

Bazaarvoice for Shopify Integration 1.1

Last Updated: 08.22.19

This Shopify app enables current and new customers of Bazaarvoice to collect, display and distribute review content. A Bazaarvoice account is required for this Shopify app to function. Please [contact us](#) for more info.

Table of Contents

1. Quick Start Guide

- a. [Install Bazaarvoice App](#)
- b. [Configure Bazaarvoice App](#)
- c. [Send Bazaarvoice Shopify Catalog](#)
- d. [Integrate Bazaarvoice Display](#)
- e. [Integrate Bazaarvoice Pixel](#)
- f. [Go Live](#)

2. Appendix

- a. [Show Reviews hidden behind a tab](#) (*not recommended*)
- b. [Update Shopify Product Data for Syndication](#) (Vendor & Barcode)

Quick Start Guide

A. Install Bazaarvoice App

1. Login with your administrator's account to your Shopify store
2. In the same browser, navigate to <https://bazaarvoice-ws.bencrudo.com>
3. You will be redirected to the following page:

This app isn't listed on the App Store
Bazaarvoice (Production) doesn't appear on the Shopify App Store. Make sure you trust this developer before you install their app.

You are about to install **Bazaarvoice (Production)**

bv-test-1 → Bazaarvoice (...)

Bazaarvoice (Production) will be able to:

- View Shopify account data [View details](#)
- Manage products [View details](#)
- Manage orders [View details](#)
- Manage your Online Store [View details](#)

To erase your customers' personal information from Bazaarvoice (Production), uninstall the app. After 48 hours, a request will be sent to Bazaarvoice (Production) to erase this data. [Learn more about data privacy.](#)

Cancel [Install unlisted app](#)

4. Click "Install unlisted app"
5. Select \$0 Subscribe

The image shows a user interface for a subscription. At the top, there is a dropdown menu currently displaying 'No Charge - \$1.00' with a downward arrow. To the right of the dropdown is a blue button labeled 'Subscribe'. Below the dropdown, there is a horizontal line, and underneath that line, the text 'No Charge' is displayed.

B. Configure Bazaarvoice App

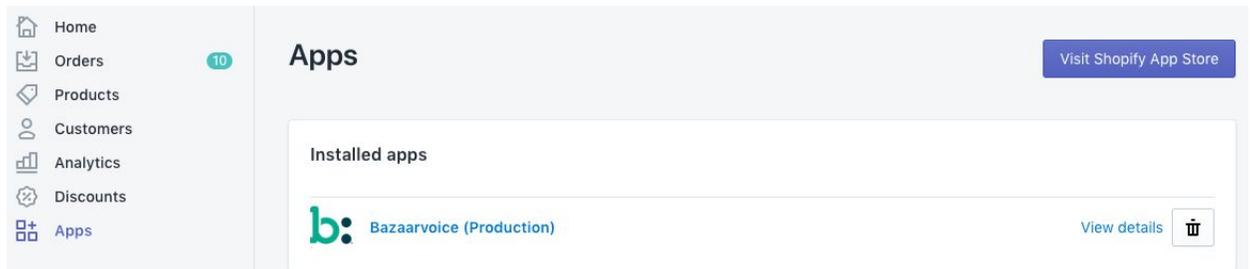
Request App Information

Bazaarvoice will supply you with the following information needed to configure the Application. Please request these details if not already provided.

Field	Example
Bazaarvoice Client Name	widgetscom
Deployment Zone Name	main_site
Locale	en_US
Product Catalog GTIN Source	barcode
Product Catalog GTIN Type	UPC
Product Catalog Family Source	SKU
Order Feed Delay (Days)	1
Environment	staging
SFTP Host Location	C1-C6
SFTP Username	widgetscom
SFTP Password	Xyu4LdGJ\$lo

Steps

1. Navigate to **Apps** in Shopify administration panel



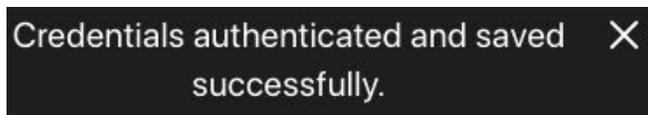
2. Click on **Bazaarvoice (Production)**
3. Fill out Bazaarvoice configuration section using data from 'Relevant Product Data Fields'
4. Fill out Bazaarvoice SFTP configuration section

