

# Notification email reference guide



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# Notifications

Notifications extend the reach of Bazaarvoice Conversations by automatically sending follow-up emails to site visitors who opt in after submitting reviews, questions, or campaign content. These emails inform contributors when their content has been approved or rejected, when a question has been answered, or when their content received a comment or client response. Because these emails reach contributors as a direct result of their actions, the message is highly relevant to recipients.

Our research shows that these notifications:

- Deliver 5x higher click-through rates

Sears Canada's notifications have a 186% higher average open rate than the retailer's general marketing emails. These emails also show a 478% higher click-through rate, driving a nearly 5x higher percentage of readers back to the Sears Canada site.

- Have a 29% higher conversion rate

Notification emails did more than just drive traffic — they showed a 29% higher conversion rate than general marketing emails. And shoppers who converted after reaching the site through a notification email had a 37% higher average order value (AOV) than converting customers from general marketing emails.

[Read the case study.](#)

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## Note

Notifications are used as a feedback mechanism for consumers who are submitting content to your site. If you want to solicit feedback on recent purchases or interactions, you want to learn about **post-interaction email** (PIE).

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# Notification types

## Notifications for reviews

Title	Description	Comment
Review approval	Review author receives email when review is approved	Email will include a link back to specific review on your site
Review rejection	Review author receives email when review is rejected	Email may include link to review submission form
Review Commented	Review author receives email when his/her review receives a comment	Email will include a link back to specific review on your site
Review Comment approval	Comment author receives email when comment is approved	Email will include a link back to specific comment on your site
Review comment rejection	Comment author receives email when comment is rejected	Email may include link to comment submission form
Client response	Review author receives email when his/her review receives a response from your staff	Email will include a link back to specific review on your site

## Notifications for questions and answers

Title	Description	Comment
Question approval	Question author receives email when question is approved	Email will include a link back to specific question on your site
Question rejection	Question author receives email when question is rejected	Email may include link to question submission form
Answer approval	Answer author receives email when answer is approved	Email will include a link back to specific question (w/ answer(s) viewable) on your site
Answer rejection	Answer author receives email when answer is rejected	Email may include link to answer submission form
Answering of question	Question author receives email when question receives an approved answer	Email will include a link back to the specific question on your site (w/ answer(s) viewable)*Also includes link to opt-out of future answer notifications for the question

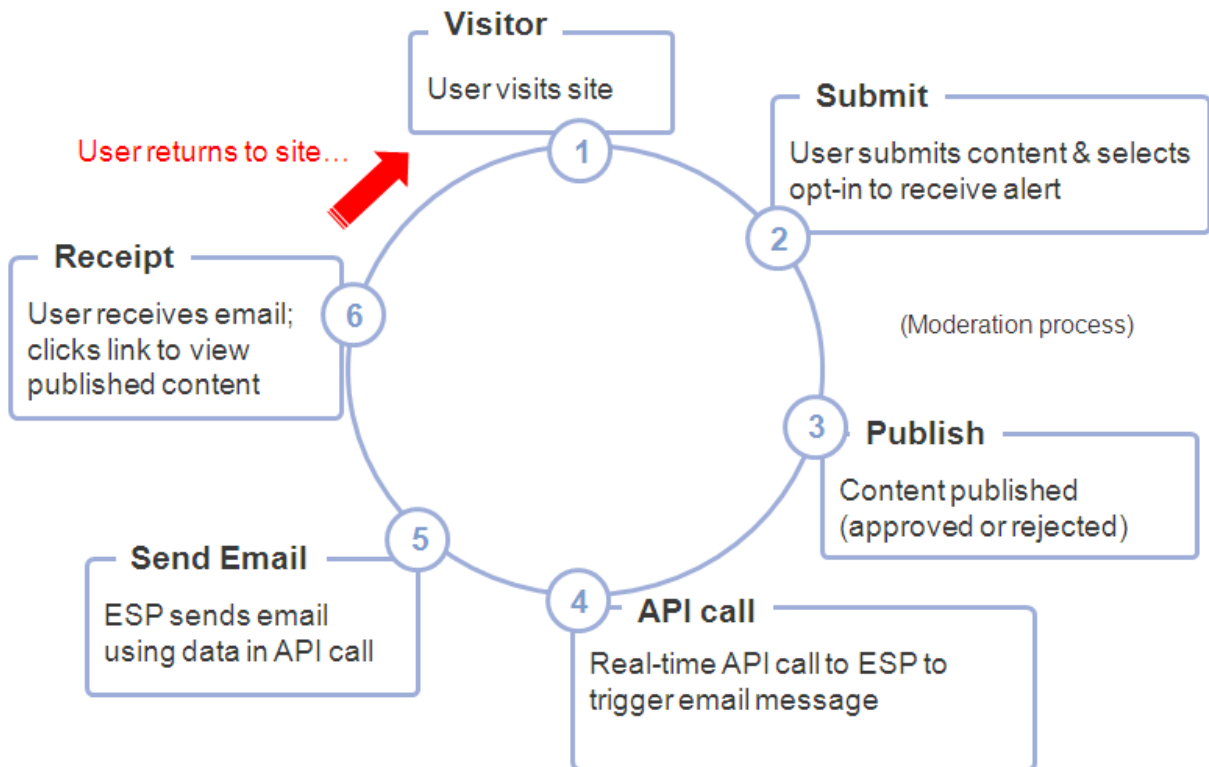
Title	Description	Comment
Question routing –welcome	One-time notification after user signs up to answer questions	Basic welcome message
Question routing – answer solicitation	Recurring notification to subscriber to solicit answers to unanswered questions	Email will include a link to the answer-submission page for the specific question.

