Unique links
Short User Guide

Setting up and understanding the product

Purpose of the product

⭐ Creating a unique link allows your company to manage the entire email process using your in-house tools.

Benefits

⭐ Unique links can be embedded into newsletters as well as in after-sales follow up emails to asses your customer service after resolving client cases.

⭐ Legal issues regarding data sharing are minimized, as it's no longer necessary to forward your order emails to Trustpilot.

⭐ You get first-hand knowledge about your open and click-through rates.

The basic elements of the unique link

http://{1}/evaluate/{2}?a={3}&b={4}&c={5}&e={6}

{1} The Trustpilot site that your customer will land on.

{2} Your domain name on Trustpilot.

{3} Your customer's unique order ID (reference number).

{4} Is a **BASE64**[1] representation of the customer's email.

{5} Is the customer's **name URL**[2] encoded form.

{6} Is a **calculated hash**[3] value that verifies the correctness of the link.

(1) {4}BASE64

To find out more about BASE64, take a look here:
http://en.wikipedia.org/wiki/Base64.

Example BASE64

This is an example of how the BASE64 works:

Base64(email@email.com) = ZW1haWxAZW1haWwuY29t

(2) {5}URL encode

Encoding is needed to represent non-ascil characters like umlauts ú, ä, ö, æ, ø, å, etc in an URL.

Example URL encode:

This is an example of how the URL encode works:

URL-encode (Anders Andersen) = Anders%20Andersen

(3) {6}Calculation of the hash

Hash = SHA1 (Secret key + customer email + reference number)

Each domain has its own key which be kept secret at all times. This key is provided by Trustpilot.

For more information regarding SHA1, look here: http://en-wikipedia.org/wiki/SHA-1

Most programming languages have an API with SHA1 in the standard library.

Tip: Do not include +, ., space or any separator while calculating this hash.

Example calculated Hash

Secret key = mykey12, CustomerEmail 0 email@email.com, OrderRef=1234

The hash would the be: b232dc87ad2a69963720a29f5b3db2df6f80dfd

Implementation process

Step 1
To get started, ask your account manager for your secret key.

Step 2
Send a few test links to your account manager. Be sure to include the information needed to create the links: name, email and order ID.

Step 3
We'll check the links and get back to you with a confirmation so you can start using unique links right away.

Using Unique Links

1

Follow the normal procedure to generate the Unique Link, and add /embed after evaluate as shown above. The Unique Link will then look something like the following:
http://www.trustpilot.com/evaluate/embed/mysite.com?a=tyu9ytyui&b=bGdoQHRydXN0cGlsb3QuY29t&c=john&e=13d1ca785caccf7d6c0cb7cc4e33fa71e812b9d9
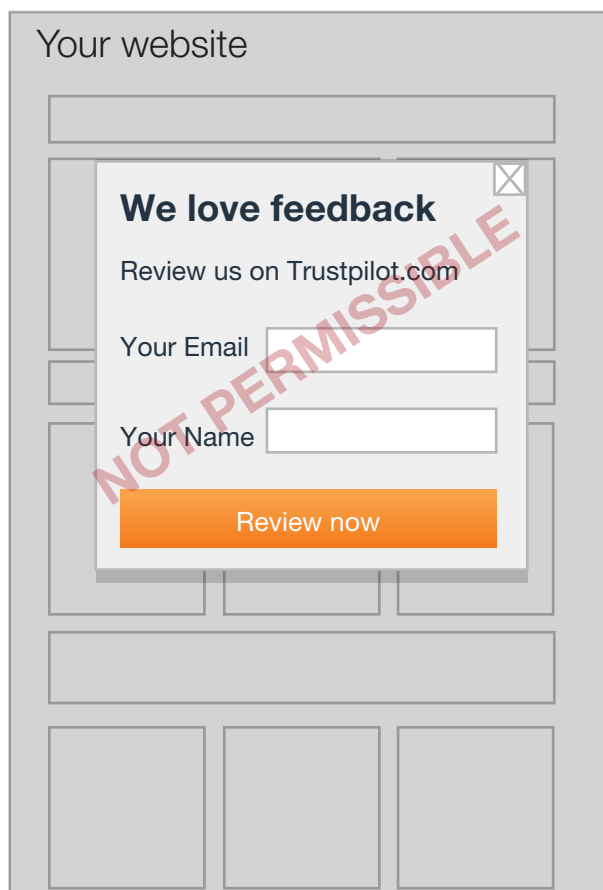
2

You can still continue to use the normal Unique Links. Only use /embed when loading the link in an iframe.

Unique link and embeded review form guidelines

⭐ To use the unique link feature it is a requirement that the customer has verified the email address of the user and that the user is able to document the user's experience. See our **end-user terms and conditions** for more info.

⭐ The generation of the unique link must happen server side and not in the browser to ensure secret key is not viewed by 3rd parties.

Example using Unique Link

It is **not permissible** to do a pop-up window every-time a user does a search as shown below:

Your website

We love feedback

Review us on Trustpilot.com

Your Email

Your Name

Review now

NOT PERMISSIBLE

What may happen:

1. Any random person can input the email of any other random person irrespective of the fact if they have a buying experience or not.

2. This may result in fake reviews being created.

3. The random person will receive thank you emails for the review which they have never written.

4. To go one step forward, someone might just set-up a robot that continuously posted to the form and leaves a auto-generated review on the evaluation form.

5. This could result in 3rd parties inserting email addresses of people who have no experience of using the service but receiving email notification for the review which they have never written.

How Trustpilot will help you

Increased Conversion

It's a simple equation. Reviews increase trust. In fact, you can improve your conversion rate up to 60%.

Consumer Driven Community

Trustpilot is the largest review portal in Europe, supported by a passionate community of real people, in over 16 countries and counting.

Verified Feedback

Rest assured, your reviews come from your actual customers. A unique link backed by reference ID (e.g. order number) identifies each customer as the real deal.

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