SFTP Host Location

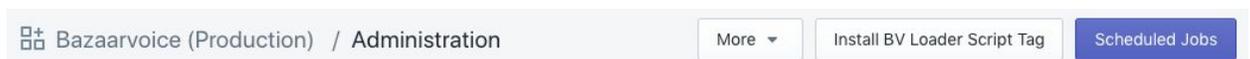
SFTP Username

SFTP Password

5. Click save at the top menu. You will see the following pop-up appear and disappear



6. Click "Install BV Loader Script tag" at the top menu



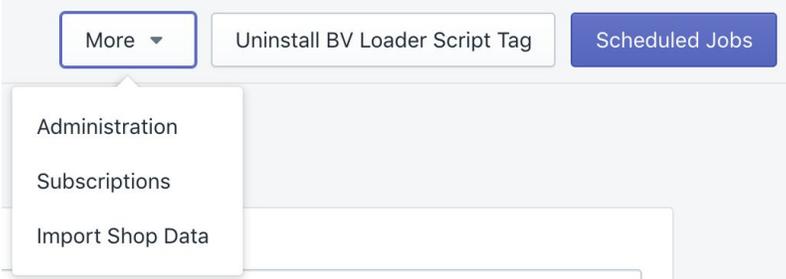
7. You will see the following pop-up appear and disappear



C. Send Bazaarvoice Shopify Catalog

Import Products in Bazaarvoice App

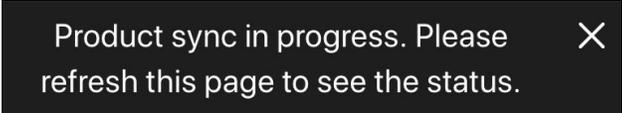
1. In Bazaarvoice App Administration panel click “Import Shop Data”



2. Click on Products

Asset	Database	Shopify	Synchronize	Object Last Updated
Products	6	6	Products	2018-09-10 09:40:31 -0400

3. You will see the following pop-up appear



Import Status will also update indicating that the sync is in progress

Import Status

- You have 1 product import job in the queue.

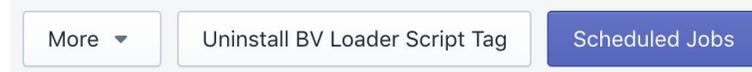
4. This may take a moment. Refresh the page. If the sync is over, you will see the message indicating that there are no ongoing sync jobs in the queue in the “import status” table

Import Status

- No jobs are currently in the queue.

Schedule Jobs to Send Bazaarvoice Catalog Information

1. In Bazaarvoice App Administration panel click “Scheduled Jobs”

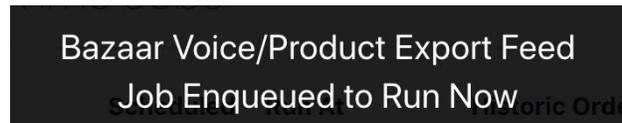


2. Product Export Feed (**Required**)

- a. At the “Product Export Feed” row in the Daily Jobs table click “Run Now”. You can also specify a time in the future if you want your product data to be picked up by bazaarvoice at a given day. Please note that your products will be imported every single day automatically and you can see the next upcoming runtime at the “Next Run” field.

Job	Next Run	Run At	Action
Product Export Feed	2018-09-15 16:30:00 -0400	Time 	Reschedule Job Run Now Cancel

- b. Upon clicking “Run Now” you should see the following pop up



3. Order Export Feed (**Not recommended**)

- a. We have two ways of sending emails after a purchase, the Order Export Feed, or via a pixel on the order confirmation page.
- b. Our recommendation is to *not* use the Order Export Feed

Job	Next Run	Run At	Action
Order Export Feed	No Job Scheduled	Time 	Schedule Job Run Now No Pending Job

4. Question and Review SEO Import Feed (**Optional**)

- a. Our solution displays reviews via javascript. Enabling this Feed will *also* add review content to the source of the page
- b. While Google can crawl JS content, this feature will ensure all search engines are able to read the R&R content on your page
- c. Our recommendation is to enable this feature

Job	Next Run	Run At	Action
Question and Review SEO Import Feed	2019-08-22 11:21:37 -0400	Time 	Reschedule Job Run Now Cancel

