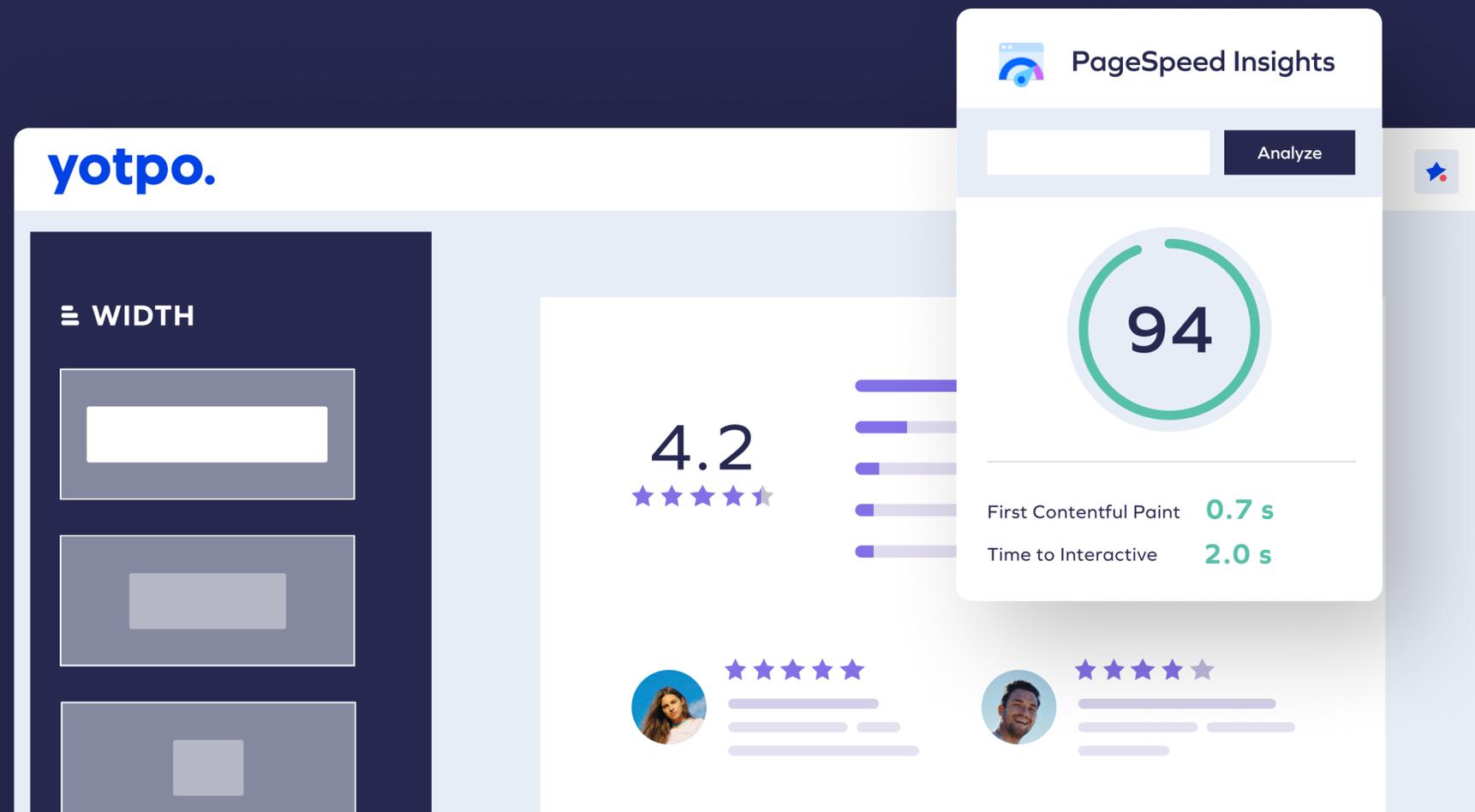


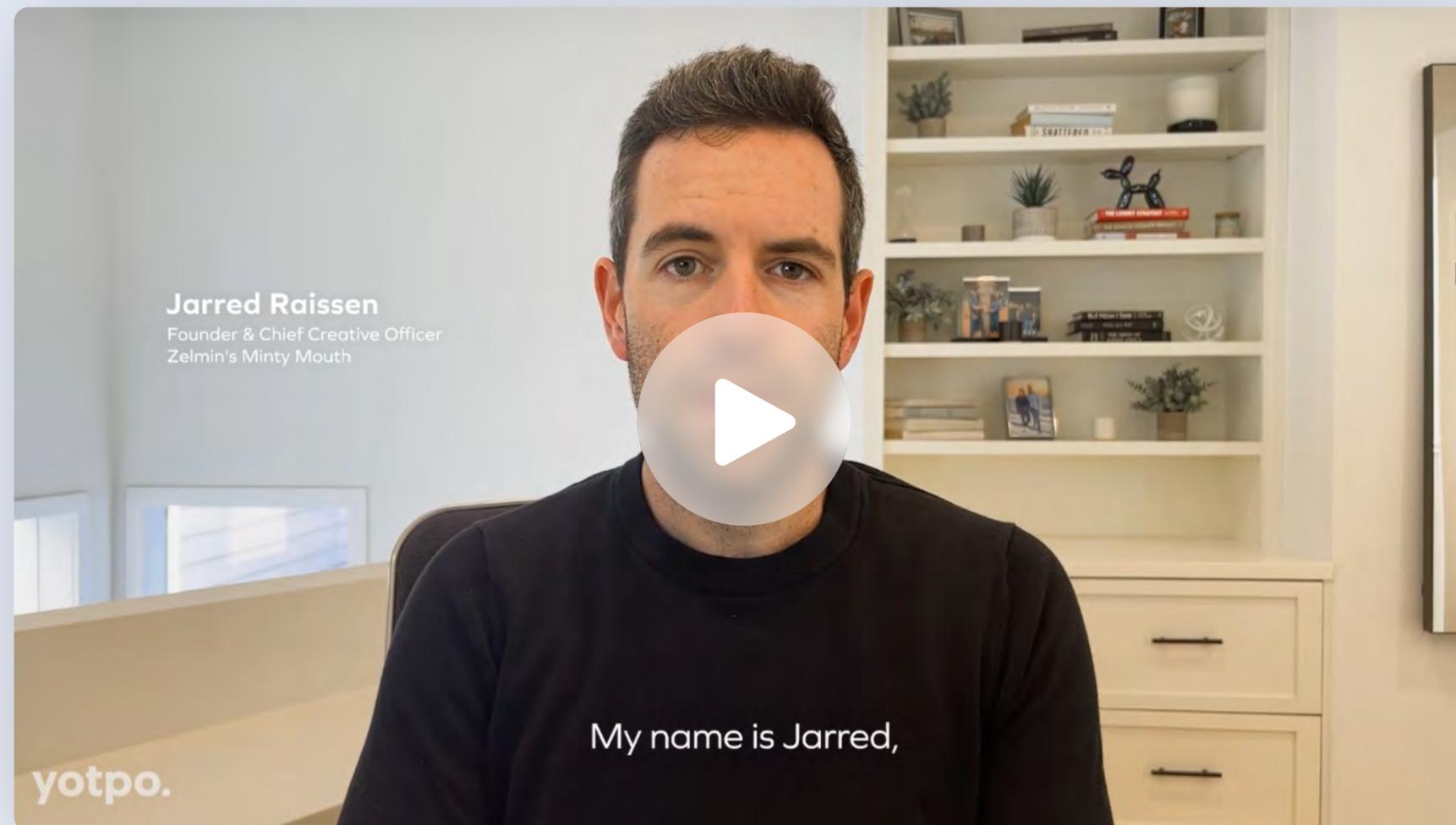
# ALL THE REASONS TO MOVE FOR FREE TO YOTPO WIDGETS



UPGRADE FOR FREE TO

# LATEST WIDGETS

Optimize site speed, SEO, and ADA compliance with our new Reviews widget.  
Customize the look and feel of your on-site reviews with our sleek, modern design.



REASON 1

# NEW LAYOUT OPTIONS

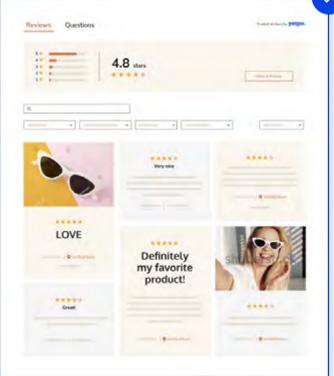
To align with your brand's aesthetic, opt for our vibrant Bold layout boasting a modern grid design, or our sleek Standard layout, each with its own unique visual appeal.

### Choose a layout

Choose a layout and then customize it to match your brand.

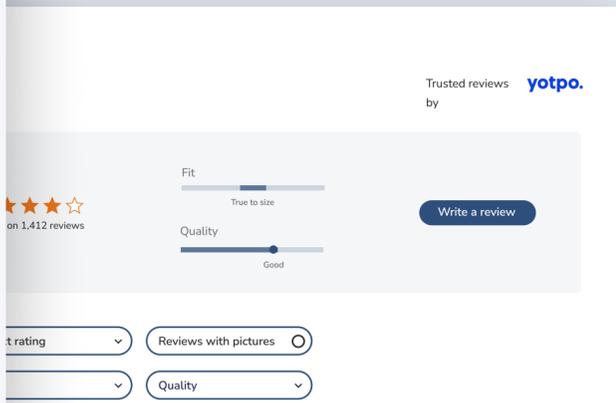


**Standard**  
Straightforward - 3 columns - Informative



**Bold**  
Image-centric - Grid structure - Popping titles

Next: Customize widget



Trusted reviews by yotpo.

