

## RATE & REVIEW (Bazaarvoice)

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## 1. Overview

Campaign solution for gathering PMI product reviews (mainly devices and accessories) using Bazaarvoice's microsite link created via order/device information from SFMC and used in email/sms. Usually reviews can be done only for orders created via E-Commerce and/or CSC but some markets can decide to include other channels thus data from Devices table needs to be used. As Devices data doesn't contain product variant, a mapping between device version and product variant is needed.

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### 1.1 URL types

#### Single-product submission form URL

For orders that contain only 1 product eligible for review: allows customers to rate and review a single product. This is the default Ratings & Reviews submission form.

- [Example - Single product](#)

For your recent purchase, <FIRSTNAME>

As we're headed towards a smoke-free future, your review could help make it easier for others to make that switch.

Appreciate if you could leave us a review by rating our products. Thank you for your time!

**Rate this product**

These products are not risk-free and provide nicotine, which is addictive. Only for use by adults who would otherwise continue to smoke or use other nicotine products.

TOGETHER FORWARD.  
IQOS Team

Shop online | Store Finder

**My Review**  
IQOS ILUMA Sleeve + (Dark Grey)

**Review\*** [Review guidelines](#)

Example: I bought this a month ago and am so happy that I did...

0/30 minimum

**Review Title\***

Example: Great features!

0/30 maximum

☐ I agree to the [terms & conditions](#)

You may receive emails regarding this submission. Any emails will include the ability to opt-out of future communications.

**submit as bob2024**

## Multi-product submission form URL

For orders that contain 2 or more products eligible for reviews: allows customers to rate and review multiple products from a single review email. The multi-product submission form displays a list of recently purchased products. The customer can tap on a product to rate, review, and submit the form. Then they are returned to the form's first page to complete the same actions with the rest of the products if they choose to.

- [Example - multi-product](#)

THANK YOU  
for your recent purchase, <FIRSTNAME>

As we're headed towards a smoke-free future, your review could help make it easier for others to make that switch.

Appreciate if you could leave us a review by rating our products. Thank you for your time!

**Rate this product**

These products are not risk-free and provide nicotine, which is addictive. Only for use by adults who would otherwise continue to smoke or use other nicotine products.

TOGETHER FORWARD.  
IQOS Team

Shop online | Store Finder

**Terms and Conditions**

**Required**  
To submit a rating or review, please agree to the following:

☐ I agree to the [terms & conditions](#)

**OKAY** **CANCEL**

0 of 2 products reviewed  
Tap the stars above to rate and review your purchases.

[VISIT OUR WEBSITE](#)

## 2. General setup

### 2.1 Steps needed from market

#### 1, Activate solution with Bazaarvoice team:

- **eCom = DCE1**
  - market to open ticket in CONSGOV (Type = DCE 1.0 Request); assign to Fabio Forchini ([fabio.forchini@contracted.pmi.com](mailto:fabio.forchini@contracted.pmi.com))
  - Social/WebOps to open a SFP Digital Analytics Implementation ticket to request the bv.js code injection into STG, QA, PRE-PROD, & PROD and assign it to Mayo Racek ([mayo.racek@contracted.pmi.com](mailto:mayo.racek@contracted.pmi.com))
  - Social/WebOps to send an email with the JIRA links to Fabio Forchini ([fabio.forchini@contracted.pmi.com](mailto:fabio.forchini@contracted.pmi.com)) / Iyan Lozev ([iliyan.lozev@contracted.pmi.com](mailto:iliyan.lozev@contracted.pmi.com)) / Ashley Ellis / Mayo Racek
  - **Note:**

- Market should provide the environments links
- Activation & Dev are managed by Fabio Forchini / Ilyan Lozev