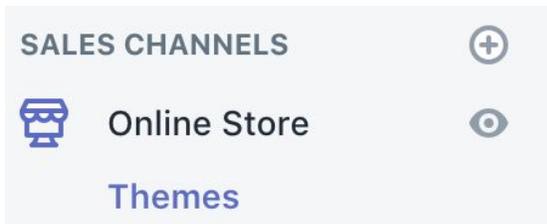
D. Integrate Bazaarvoice Display

Create a Copy of Your Current Theme

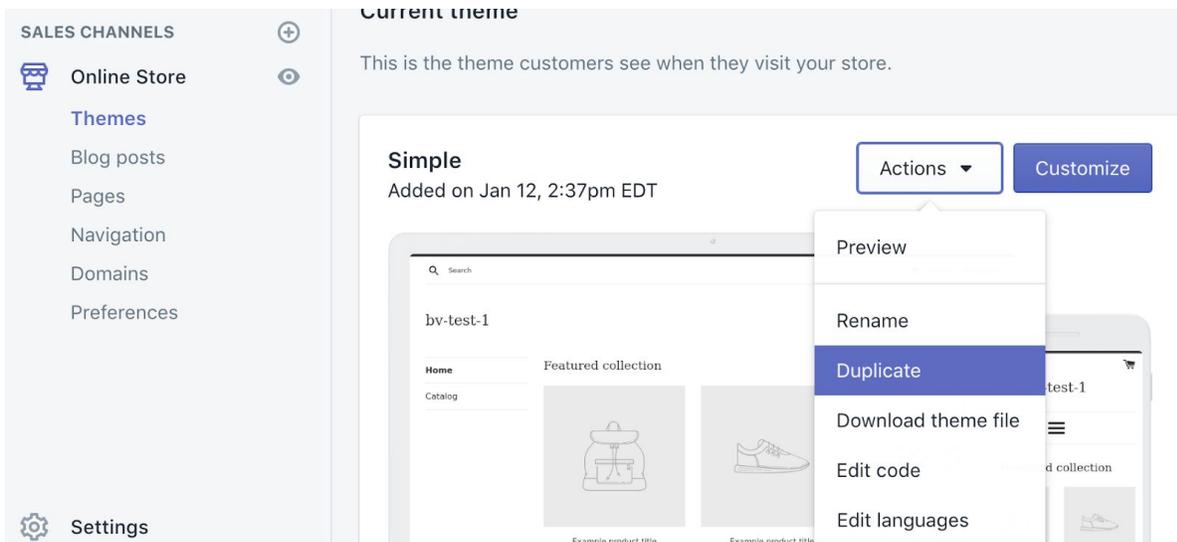
To avoid exposing an incomplete implementation to end-users, it is recommended that the implementation be completed on a copy of the live theme. This theme can then be promoted to the live site after the Bazaarvoice integration is complete.

⚠ Please be aware that you should not be making any changes to your existing theme as this theme will be replaced by the copy upon go-live. As a consequence, any changes made on the live theme, will be lost when the copied theme is promoted. It is recommended to first complete Bazaarvoice plugin integration and then move to other planned updates.

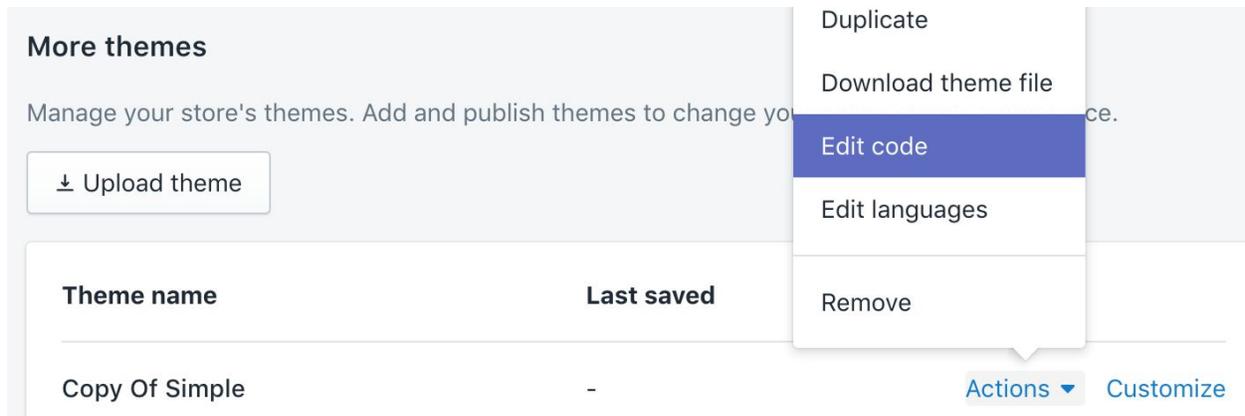
1. Open Themes section in your Online Store menu. Note, if it is hidden - click on “Online Store” for it to appear



2. Using the dropdown, duplicate your live theme.



3. After Shopify has finished creating a copy of your theme, a new theme in the **More themes** table will appear. It will be named in the format of *Copy Of <original name of the theme>*. Click on **Actions** next to this theme and **Edit Code**.



4. Make adjustments in the copy of your theme with Bazaarvoice display integration (the following sections).

Display Integration

Process:

1. Create snippets
2. Include snippets where you'd like review content to display
3. Add Schema.org structure to product pages

Create Snippets:

Create 4 new Shopify Snippets using the code below

1. [/snippets/bv-summary.liquid](#)
2. [/snippets/bv-ratings-reviews.liquid](#)
3. [/snippets/bv-questions-answers.liquid](#) (if in scope)
4. [/snippets/bv-inline-ratings.liquid](#)

Snippet Code:

/snippets/bv-summary.liquid

```
{% comment %}
  <!-- /snippets/bv-summary.liquid -->
  <!-- Bazaarvoice Summary Container -->
{% endcomment %}

<div data-bv-show="rating_summary" data-bv-productId="{{product.id}}">

  {% if product.metafields.bazaarvoice.reviews-aggregate-ratings %}
    {{ product.metafields.bazaarvoice.reviews-aggregate-ratings }}
  {% endif %}
</div>

{% comment %}
<!-- End Bazaarvoice Summary Container -->
{% endcomment %}
```