Fit: True to size

Quality: Good

Write a review

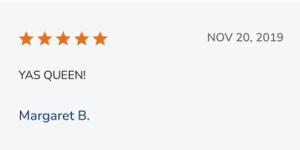
Reviews with pictures

Quality

Sort by: Most recent



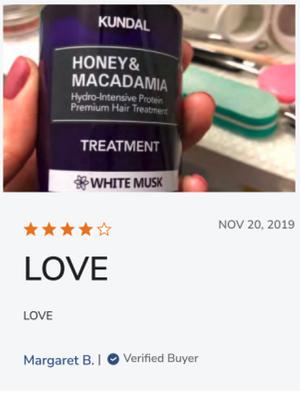
product:  
I am 54 years old and have tried many products over the years but this oil is magical. It feels natural and makes my skin soft and prepped for makeup.  
Ben D. | Verified Buyer



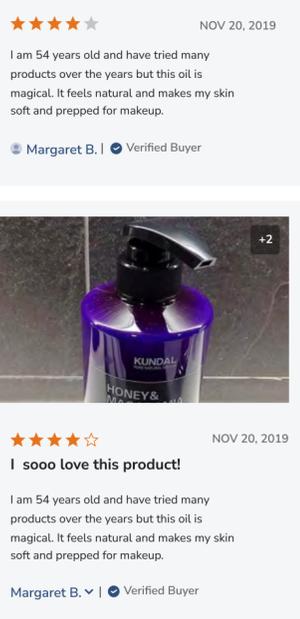
★★★★★ NOV 20, 2019  
YAS QUEEN!  
Margaret B.



★★★★★ NOV 20, 2019  
**I'm so happy to find this cream**  
I am 54 years old and have tried many products over the years but this oil is magical. It feels natural.  
Margaret B. | Verified Buyer



KUNDAL HONEY & MACADAMIA Hydro-Intensive Protein Premium Hair Treatment TREATMENT WHITE MUSK  
★★★★★ NOV 20, 2019  
**LOVE**  
LOVE  
Margaret B. | Verified Buyer



★★★★★ NOV 20, 2019  
I am 54 years old and have tried many products over the years but this oil is magical. It feels natural and makes my skin soft and prepped for makeup.  
Margaret B. | Verified Buyer



