Email Review Campaigns for Top Rated

The Top Rated award at TrustRadius is one of the most sought out awards amongst vendors. The Top Rated badge gives you bragging rights against your competitors and increases your visibility with in-market buyers—if there is any TrustRadius award you want to win, it should be this one.

In order to qualify for this award, you have to:

- Reach 10+ new reviews by the deadline
- Achieve a traffic volume of .5% or higher in your category
- Earn a trScore of 7.5 or higher from your reviews

This article focuses on how you can meet the first criteria for the Top Rated award—having at least 10 published or updated reviews in the last 12 months, from the award deadline. The TrustRadius UGC team is always looking for ways to generate new reviews for our customers and running review generation campaigns. However, if you still need to meet this criteria, running DIY review generation campaigns may be the push that you need to get new reviews published and qualify for op Rated.

An email campaign is a great place to start running DIY campaigns. To get started, submit a request for a DIY campaign link or request it directly to your CSM. A landing page will be created for the product(s) requested where a user will rate the product and then start the review process. Include what incentive amount you want, such as $25, $30, or $50 and the campaign code you want to be associated with your campaign link.

For the email campaigns itself, we recommend including a section in your customer newsletters where you mention leaving a review on TrustRadius in exchange for a gift card. In addition to this, try sending out a dedicated email to your customers, asking them to write a review. If you need help getting started, use the email copy template below.

Email:

Subject Line: Review us and receive a $25 gift card.

Email Copy:

Hi {first name},

We are so grateful that you chose [product name], for your [product service] needs.

We have loved having you as a customer and we hope that you have enjoyed using {product name}. We are currently trying to gather new reviews this year in hopes of winning the TrustRadius 2025 Top Rated award. TrustRadius is the most trusted review site for B2B software.

Here is what a few others have said about us on TrustRadius:

{Review Quotes}

If you have a few minutes, we'd love to receive your feedback about using {product name} as well. Just click here to start your review.

{Review us} button

And to show our appreciation for helping us get closer to winning this award, you will receive a $25 gift card once your review is published.

Thank you for being an amazing customer,

Sign-off

—

Fun Tip: Another criteria for the Top Rated award is that your product must receive at least .5% of the traffic volume in that category. If you include review quotes in your email as an image, include a direct link to your product page on the TrustRadius website to increase your traffic volume

If you would like to try driving reviews outside of email campaigns, the Review Generation Growth Hub has other examples such as this article that includes SMS, website, and event ideas. If you want to learn more about TrustRadius awards, then click here.

Ready to start your next DIY campaign?

Don't forget your campaign link! In order to process reviews quickly and efficiently send out gift cards to your customers, you'll need to request your custom DIY link.
Luckily, it's as easy as asking your CSM or filling out this quick form. We recommend submitting the form at least 3 business days before you plan to launch your campaign.

GET MY DIY LINK