/snippets/bv-ratings-reviews.liquid

```
{% comment %}
  <!-- /snippets/bv-ratings-reviews.liquid -->
  <!-- Bazaarvoice Ratings & Reviews -->
{% endcomment %}

<div data-bv-show="reviews" data-bv-product-Id="{{product.id}}">
  {% if product.metafields.bazaarvoice.reviews %}
    {{ product.metafields.bazaarvoice.reviews }}
  {% endif %}
</div>

{% comment %}
  <!-- End Bazaarvoice Ratings & Reviews -->
{% endcomment %}
```

/snippets/bv-questions-answers.liquid (if in scope)

```
{% comment %}
  <!-- /snippets/bv-questions-answers.liquid -->
  <!-- Bazaarvoice Questions & Answers -->
{% endcomment %}

<div data-bv-show="questions" data-bv-product-Id="{{product.id}}">
  {% if product.metafields.bazaarvoice.questions %}
    {{ product.metafields.bazaarvoice.questions }}
  {% endif %}
</div>

{% comment %}
  <!-- End Bazaarvoice Questions & Answers -->
{% endcomment %}
```

/snippets/bv-inline-ratings.liquid

```
{% comment %}
  <!-- /snippets/bv-inline-ratings.liquid -->
  <!-- Bazaarvoice Inline Rating -->
{% endcomment %}

<div data-bv-show="inline_rating"
data-bv-product-Id="{{product.id}}" data-bv-redirect-url="{{
product.url }}"></div>

{% comment %}
  <!-- End Bazaarvoice Inline Rating -->
{% endcomment %}
```

Include Snippets

⚠ Remember to click save after making these updates.

⚠ We recommend *not* placing content behind a tab for SEO reasons. However, if required, see appendix A for additional code required.

Product page: Identify the template file used for rendering the product page.

Usually it is a file named “*/templates/product.liquid*”, however, this filename may vary depending on site structure.

1. Average Star Rating with “Write a review” prompt
 - a. Add `{% include 'bv-summary' %}`
 - b. Above the fold near product name
2. Rating and reviews content block
 - a. Add `{% include 'bv-ratings-reviews' %}`
 - b. Below the fold
3. Questions and answers content block
 - a. Add `{% include 'bv-questions-answers' %}`
 - b. Below the ratings and reviews include

Collection pages: Identify the template file used for displaying a list of products. This is usually found in the snippets or sections folder. Some examples of such files are *product-card-list.liquid*, *product-card-grid.liquid*, *product-grid-item.liquid*, *featured-product.liquid*

1. Simple Average Star Rating
 - a. Add `{% include 'bv-inline-ratings' %}`
 - b. Near product name

Add Schema.org structure to product pages

The review content **must** live within a schema structure to be indexed correctly by Google.

⚠ Please check if the schema.org/Product div is already in place. (if so, ensure the review content lives within this div)

1. On the product page liquid file add the following code (it is usually located in the **Layout** section).
2. Immediately after the <body> div, add this code:

```
<div itemscope itemtype="https://schema.org/Product">
{% comment %}
  <!-- BV SEO Content -->
{% endcomment %}
{% if product %}
<meta itemprop="name" content="{{ product.title }}">
{% endif %}
```

3. Immediately before the </body> div, close the div

```
</div>
```

Verify Display Integration

Create a preview link

1. Navigate to your theme section.
2. Find the duplicate theme, click on **Actions** and **Preview**.



3. You should now see Bazaarvoice content on the front end



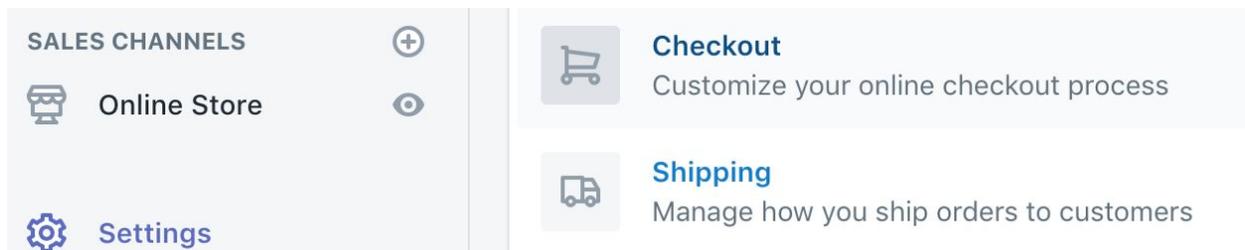
4. Send the preview link to your Bazaarvoice contact for verification

⚠ This link can change. Please generate a new link each time you'd like to share updates

E. Integrate BV Pixel on Checkout Pages

The BV Pixel is used to generate ROI reports and for sending out emails after customers make a purchase.