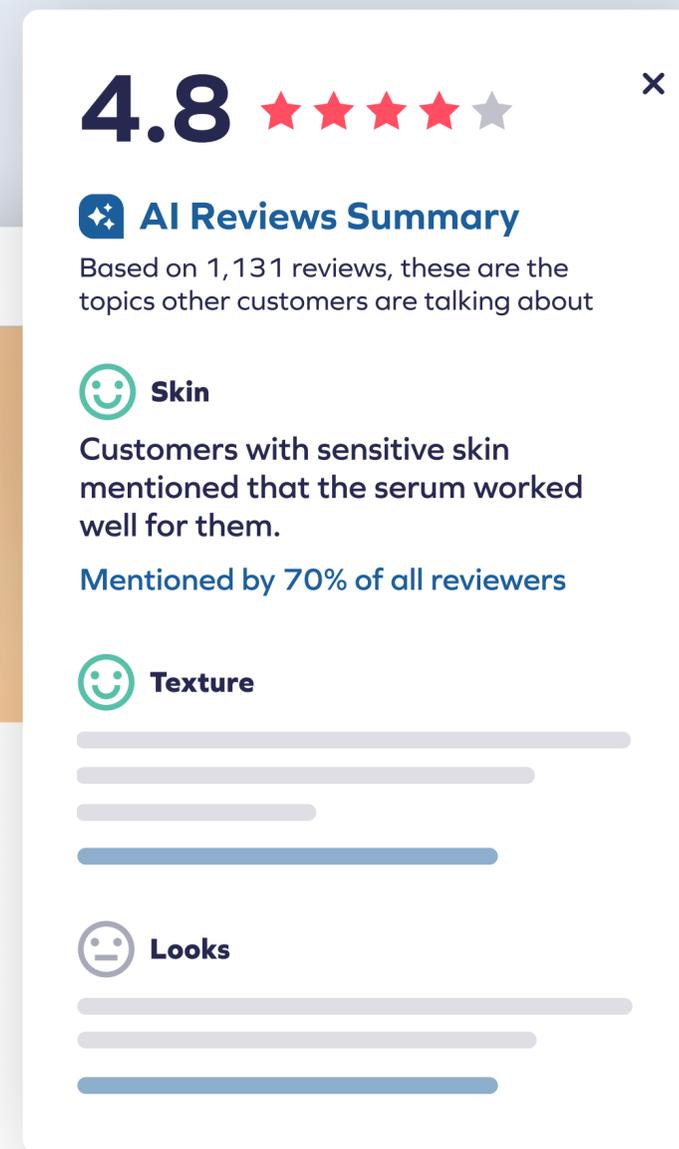
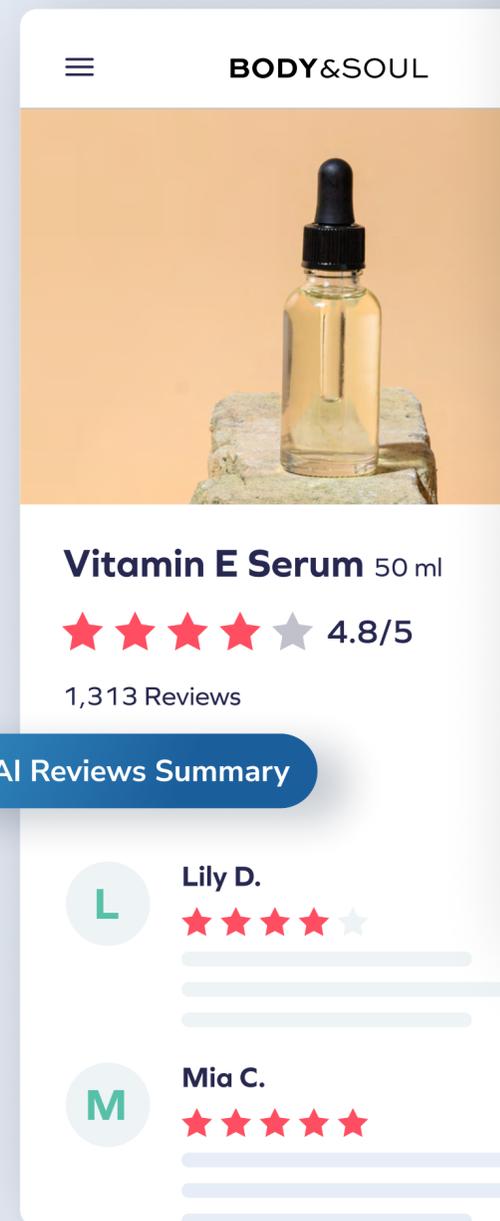
★★★★★ NOV 20, 2019  
**I sooo love this product!**  
I am 54 years old and have tried many products over the years but this oil is magical. It feels natural and makes my skin soft and prepped for makeup.  
Margaret B. | Verified Buyer

REASON 2

# HELP SHOPPERS MAKE FASTER, BETTER PURCHASE DECISIONS

Harnesses the power of AI to succinctly summarize critical insights from customer reviews, simplifying the process for shoppers to access relevant information and make informed purchasing decisions.

[Learn more](#)



REASON 3

# NEW WIDGETS ENHANCEMENTS

Deliver an unparalleled user experience to your shoppers by enhancing your review widget capabilities. Explore the breakdown of features below

AI Review Summary

Aggregate Photo Gallery

Filters Metadata

Sorting: Most Relevant

Incentivized Review Badge

The screenshot shows a product review widget for a camera. At the top, there are tabs for 'Reviews' and 'Q&A', and a 'Powered by yotpo.' logo. The main review summary shows a 4.7 star rating based on 1,412 reviews, with a 'See reviews summary' button. Below this is an 'Aggregate Photo Gallery' with four images and a '+48' indicator. A 'Filters Metadata' section includes dropdowns for 'Size Purchased', 'Color', and 'Country'. A 'Sorting: Most Relevant' dropdown is also present. The 'Incentivized Review Badge' section features a verified buyer profile for Nancy R. with a 5-star rating and the text 'Super Cuteeeeeee'. To the right of the profile are two photos of the camera. Below the photos is the review text: 'The size and color was accurate. Very comfortable and cute'.

