

# The Ultimate Review Campaign Checklist

Essential steps to launch a successful review campaign with Gartner Digital Markets



## Pre-launch campaign activities

### Refresh your profile

As potential buyers read reviews, they will also examine other details on your profile. Ensure your profile is complete and accurate with current product descriptions, a list of supported countries, and recent product screenshots and videos.

### Set review collection goals

We recommend collecting a minimum of 10 new reviews every six months to boost traffic to your profile and increase your eligibility for inclusion in top-rated reports, such as the Capterra Shortlist.

### Define your target segment

Nail down your targeting by defining the segments you want to reach. You can create as many campaigns as you want for each product, and campaigns can be customized by currency and language. We recommend contacting at least 100 customers, but the larger the list, the more successful your collection efforts will be.

# Campaign setup tasks

## Set up an incentivized review campaign link

Within your account, [create custom review collection links](#) for various products, geographies, and more. Select the “Collect Reviews” tab and click on “Create a Campaign.” Upon link creation, we provide complimentary gift cards to be sent to your customers for their published reviews.

## Share your campaign link with target audiences

Now that you have set up your campaign and determined the segments you want to target, it’s time to share your campaign link. We have [ready-made email templates](#) at your disposal for convenience.

## Get your sales and account teams involved

Get support from your sales team by sharing your campaign link through an embeddable banner for their email signatures. Sales and account management reps are your frontline team, so they can leverage their existing relationships with your customers to source reviews.

## Solicit customer reviews at events

Use webinars, virtual conferences, and in-person events to collect feedback from engaged users. You can request reviews in your email follow-up post session and promote your incentivized campaign link in your slide presentation, in a chat box, or through SMS push notifications during your event.

## Set up campaign tracking

Go to the “Collect Reviews” tab in your account to track your campaign performance and optimize incentives as needed to encourage review submissions.

# Campaign maintenance

## **Track your campaign incentives balance**

Within the “Collect Reviews” tab, keep track of your campaign balance. Please note the complimentary incentives are subject to expiration. Once funds are exhausted or expired, reviews submitted through your campaign link will still be accepted. However, users will not receive a gift card and you may see a decline in submitted reviews.

## **Self-fund additional gift cards for reviewers**

At any time after campaign creation, you will have the opportunity to self-fund additional gift cards for your verified reviewers on the “Collect Reviews” tab of your account. This allows you to continue incentivizing reviewers, even after complimentary gift card funds have been exhausted. These self-funded gift cards are not subject to expiration.

## **Track campaign success in your account**

Within the “Collect Reviews” tab, you can access valuable metrics related to your review campaigns. This information includes review campaign links you created, the number of published reviews, and the ability to manage all reviews across your products.



# Post-launch campaign activities

## Respond to reviews

Responding to every user review—positive, negative, or neutral—not only shows that you care about your customers but also improves your brand reputation. Read [this article](#) to learn more about how to respond to reviews in your account.

## Claim and embed your star-rating badges

After collecting your first review, you'll unlock star-rating badges that can be displayed on your website. This will show buyers the added proof they need to choose you. Head to your account under the "Reviews" tab and select "Badges" to access the embeddable badges.

## Look for review-driven content in your account

The more reviews you collect, the more content you can unlock. For example, having 10 or more reviews qualifies you for embeddable "Best of" badges which help buyers identify the highest-rated products. You can also unlock embeddable review quotes to share your favorite customer testimonials across marketing channels.



**Need more information?** Visit the [Help Center](#) for more resources and articles about how to set up your review campaign for success.