1. In the sidebar, click **Settings** and **Checkout**.



2. In **Order processing** section, copy/paste the following script into the **Additional scripts** field and click **Save** (Code example on next page):

BV Pixel Code Snippet

```
{ % comment % }
<!-- Bazaarvoice Pixel code -->
{ % endcomment % }

<script type = "text/javascript" >
  if (Shopify.Checkout.step == 'thank_you')
  {
    window.bvCallback = function(BV)
    {
      BV.pixel.trackTransaction(
      {
        "orderId": "{{order_number}}",
        "total": "{{subtotal_price | money_without_currency }}",
        "shipping": "{{shipping_price | money_without_currency }}",
        "discount": "{{ discounts_amount | money_without_currency }}",
        "tax": "{{tax_price | money_without_currency }}",
        "currency": "{{ shop.currency }}",
        "items": [
          {% for line_item in line_items %}
          {
            "productId": "{{ line_item.product_id }}",
            "name": "{{ line_item.title }}",
            "price": "{{ line_item.price | money_without_currency }}",
            "discount": "{{ line_item.total_discount | money_without_currency }}",
            "quantity": "{{ line_item.quantity }}",
          },
          {% endfor %}],
          {% if customer.first_name %}
          "nickname": "{{ customer.first_name }}",
          {% endif %}
          "email": "{{ customer.email }}",
          "locale": "en_US",
          "source": "Shopify_BV_Plugin",
          "sourceVersion": "Shopify_BV_Plugin_V1.1"
        });
      };
    }
  }
</script>
{ % comment % }
<!-- End Bazaarvoice Pixel code -->
{ % endcomment % }
```

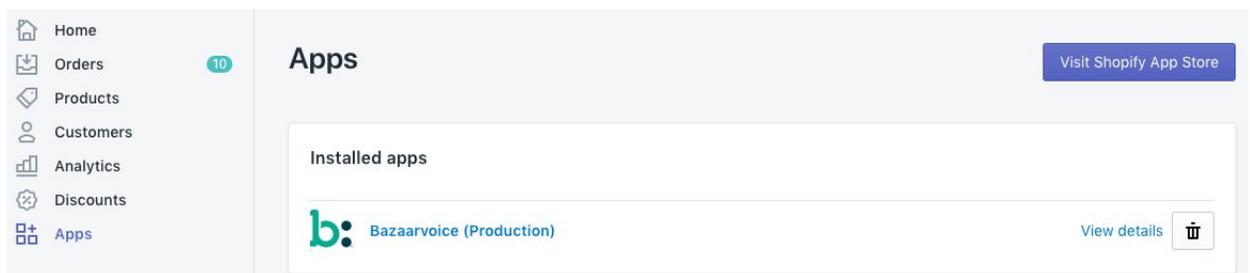
F. Go Live

Quality Assurance from Bazaarvoice engineers

1. Once the app is installed and configured, please generate a preview link of your theme and share with your BV Rep
2. The BV QA team will provide feedback, and if all items are complete, you're ready to push live.

Switch to Production

1. Confirm QA has been completed
2. Navigate to **Apps** in Shopify administration panel and click on **Bazaarvoice (Production)**