Notifications for campaign contributions

Title	Description	Comment
Campaign content approval	Author receives email when content is approved	Email will include a link back to specific content on your site
Campaign content rejection	Author receives email when content is rejected	Email may include link to content submission form
Campaign content commented	Author receives email when his/her content receives a comment	Email will include a link back to specific content on your site
Campaign comment approval	Comment author receives email when comment is approved	Email will include a link back to specific comment on your site
Campaign comment rejection	Comment author receives email when comment is rejected	Email may include link to comment submission form
Client response	Author receives email when his/her content receives a response from your staff	Email will include a link back to specific content on your site

# Email notifications process

The following diagram illustrates the notifications process.



# Integration options

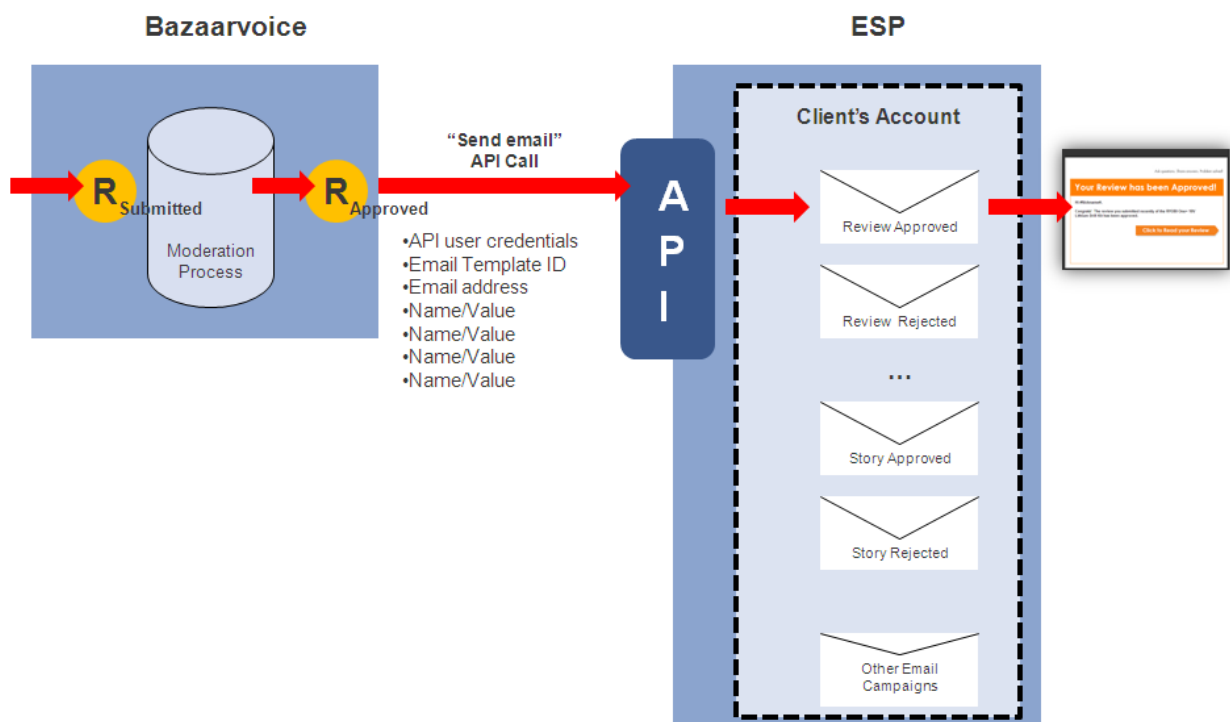
Email notifications can be implemented using either of the following integration methods:

- Partner integration
- White-label integration

The appropriate integration method depends on whether you use an email service provider (ESP) that integrates with Bazaarvoice.

## Partner integration

Bazaarvoice integrates with a select set of ESPs. Using partner integration, Bazaarvoice connects in real-time to the transactional/triggered email APIs provided by each ESP. No data feeds are involved.



We recommend using partner integration, because it includes the following features:

- Support for all user-facing features such as explicit opt-in and email address capture
- Power real-time notifications; Bazaarvoice triggers an email within 30 to 60 minutes after content is published
- Bazaarvoice integrates directly with the client's ESP account; you can monitor performance of the notification emails in-line with any other email campaigns run by the ESP

The list of ESP integrations includes the following:

- Cheetahmail



- eCircle
- ExactTarget
- Silverpop
- Responsys (6.x platform)
- Emailvision
- Epsilon DREAM
- Epsilon DREAMmail

## White-label notifications

If you do not currently utilize the services of a supported ESP, Bazaarvoice offers a full-service version of notifications, where we utilize a partner's technology to send and track the email message.

Note: you do not have to be a customer of this partner to take advantage of white-label notifications.

White-label integration includes the following features:

- Support for all user-facing features such as explicit opt-in and email address capture
- Power real-time notifications; Bazaarvoice triggers an email within 30 to 60 minutes after content is published

## Comparison of partner-integrated and white-label notification methods

The following table provides a comparison of each integration method.

Feature	Partner integration	White-label
Email capture and storage	X	X
Explicit opt-in/out support	X	X
Branded email templates	X	X
Real-time notifications	X	X
Notification roadmap	X	X
Integration with your existing ESP account	X	
Possibly incur addition charges from ESP	X	

# Features

The following features combine to create support for notification functionality.

## Client-response notification

Increase customer satisfaction by responding to reviews or campaign content via the client portal. Your response, called a client response, will be published directly under the specific content on your site.

Here are some examples of when you can use a client response:

- Address negative reviews published on your site. By posting a response, you alleviate customer frustration, manage product expectations, and provide product knowledge.
- Engage in dialog with your consumers around success stories.
- Suggest additional products that might complement the reviewed product.

An email notification can be sent to the content contributor letting them know that you responded to their review or campaign content.

Content contributors must opt in to receive a notification email about a client response. If you do not already have a check box that allows contributors to opt in for a comment alert, contact our [Support](#) team to have this enabled.

The following image shows an example client response to a review.



## Opt-in during content submission

Contributors can opt in or out of each notification type at the time they submit content using check boxes on the submission form. Only users who opt-in receive the associated notification message for that particular content submission.

Opt-in/out alleviates the contributor’s perception that you are sending unsolicited emails, and the potential that they might choose to opt-out of all email communication in an effort to stop receiving future messages.

Emails for content approval/rejection (for example, “Your review has been approved”, “Your question has been rejected”) represent one-to-one email interactions. Each time a contributor opts-in, they will receive a notification for that specific contribution and must opt-in each time they contribute content. There is no reason to address opt-out after the initial submission.


