

Remarket to your customers on DIY review invitations

At TrustRadius, we reserve our review invitation campaigns to only allow a contact to enter once for each product. This helps to prevent spamming people with the same emails and review asks. Because of this, we created another campaign type that we named as Remarket campaigns. The Remarket campaign is a two-email send, and usually a minimum of a \$50 incentive for both emails. If a review invitation campaign did not convert so well, we utilize the remarket campaign about two to six months after and reach back out to contacts that did not write a review the first time.

Since we do recommend that our customers follow the same rule of only sending a dedicated review invitation once to their customers, this campaign type can be useful if you would like to reach back out to the same customers at a later time.

Best Practices for Remarket Campaigns:

- If you can, go ahead and remove any contacts that have already written a review. Your CSM can send you a list of your reviewers that did not leave an anonymous review.
- Wait at least two months from the review invitation campaign before sending a remarket campaign.
- Incentive offer should be the same or higher than previous incentive offerings.
- Create different copy and subject lines for the emails.

Below is a two-email campaign series that you can use for your remarket campaigns.

Email 1:

Subject Line: Your customer story = \$50 gift card

Email Copy:

Hello,

{First name}, how has {product name} lived up to your expectations? Every customer has a different story to tell, and we want to hear yours. If you write a review on TrustRadius, you will receive a \$50 gift card in exchange for sharing your story. This offer expires in one week, so start your review now.

[{Review us} button](#)

We sincerely hope that you can take a few minutes to share your experience.

Thank you for being a dedicated customer,

Sign-off

Disclaimer: If you have already reviewed us on TrustRadius, we would like to thank you for sharing your experience. This offer is only available to new and first time reviewers of our product. The review must be published by TrustRadius in order to receive the gift card. This offer will expire after {date}.

Email 2:

Subject Line: Last chance: \$50 Gift Card for your review

Email Copy:

Hi {first name},

We are still seeking new reviews from our customers. Tomorrow is the last day that we are offering a \$50 gift card in exchange for your review on TrustRadius.

If you are not interested in the gift card but still would like to write a review, you can also donate the \$50 to a charity.

Other benefits to writing a review include:

- Building up your LinkedIn profile
- Showcasing your expertise to other professionals and buyers
- Influence product updates to things that are not working for you

[{Review us} button](#)

Thank you,

Sign-off

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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](#)