Star Rating	Count
5 ★	1073
4 ★	287
3 ★	36
2 ★	14
1 ★	2

Size Purchased	7.5
Color	Ivory
Country	USA
Membership Type	VIP

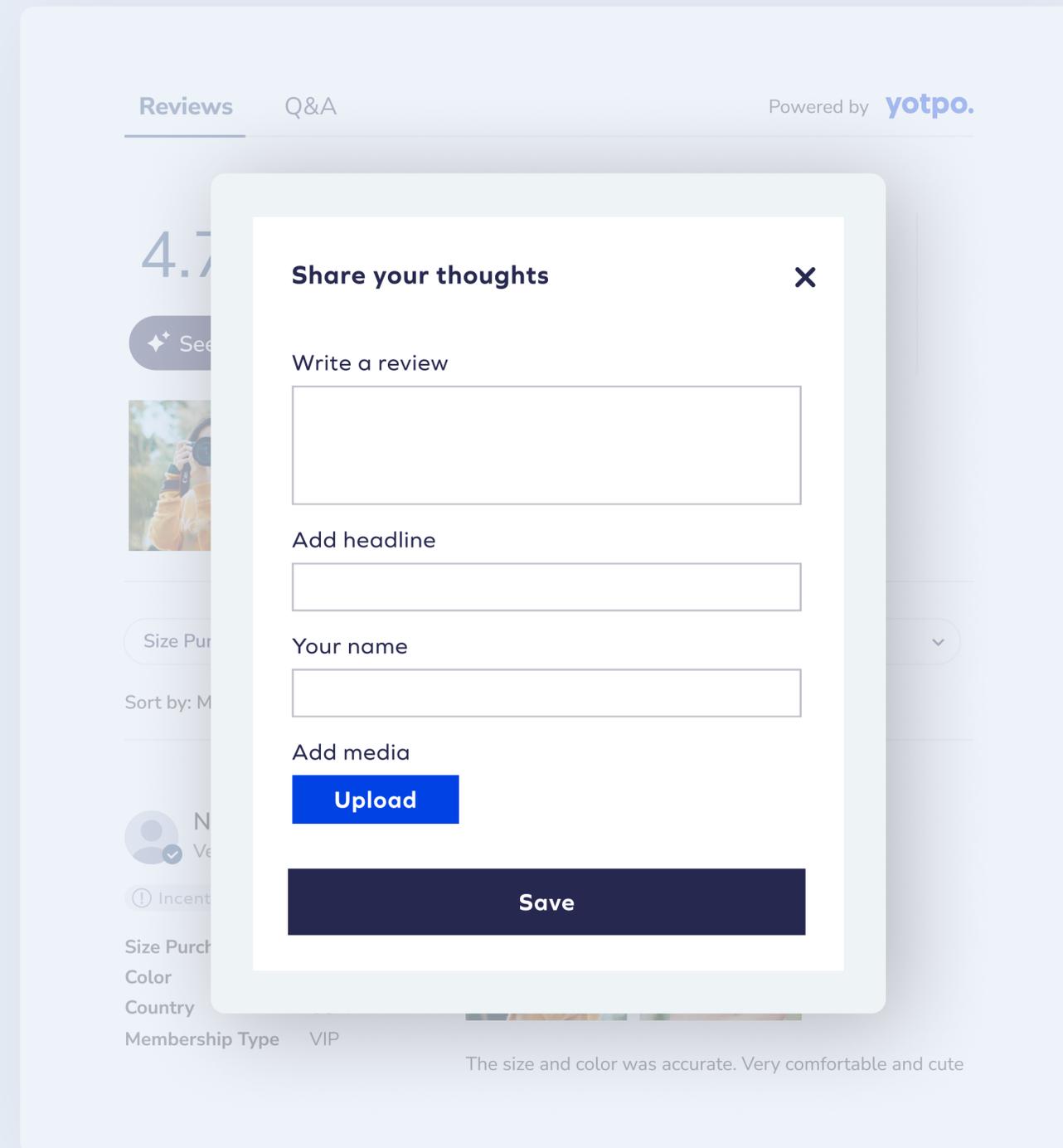
REASON 4

# ENABLE REVIEWERS TO UPLOAD PHOTOS & VIDEOS ONSITE

Diversify your Visual User-Generated Content collection methods by enabling on-site media uploads.

Reviewers can now include up to 10 images and 3 videos when submitting their reviews directly on your website.

[Learn more](#)