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- Social/WebOps to open a SFP Digital Analytics Implementation ticket to request the bv.js code injection into STG, QA, PRE-PROD, & PROD and assign it to Mayo Racek ([mayo.racek@contracted.pmi.com](mailto:mayo.racek@contracted.pmi.com))
  - Social/WebOps to send an email with the JIRA links to Licia Labate / Katarzyna Lubelska ([katarzyna.lubelska@pmi.com](mailto:katarzyna.lubelska@pmi.com)) / Dilara Ozbasbug ([dilara.ozbasbug@pmi.com](mailto:dilara.ozbasbug@pmi.com)) / Mayo Racek.
  - **Note:**
    - Market should provide the environments links
    - Activation & Dev are managed by Dilara Ozbasbug / Kim Nguyen ([kim.nguyen@contracted.pmi.com](mailto:kim.nguyen@contracted.pmi.com)) & Dev by Fernanda Das Neves ([fernanda.dasneves@contracted.pmi.com](mailto:fernanda.dasneves@contracted.pmi.com)) / Alfredo Bacin ([alfredo.bacin@pmi.com](mailto:alfredo.bacin@pmi.com)) / Sudesh Bhadouria ([sudesh.bhadouria@contracted.pmi.com](mailto:sudesh.bhadouria@contracted.pmi.com))
  - **eCom = Monolith / DCS**
    - market to reach out by email to its IT department to activate Bazaarvoice
    - Social/WebOps to open a SFP Digital Analytics Implementation ticket to request the bv.js code injection into STG, QA, PRE-PROD, & PROD and assign it to Mayo Racek ([mayo.racek@contracted.pmi.com](mailto:mayo.racek@contracted.pmi.com))
    - **Note:**
      - Market should provide the environments links
      - Activation & Dev are managed locally by the IT of the Market

## 2, Raise ticket to MOS via Workfront

WF ticket must include the following:

- product list with product description (*list needs to be confirmed also by Bazaarvoice that they use the same; there's no automatic sync between SFMC data, e-commerce product list and Bazaarvoice*)
- secured file with secret prod key from Bazaarvoice (i.e. @secret) → *request from Bazaarvoice POC*
- instance to be used in link (e.g. philipmorris-emea / philipmorris-cee / philipmorris-lac1) → *request from Bazaarvoice POC*

It's advised to ask market the following questions regarding solution:

- Should the review email be sent for Device, Accessories & Heets?
  - If not all products are to be rated, based on what criteria can we exclude them?
  - If yes for device:
    - After how many days should the review be sent for 1<sup>st</sup> device registration and after each additional device registration?
    - Should there be a quarantine period if the same device was bought in x days/months before?
  - If yes for Heets/TEREA:
    - When should the review request be sent?
    - Should there be a quarantine if the consumer bought the same flavor in x days/months before?
  - If yes for accessories:
    - When should the review request be sent?
    - Should there be a quarantine if the consumer bought the same accessory in x days/months before?
- What should happen if the consumer have more orders of the same type (device, accessories) in one day?
- What should happen if the same product is twice or more in the same order?
- Orders do not explicitly contain a device color information so if the review request should contain an image of the device with the right color, the list of product codes (product variants) will need to be provided with their respective device versions + colors.
- If email containing the Bazaarvoice link should also include info about the device as well as images, images and info where to place them on the email should also be provided.
- If product code/variant is not available (eCom orders without product variant), a custom mapping can be introduced so that every device version gets assigned a product code of the most selling device version (e.g if for IQOS Duo the most selling version is Gold, every IQOS Duo request would be reviewed as Gold Duo).

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Set-up is the same no matter the data model.

1. create separate DE with product codes listed from market
  - a. cross-check the product list with data in SFMC, also check orders for last eg. 3-4 months to ensure some orders are not missed
  - b. ensure that if product code uses dot "." it's replaced by underscore "\_" in the link otherwise it won't work; i.e. DK000797.01-PCE-AT → DK000797\_01-PCE-AT; for this you may also use function **Replace(@Productcode,',';'\_')** in the AMPscrip below
2. create target audience per brief from market
3. ensure the attribute in target DE with product code is a string of all products to review at once separated by "/" (e.g. G0000616/G0000664/G0000678) ; use SUBSTRING function in SELECT; example below

```
SUBSTRING((  
    SELECT DISTINCT '/' + o.variant_product_code AS [text()]  
    FROM UK_RatingReviews_Products_For_Link o  
    WHERE id.identity_idenfifier = o.identity_idenfifier  
    FOR XML PATH('')  
) , 2, 2000) AS variant_product_code,
```

4. edit AMPscript below with needed values and paste into HTML

**AMPscript - single/multi-product**

[Expand source](#)

\*if asked to do some testing in staging use the following script section for link creation instead of the one above (PROD)

**AMPscript - staging link for creation**

[Expand source](#)

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## 3 Markets active

### DCE 2.0 (organic)

- GB, CZ, SK, MX, CR

### DCE 1 (legacy)

- AT, PL, ES, GT

### DCS (legacy)

- SE

No labels

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