving legacy javascript to modern browsers		
Remove unused Javascript		
Avoid large layout shifts		
Reduce Javascript execution time		
Defer offscreen resources		

Review Display 4.1 also includes updated Shopify and Magento ecommerce integrations.

### How do I start using this?

To start using Display 4.1 today, follow the directions listed on this [page](#) to upgrade the PowerReviews JavaScript code on your site. Alternatively, reach out to your Customer Success Manager to walk you through the implementation.

### If you were wondering whether or not we were already quicker than our competitors?

We were! And it's not just us who says that. The independent analysis from load speed experts YOTTA we mentioned before is below. We consider load speed one of our main differentiators and understand its importance to our customers so take it very seriously.

Vendor	Average Performance Impact (ms)	% Difference in Avg Performance Impact	Finished Running (ms)	% Difference in Finished Running Time
PowerReviews	<b>347</b>	--	<b>1332</b>	--
Bazaarvoice	<b>370</b>	<b>7% more strain on your site's performance than PowerReviews</b>	<b>4266</b>	<b>220% slower than PowerReviews</b>
Yotpo	<b>402</b>	<b>16% more strain on your site's performance than PowerReviews</b>	<b>3420</b>	<b>156% slower than PowerReviews</b>

Source: [YOTTAA 2020 eCommerce 3rd Party Technology Index](#)



## Single Sign On

Available Now!

### What is this?

Single Sign-On (SSO) enables your team to log-in to PowerReviews using their broader corporate login credentials. In other words, your staff no longer need their own log-ins solely for the PowerReviews platform. This upgrade delivers a secure, unified and seamless login experience for your entire team.

### Why did we build this?

Security is important to your business and your business is important to us. We want to ensure we do all we can to continue providing a best-in-class user experience, and streamlining access to our platform is one way in which we can do just that.

SSO allows your IT administrators to more easily manage team access while maintaining optimal security of your UGC program. User experience will also improve significantly: users will just need to use their existing corporate credentials to quickly and conveniently access all PowerReviews products.

### When can I start using this?

Right away! Reach out to your Customer Success Manager to enable this feature. If you don't know who your Customer Success Manager is, email [marketing@powerreviews.com](mailto:marketing@powerreviews.com).



## Product Sampling - Process Improvements

Available Now!

### What is this?

Product Sampling - the practice of sending free samples of your products to consumers in exchange for leaving a review - is a well-established review generation strategy. It's also immensely popular with consumers - [who rate receiving a free product sample second only to a positive experience as the factor that would most motivate them to leave a product review.](#)

Here at PowerReviews, our [product sampling program](#) is genuinely industry leading because of our average review submission rate of 85%. With that being said, we are always looking to improve so are excited to unveil some exciting operational changes to our product sampling processes.

### Product Sampling - Process Improvements

1. New Leadership and Staffing: our dedicated sampling program is now under new leadership and an already strong team has been augmented with additional talented individuals and Project Managers eager to drive results for your sampling programs.
2. New Vendors: we have recently partnered with an additional shipping fulfillment vendor for increased reliability and broader on-the-ground geographic coverage for faster shipping.
3. New Metrics: we've made some updates to our key measures of success to ensure our sampling programs are even more focused on delivering your desired results.

If you're interested in finding out about our product sampling programs, visit [our website](#), reach out to your CSM or email us at [marketing@powerreviews.com](mailto:marketing@powerreviews.com).

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## For More Information

Your Customer Success Manager is always on hand to provide guidance on how to get the most out of your PowerReviews partnership. They would be delighted to go into any of our technology's functionality – including these new capabilities – in more detail.

If you need help finding out who your CSM is, email us at [marketing@powerreviews.com](mailto:marketing@powerreviews.com). If you need any technical support at any time, you will get the quickest response at [support@powerreviews.com](mailto:support@powerreviews.com). And if you want to find out more about PowerReviews' capabilities, [check out our website](#).

Thank you for your continued partnership.

The PowerReviews Team