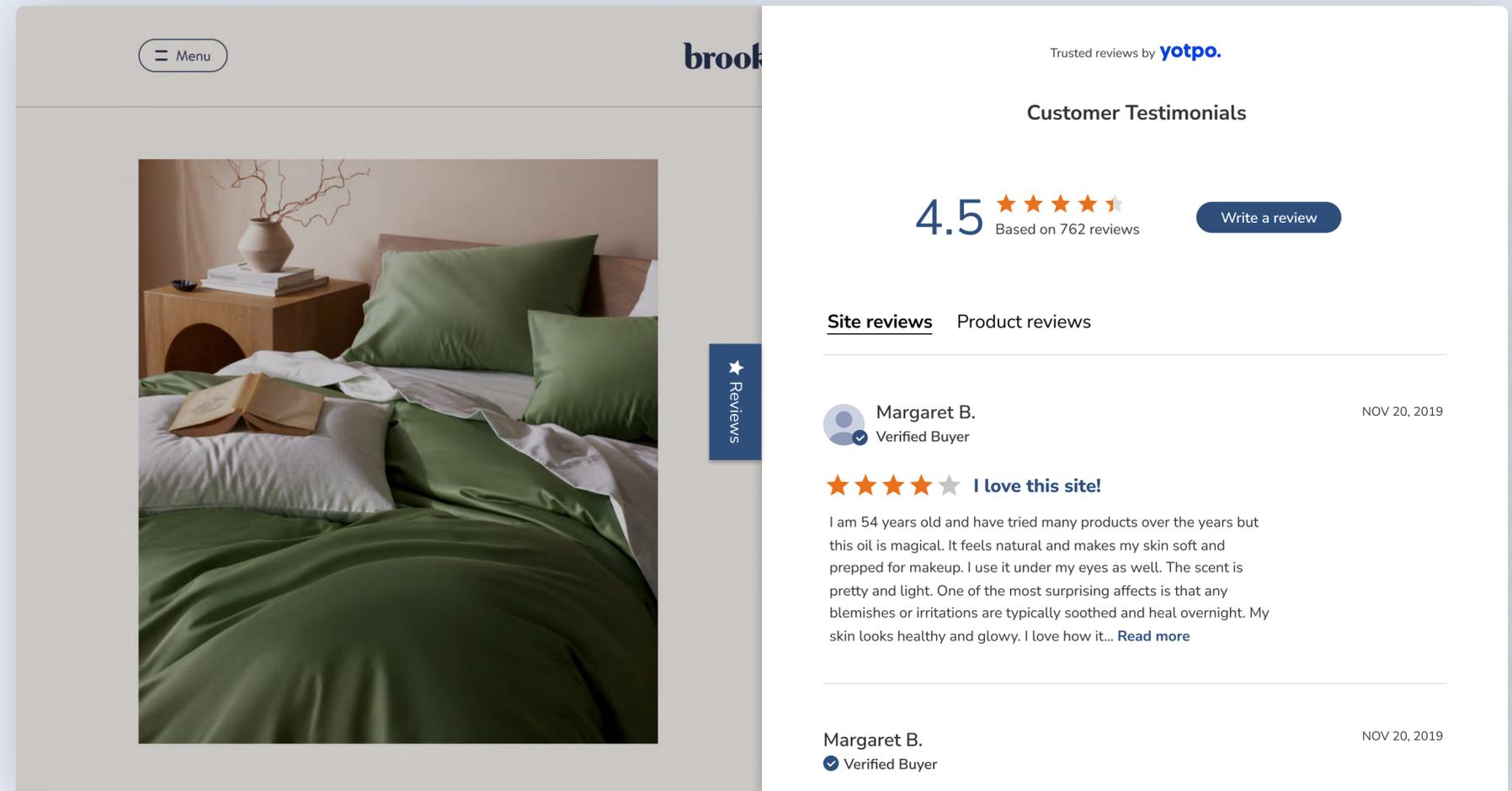


REASON 5

# SYNDICATE REVIEWS TO AND FROM SHOP APP

We've partnered with Shopify to syndicate reviews automatically to the Shop app. You can now add your social proof to another sales channel, building trust and boosting conversions with no effort required.

[Learn more](#)



The screenshot shows a product page for 'brook' with a menu icon in the top left. The main image is a bed with green and white linens. A vertical 'Reviews' button is on the right side of the image. To the right of the image, the reviews section is displayed. It features the text 'Trusted reviews by yotpo.' and 'Customer Testimonials'. The average rating is 4.5 stars, based on 762 reviews, with a 'Write a review' button. Below this, there are two tabs: 'Site reviews' (selected) and 'Product reviews'. The first review is from Margaret B., a verified buyer, dated NOV 20, 2019. She gave a 4.5-star rating and wrote 'I love this site!' followed by a detailed testimonial about a skin product. The second review is also from Margaret B., a verified buyer, dated NOV 20, 2019.

REASON 6

# BUILD TRUST BY DEMONSTRATING TRANSPARENCY

Be transparent with consumers and ensure they are informed when reviews are incentivized.

By prominently displaying an incentivized review badge, you foster trust between consumers and your brand.