Because some notifications, such as “Your question has been answered”, “Your review received a comment,” can generate more than one message for a specific submission, Bazaarvoice provides the option to opt-out of future notifications by clicking a link provided in the email message.

The following explicit opt-ins/outs are available for each content submission type:

Notification	Type	Opt-out after submission?
Your content has been approved / rejected	1-to-1	NA
Comment approved / rejected	1-to-1	NA
Your content received a comment or client response	1-to-Many (recurring)	Via email link
Your question has been answered	1-to-Many (recurring)	Via email link
Welcome to question routing	1-to-1	NA
Question Routing: Answer solicitation	1-to-Many	Yes

The following image shows the initial opt-in/out support for a “Your review has been approved / rejected” notification.

Thank you for taking the time to share your opinion.

 RYOBI RYOBI One+ 18V Lithium Drill Kit

\* Enter your Reviewer Nickname (do not use your full name)  
Use letters and numbers only (no spaces or symbols)

Select Your Rating  
\* Required Field  
\* Select Your Rating

\* Would you recommend this product to a friend?  Yes  No

Enter your Review  
Title   
Review

Send me an email when my review is posted **PREVIEW**

Send me an email when my review is posted **PREVIEW**

## Opt-out of recurring notifications

For questions, the scenario is different. Because a question can receive any number of answers, the contributor could receive several notifications. The same goes for notifications on comments. To prevent frustration and having the contributor opt-out of all email communication, a link at the bottom of each email lets the contributor opt-out of the notifications at any time.

*Your Question has been Answered!*

Hi #Nickname#,

Someone has responded to the question you asked on #CategoryName#.

Your Question:  
How do I make my wireless internet connection secure?

Optional copy: [Lorem ipsum dolor sit amet, consectetur.  
Duis hendrerit massa vitae  
nec lacus condimentum fe

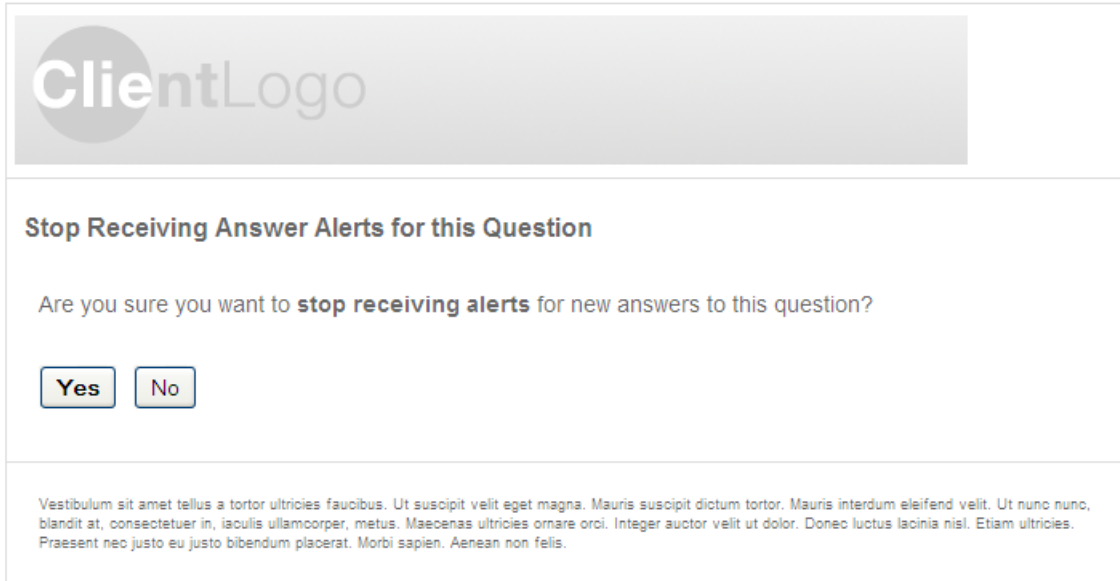
**Read the Answer**

Click [here](#) to stop receiving answers to this question.