3. In the Bazaarvoice Configuration panel, change the **Environment** to production

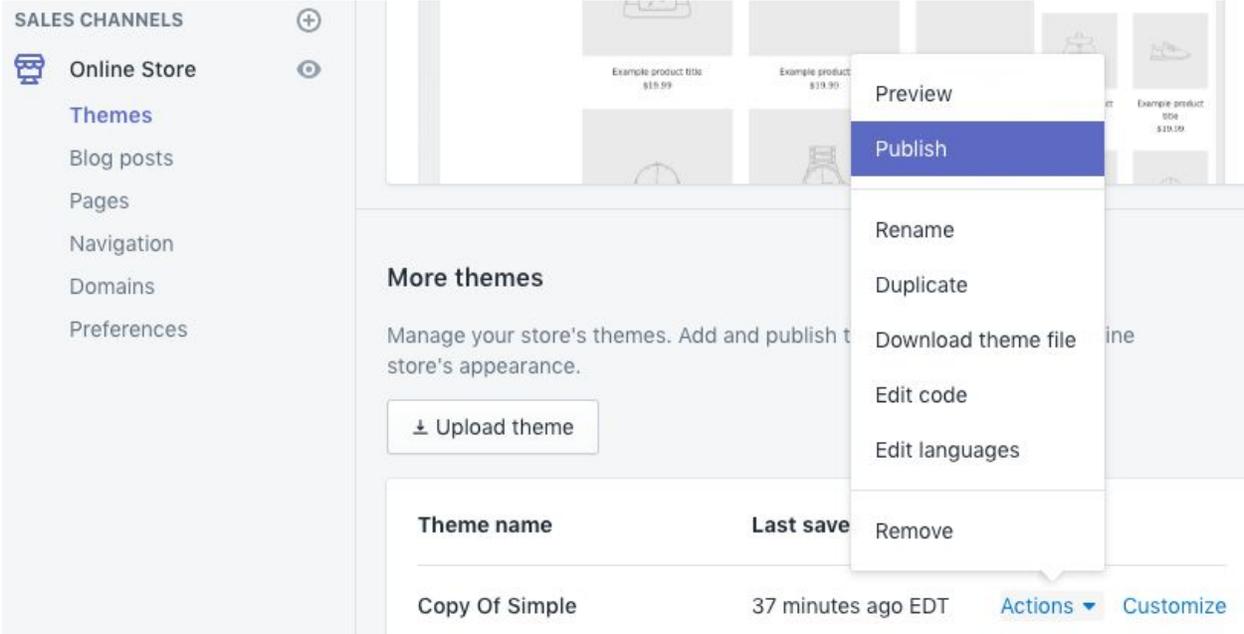
Environment

The Bazaarvoice environment that should be used.

4. Repeat the [Sync Products between Shopify to Bazaarvoice](#) step.
5. Repeat the [Import product data to bazaarvoice](#) step.

Publish the Display Updates

- 1. Publish the theme containing BV code
- 2. Send production product page url to BV rep for QA testing



Appendices

Appendix A:

Show Reviews hidden behind a tab

⚠ Not recommended.

Clicking the ★★★★★ icons on product pages will scroll to the ratings and reviews content. If this content is hidden behind a tab you must add the *bvCallback* function. This will open the tab before scrolling.

Define the *bvCallback* function to show the necessary feature on the event of your choosing.

Behind a tab example code (change this as needed):

```
<script>
// bvCallback must be used when interacting with BV via JavaScript
and using the `async` attribute.
window.bvCallback = function(BV) {
  BV.reviews.on('show', function() {
    //Your custom code. To click on the container
    $('#review_tab').click();
  });
  // Only include this if you have Questions and Answers
  BV.questions.on('show', function() {
    //Your custom code. To click on the container
    $('#questions_tab').click();
  });
};
</script>
```

Appendix B

Update Shopify Product Data for Syndication (Vendor & Barcode)

The Bazaarvoice Shopify App sends product data to Bazaarvoice. Before installing the app, you'll need to update your product information to include some required data.

You can update your product data in two ways.

1. Update individual products - *Not recommended unless you have only a few products (or)*
2. Include required data as a batch update across your entire Shopify product catalog - *Recommended for everyone with sizeable product catalogs*

Relevant Product Data Fields

Please note for Barcode: In your Shopify instance, we're expecting each product to include Barcode data. This data must be either UPC **or** EAN **or** ISBN. However, all of your shopify products must contain the same type. Meaning that if you choose EAN - all of your products must include EAN in the barcode field.

Shopify Field	Type	Explanation
Barcode (AKA Variant Barcode)	UPC - Universal Product Code	6 or 12 digit barcode used for standard retail packaging in the United States.
	EAN - European Article Numbers	8 or 13 digit numeral used worldwide.
	ISBN - International Standard Book Number	10 or 13 character value used predominantly for media products such as books, music, and videos
Vendor	Manufacturer brand/author/etc	It can be anything, for example a company like "Apple" or publisher's office like "Penguin"
SKU* (AKA Variant SKU)	Product Family	*Required only when mapping products that exist in more than one Shopify store or locale. We expect the SKU to be defined exactly the same for identical products in each separate store. Our system connects these products via "Product Families"

Update a Single Product

Best for those with a smaller catalog

1. Navigate to your Shopify product list and open any specific product.
2. In the **Inventory** section of product description page, make sure that the **Barcode** section is filled out (you can see an example below). If you own multiple Shopify stores and you intend to share reviews between the same products in different stores, use the **SKU** section to add the same attribute in both stores to identify that it is the same type of product.



The screenshot shows the 'Inventory' section of a product page. On the left is a sidebar with 'Products' selected, containing links for 'All products', 'Transfers', and 'Inventory'. The main content area is titled 'Inventory' and contains two input fields: 'SKU (Stock Keeping Unit)' which is empty, and 'Barcode (ISBN, UPC, GTIN, etc.)' which contains the value '9783161484100'.

3. Also, make sure that the **Vendor** field in the **Organization** section of the same page is complete (see an example below).



The screenshot shows the 'Organization' section of a product page. It contains two dropdown menus: 'Product type' with 'Tablet' selected, and 'Vendor' with 'Apple' selected.