[Learn more](#)

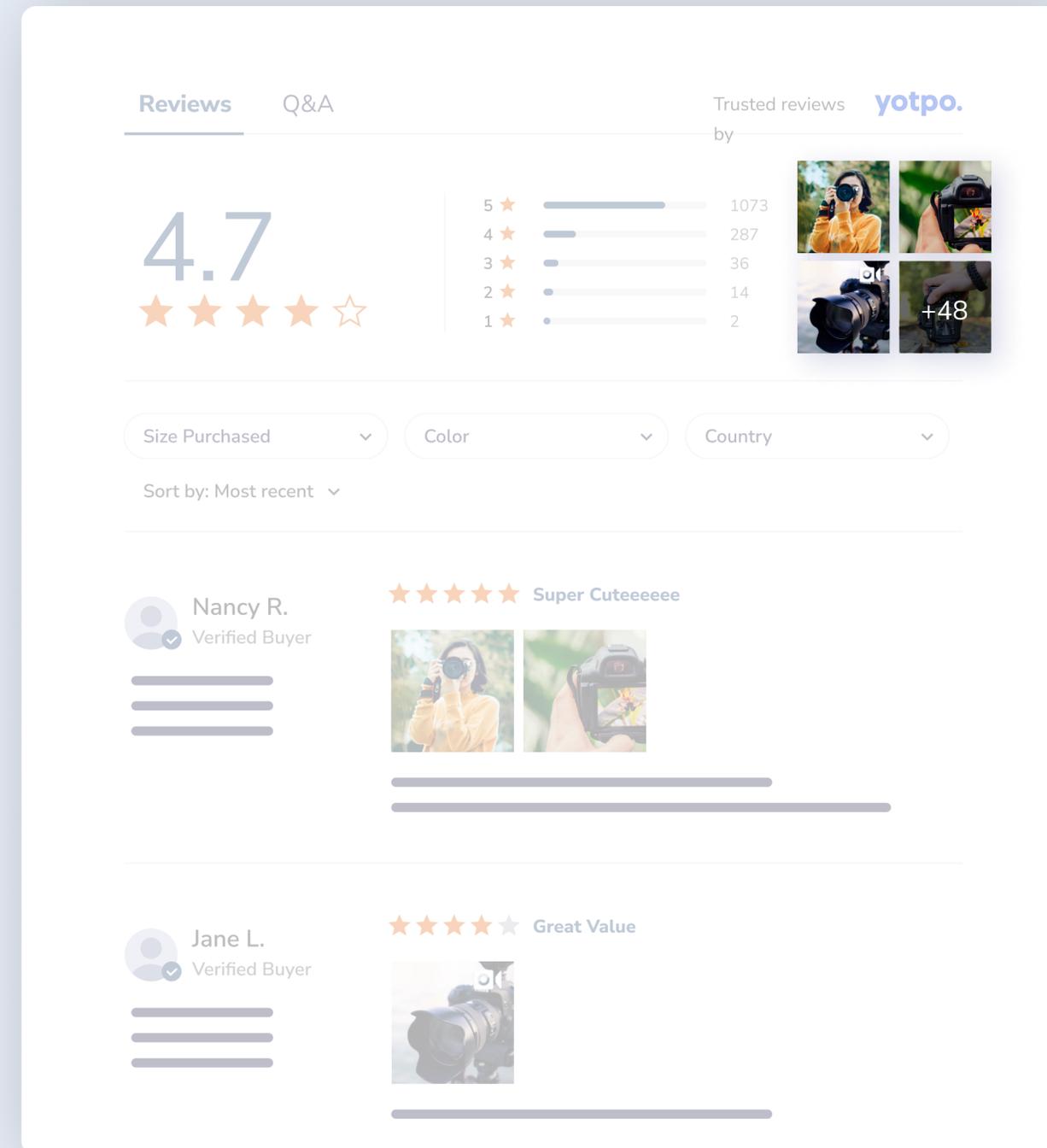
The screenshot shows a product review interface. At the top left is a profile icon for Nancy R., a Verified Buyer. To the right of the name is a 5-star rating. Below the name is a badge that says "Incentivized Review". Underneath the badge are three attributes: "Quality" (high), "Size" (true to size), and "Primary Activity" (play). A "See more" link is located below these attributes. To the right of the text is a paragraph of review text: "Love this vest. Very versatile and great for early fall days. Great for wearing to work, to the bar or for a walk outside on a brisk fall day. Amazing customer service too!". Below the text are two small images: one of a person in a yellow shirt taking a photo with a camera, and another of a hand holding a camera.

REASON 7

# PROMINENTLY SHOWCASE REVIEWERS PHOTOS & VIDEOS

Elevate your customers' shopping experience with our new dedicated media section in the review display header. Now, let shoppers effortlessly explore how others use your products.