Click [here](#) to stop receiving answers to this question.

When the contributor clicks the link, they go to Bazaarvoice-hosted webpage where they can confirm that they want stop receiving answers to the given question. If the contributor clicks **Yes**, they notifications for that particular question are canceled. The notification status of other questions is unaffected.

The following image shows a Bazaarvoice-hosted web page for opting out of future “Your question has been answered” email notifications.

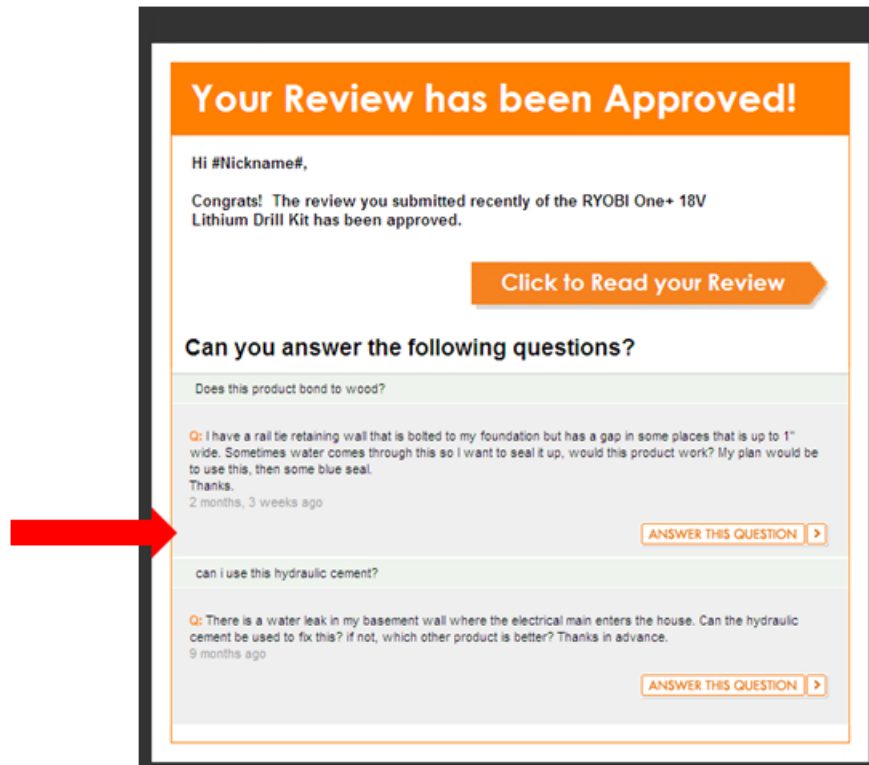


The image shows a web page with a header area containing a placeholder for a 'ClientLogo'. Below the header, the main content area is titled 'Stop Receiving Answer Alerts for this Question'. The text asks, 'Are you sure you want to **stop receiving alerts** for new answers to this question?'. There are two buttons: 'Yes' and 'No'. At the bottom of the page, there is a block of placeholder text: 'Vestibulum sit amet tellus a tortor ultricies faucibus. Ut suscipit velit eget magna. Mauris suscipit dictum tortor. Mauris interdum eleifend velit. Ut nunc nunc, blandit at, consectetur in, iaculis ullamcorper, metus. Maecenas ultricies ornare orci. Integer auctor velit ut dolor. Donec luctus lacinia nisi. Etiam ultricies. Praesent nec justo eu justo bibendum placerat. Morbi sapien. Aenean non felis.'

## Include unanswered questions in notification emails

As a way to help drive answer volume, notification messages can include relevant unanswered questions within the email template. Convenient links to provide an answer are included with each unanswered question.

The following graphic shows an email with relevant unanswered questions.



## Suppress notifications for ratings-only reviews

Bazaarvoice can suppress sending emails for ratings-only reviews.

## Internationalization support

If you capture content in multiple locales, we support language-specific email templates. For instance, if you capture content in both in French and English, an email based on a French language template can be sent to the contributor.