Update all Product Catalog Information in Shopify as a Batch

Best for those with a larger catalog

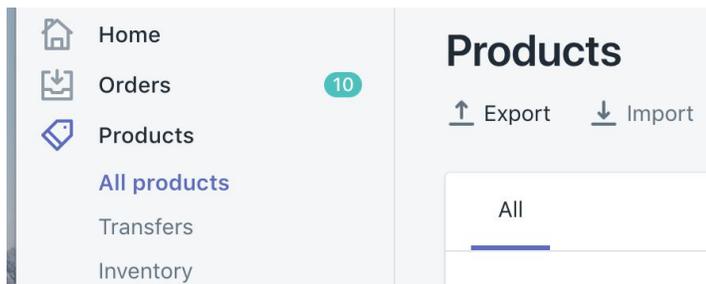
You can update your entire product catalog at once with Shopify import/export functionality.

Steps:

1. Export all your product catalog data as a CSV file
2. Update Product Data using Excel
3. Import the updated data back to Shopify

Export Product Catalog Data

1. Navigate to your Shopify product list by clicking on **All products** in Shopify administration main menu.
2. Click **Export**.



3. In the new pop-up, select **All Products** in **Export** section and **CSV for Excel** in **Export as** section, finally click **Export products**.

Export products to CSV file



This CSV file can update all product information. To update just inventory quantities use the [CSV file for inventory](#).

Export:

- Current page
- All products
- Selected products
- Current search

Export as:

- CSV for Excel, Numbers, or other spreadsheet programs
- Plain CSV file

Learn more about [exporting products to CSV file](#) or [the bulk editor](#).

Cancel

Export products

4. You will receive a download link in the email of currently logged in Shopify user. Click on that link to download a csv file. Store a copy of this file for backup purposes.

Your products have finished exporting and are ready to download.

Downloads

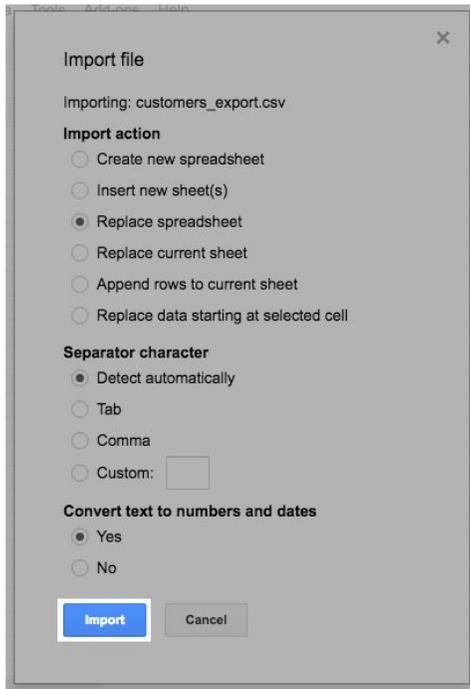
- [products_export.csv](#)



© Shopify | 150 Elgin Street, Ottawa ON, K2P 1L4

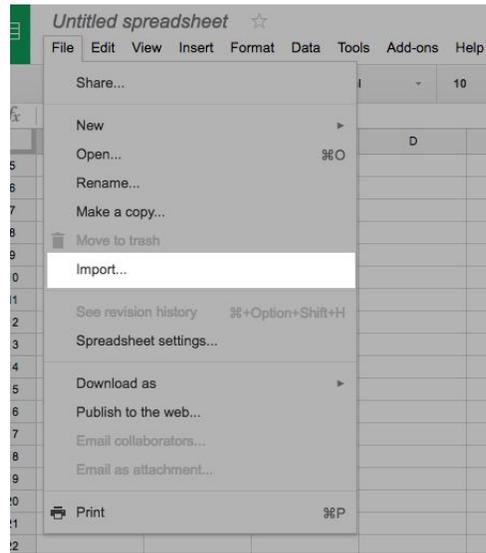
Update Product Catalog Data using Google Sheets (Recommended)