COMING SOON

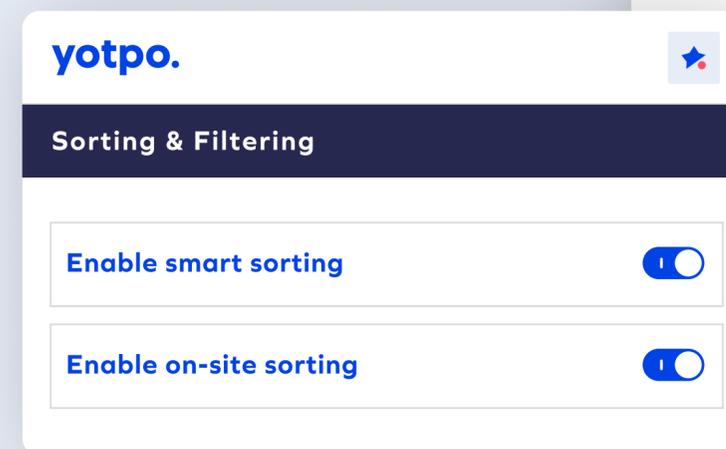


REASON 8

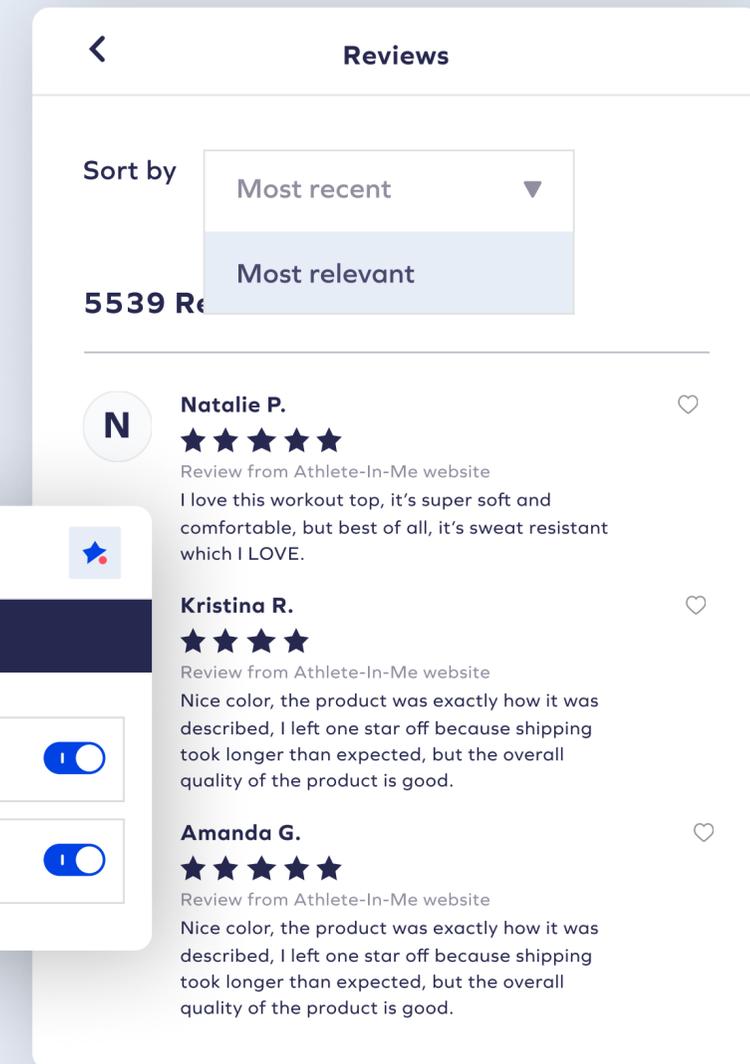
# SHOW MOST RELEVANT REVIEWS FIRST

Transform the way shoppers engage with your review displays with the "Most Relevant," sorting option. This filter prioritizes the most informative reviews to ensure shoppers receive the most important insights upfront.

COMING SOON



The image shows a settings panel for yotpo. At the top left is the yotpo. logo. Below it is a dark blue header with the text "Sorting & Filtering". There are two toggle switches, both currently turned on. The first toggle is labeled "Enable smart sorting" and the second is labeled "Enable on-site sorting".



The image shows a screenshot of a mobile app's "Reviews" page. At the top left is a back arrow, and at the top right is the title "Reviews". Below the title is a "Sort by" dropdown menu with "Most recent" selected and "Most relevant" as an option. Below the dropdown is the text "5539 Re". The main content area shows three review cards. Each card has a circular profile picture with a letter (N, K, A), the reviewer's name, a star rating, and the text "Review from Athlete-In-Me website". The first review is by Natalie P. with a 5-star rating and the text "I love this workout top, it's super soft and comfortable, but best of all, it's sweat resistant which I LOVE." The second review is by Kristina R. with a 4-star rating and the text "Nice color, the product was exactly how it was described, I left one star off because shipping took longer than expected, but the overall quality of the product is good." The third review is by Amanda G. with a 5-star rating and the text "Nice color, the product was exactly how it was described, I left one star off because shipping took longer than expected, but the overall quality of the product is good." Each review card has a heart icon on the right side.