## Support for simple submission links

Links in notification email messages can take advantage of Bazaarvoice simple submission.

For example:

- In answer approval message, a "Write a Review" link can be included to help drive review submissions.
- For "Review Approval" and "Answer Approval" messages that include unanswered questions, the "Answer this question" link on each unanswered question can utilize simple submission.

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### Note

**What is simple submission?** Simple submission is a feature where a pre-authenticated URL gives the user a single click-to-submit experience. This optimized content submission process provides the most effective manner to drive content volume.

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## Safely provide email address values to Bazaarvoice

Bazaarvoice must capture email addresses, which can be accomplished using either of the following methods:

- You can pass the email address values to Bazaarvoice as a part of the submission process
- The email address value can be captured using a free-text field on the Bazaarvoice submission page

### Passing email during submission

If you already have the contributor's email address, you can send it to Bazaarvoice as a part of the submission process (included as an additional submission parameter). For this method, you must enforce authentication.

### Capture email address using free-text field

As an alternate option, we can add a free-text field to the submission form. This field can be configured to work in conjunction with the opt-in checkbox, can be required or optional, and/or can be pre-populated with an email address value from a previous submission.

Send me an email when my question is answered.

Email address:

Questions & Answers are typically posted within 72 hours, pending approval.

## Email storage and purging features

Email addresses are securely encrypted within the database and only decrypted for specific, controlled features.

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### Important!

**Do not use email address as USER\_ID** Address storage allows for safely passing email addresses to Bazaarvoice as an additional submission variable. Bazaarvoice highly recommends that you do not use the contributor's email address as the USER\_ID provided to Bazaarvoice to jointly identify a content author.

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Email addresses are decrypted for inclusion in API calls to the ESP to trigger the notification emails. Additionally, email addresses can be displayed in decrypted form in client portal alerts and reports. The ability to include email addresses in client portal alerts and reports is controlled by role-based permissions.

Because Bazaarvoice should not be considered as a long-term storage service for email addresses (for reasons of personally identifiable information liability), email addresses are expunged from the Bazaarvoice databases after they are used. You can configure the period of time that Bazaarvoice retains the email address values is configurable.

Because of the potential sensitivity around email addresses, you will be asked to sign a contract addendum in conjunction with enabling this feature.

## Opt-in reporting

Reports include data for the opt-in/out checkboxes located on each of the content submission forms. For instance, the All Reviews analyst report includes a field indicating whether the reviewer selected the opt-in/out check box on the review submission form.

Reporting tracks which content submissions should have triggered a related notification email, and therefore provide an initial level of engagement. The analyst report setup screen includes the opt-in/out fields in the "Available Data" field, which is used to customize the report output.

The following table details the location of opt-in status data in the Bazaarvoice reports:

Notification	Notification Type	Report	Report Fieldname for Opt-in
Review approved/rejected	One-time	All Reviews	Review Published Email
Review received a comment or client response	Recurring till opt-out	All Reviews	Review Commented Email
Review comment approved/rejected	One-time	N/A	N/A
Question approved/rejected	One-time	All Q&A	Question Published Email
Answer approved/rejected	One-time	All Q&A	Answer Published Email
Question answered	Recurring till opt-out	All Q&A	Question Answered Email
Question routing –welcome	One-time	N/A	N/A
Question Routing – answer solicitation	Recurring till opt-out	N/A	N/A
Campaign item approved/rejected	One-time	All campaign content	Campaign Published Email
Campaign item received a comment	Recurring till opt-out	All campaign content	Campaign Commented Email
Campaign comment approved/rejected	One-time	N/A	N/A



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# Accommodate non-standard moderation practices to trigger messages

If you use optimistic publishing or use non-standard moderation practices to still take advantage of notifications.

By default, notifications trigger a message only on the first publish event. Any subsequent publish events, such as when content is re-moderated, will not trigger a message. However, notifications can be configured to trigger a message on each publish cycle. Additionally, a trigger can be set for when one or more moderation codes have been applied to content.

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## Note

Bazaarvoice Content Operations can help determine the configuration settings to prevent sending unwanted messages.

