

# Campaign Must-Haves

When it comes to Review Generation Email Campaigns for TrustRadius, there are a few things that **MUST** be included in your emails or campaigns. Click on the button above to download a pdf version of this to save to your desktop.

## Review Generation Email Campaign Must-Haves:

1. **Include that it must be a published review in order to receive an incentive**

The key word to include in your campaign is “published” review. Reviews that are not published do not receive an incentive from TrustRadius. You can include this in the body of your email or in a disclaimer at the bottom of the email campaign.

2. **First time reviewers and new reviews only**

At TrustRadius, we only allow new first time reviewers to receive an incentive. Incentives cannot be claimed if the review was published prior to the campaign and the campaign link was not used. Someone can also not just create a new login account to leave a review. This language can be bundled with published reviews. For example, “Incentives are for first time reviewers and the new review must be published.”

3. **Deadline date**

State in your campaign what is the last day that the customer can leave a published review. This is also something that can be included in the disclaimer. Historically, TrustRadius sets a deadline roughly 2 weeks to a month after the email send date. While we may continue to publish reviews and fulfill gift cards after, this gives a way to keep rogue reviewers from claiming a gift card months to years later.

4. **Correct campaign link**

Always double check that you are using the correct campaign link in your campaigns. This also helps to ensure that if the incentive budget has run out or if a link ends up going viral, it can be shut down.

Have any other questions? Reach out to [support@trustradius.com](mailto:support@trustradius.com) or your CSM to get the answers you need for a successful review generation email campaign.