1. Import the downloaded csv file into Google Sheets



2. Update all products (Required)
 - a. Under "Vendor" add each brand name

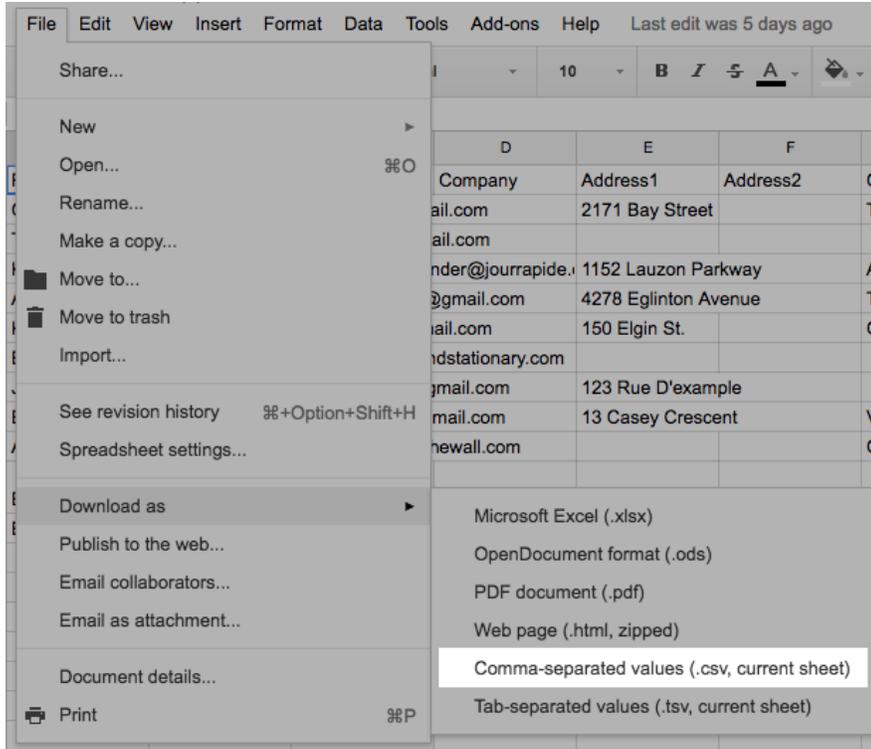
- b. Under “Variant Barcode” include each UPC, EAN, or ISBN (the same barcode format should be used for all products. For example “all products have EANs”)



- c. *Optional - only If using multiple stores. Under “Variant SKU” include the product SKUs. (We expect each Shopify Store to share the same SKU for identical products)

Vendor	Variant SKU	Variant Barcode
Apple	ipad2	501234567890
Apple	ipad2	501234567891
Samsung	GalaxyTab	501234567892
Samsung	GalaxyTab	501234567893
Samsung	GalaxyTab	501234567894

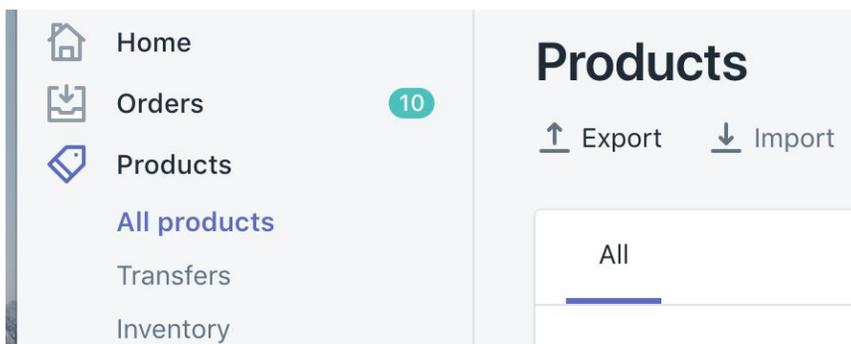
3. Download file as CSV



4. Your File will be saved in the “Downloads” folder

Import Updated Product Catalog

1. Navigate to your Shopify product list by clicking on **All products** in the Shopify administration main menu.
2. Click **Import**.



3. Click **Choose file**, select your updated csv file, check the **Overwrite any existing products** checkbox and click **Upload file**. Please note that this will change existing product information, so it is best to keep a copy of original export file as a backup.

Version History

1.1	08/21/2019	<ul style="list-style-type: none">● Updated Pixel Code Snippet<ul style="list-style-type: none">○ sku changed to productId○ versioning added○ order level discount added○ line item discount added● Updated product page process<ul style="list-style-type: none">○ Best practice to use Shopify snippets● Updated documentation
1.0	06/01/2018	<ul style="list-style-type: none">● Initial Release

Disclaimer

Copyright © 2019 Bazaarvoice.
All rights reserved.

The information in this document:

- Is confidential and intended for Bazaarvoice clients. No part of this document may be shared with anyone outside your company or your company-partners without prior approval from Bazaarvoice.
- Is provided “as is” without warranty of any kind either expressed or implied, including, but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.
- Is periodically updated to be in sync with the improvements and/or changes in our product offers.
- May be changed without notice. Some examples depicted herein are provided for illustration only and are not guarantees of a specific result. You bear the risk of using this document.

Bazaarvoice is not liable for any technical or typographical errors that might be inadvertently present in this document.

Bazaarvoice might have patents and/or pending patent applications covering subject matter in this document. The furnishing of this document does not give you any license to these patents, or legal rights to any other intellectual property in any Bazaarvoice service or product.

All Bazaarvoice brand and product names are trademarks or registered trademarks of Bazaarvoice in the United States and may be protected as trademarks or registered trademarks

in other countries. All other product, service, or company names mentioned here are claimed as trademarks and trade names by their respective companies.

Contact Us:

Bazaarvoice Inc.

10901 Stonelake Blvd.

Austin, TX 78759

Tel (toll-free): (866) 522-9227 | Tel (toll): (512) 551-6000

www.bazaarvoice.com | info@bazaarvoice.com