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## Open-source API

An API is available to your technical team or to your Email Service Provider (ESP) who wants to participate in the notifications ecosystem. Your team or your ESP must perform the engineering duties that are required to interface with API. One advantage to using the API is that it allows you to send real-time notifications instead of using batched data from nightly feeds.

The following calls are included in the API:

- Login
- Send a single message
- Send a batch of messages
- Log out

This API has been published in the open source community and can be accessed in [GitHub](#), along with client testing tools, a reference implementation, and more detailed documentation.

Contact your Bazaarvoice representative if you or your ESP is interested in using this API.

## Automated white-label reporting

Bazaarvoice white-label notifications includes automated reporting. The report contains data for all currently running notifications. Reports are delivered in Microsoft Excel format to one or more email recipients.

### Report scheduling options

- Daily (can specify time of day)

- Weekly (can specify day of week)
- Monthly (can specify to run on the first day of the month or on the first Su/M/T/W/Th/F/Sa of the month)

**Date range options**

- Last full week (Sunday – Saturday)
- Last full month
- Last full quarter

**Report period**

The *report period* defines the manner in which the data is summed within the report. Report period options:

- Day
- Month
- Week

For example, if a report is configured with a date range of Last full week and a report period of Day, it displays a row for each day in the last week, as the following image shows.

Description	Period
BVU Your Question Has Been Answered	Saturday 10-23-10
	Friday 10-22-10
	Thursday 10-21-10
	Wednesday 10-20-10
	Tuesday 10-19-10
	Monday 10-18-10
	Sunday 10-17-10

## Notification report columns

The report includes the following columns:

- Name – Name of the notification, such as Review Approved or Question Answered.
- Description – Description of the notification.
- Period – Report period.
- Sends – Number of emails that were sent during the period.
- Deliveries – Number of emails that were sent during the period and did not bounce.
- Delivery Rate - Percentage of emails that were sent during the period and did not bounce.
- Total Bounces – Number of emails that were sent during the period and that bounced.
- Bounce Rate – Percentage of emails that were sent during the period and that bounced.
- Unique Opens – Number of email that were sent during the period and that were opened. This column counts only the first time that the email was opened.
- Open Rate – Percentage of emails that were sent during the period and that were opened.

- Cumulative Opens – Number of emails that were sent during the period and that were opened. This column counts multiple opens from the same recipient.
- Unique Clicks – Number of emails that were sent during the period and that were clicked. This column counts only the first time that the email was clicked.
- Click Rate – Percentage of emails that were sent during the period and that were clicked.
- Cumulative Clicks – Total number of emails that were sent during the period and that were clicked. This column counts multiple clicks from the same recipient.

## Logic for email triggers

Bazaarvoice recommends that notifications based on moderation codes be handled by scripting logic within the email template itself. The scripting can map to one or more moderation codes within an email template. For example, you can script for the following:

- Specific rejection message due to personal information
- Specific rejection message due to reference to a competitor
- Generic rejection message for all other reasons

In this example, if content fails moderation for two reasons, instead of sending an email for each reason, a single notification includes both.

The following example shows a single email listing all the reasons a review failed moderation.

### Important Information About Your Review

Dear Contributor,

Thank you for sharing your opinions about your experience with `Product Name` on `Date`. We regret that your review cannot be published on our website for the following reasons:

- To protect your privacy, our publication guidelines do not permit the mention of such personal information as your full name, phone number, email address, or postal address.
- Our publication guidelines do not permit the mention of other companies by name in either a positive or negative manner.

We value your feedback. Please review our [terms and conditions](#) and [submit a new review](#) that doesn't violate our publication guidelines.

As always, we welcome your thoughts.

Sincerely,

If your ESP supports scripting logic within email templates, we recommended that the logic reside within the templates so that specific, moderation-code messaging can be handled appropriately.

### **Configuration options**

Provide your Bazaarvoice representative with the following information:

- A list of the notification email types that you want to send for each moderation code and combination of moderation codes
- Any new email templates that are required for the notification types

This information can be communicated in the following manner:

"If content is tagged with codes X, Y, and Z, send this notification email to the submitter.



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