



PLUCK REVIEWS

Pluck Reviews is a robust application for rating products or other items on a Web site. Pluck Reviews stands apart from other such offerings by incorporating *trust* into the reviews process.

Pluck Reviews' Trust Filters let consumers see only reviews submitted by sources they trust, such as their Facebook friends, friends they've made on the brand site, noted reviewers and subject matter authorities. This feature is important to brands because trusted sources have a greater effect on consumers' conversion decisions than strangers.

The screenshot shows a 'Create a Review' form with the following fields and options:

- Rate This***: A star rating system with five stars.
- Review Title***: A text input field with a tip: 'Tip: Use adjectives to help get your point across.'
- Attributes**: A list of attributes with checkboxes and progress bars:
 - Photo Quality
 - Video Quality
 - Auto Focus
 - Zoom
 - Design
- Pros**: A text input field with a tip: 'Tip: Use commas to separate pros and cons.'
- Cons**: A text input field with a tip: 'Tip: Use commas to separate pros and cons.'
- Description***: A larger text input field with a tip: 'Tip: Pretend you're on the debate team and make your point.'
- Attach a photo**: A button labeled 'Attach a photo' and a 'Browse...' button.
- Would you recommend this product?**: A checkbox.
- Post this to:**: Checkboxes for Facebook, Twitter, and LinkedIn.
- Buttons**: 'Preview', 'Post', and 'Cancel' buttons.

At the bottom right, there is a logo for 'Driven by Demand Media'.

Pluck Reviews is one of eight social applications in the Pluck Integrated Community Platform. Like every other Pluck application, Pluck Reviews is an enterprise-level social application that community managers and others can customize, moderate, manage and measure.

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More Than Standalone Product Reviews

Pluck Reviews takes advantage of the latest Web technologies, social media standards and the power of the Pluck Community Platform to deliver a highly flexible rating and reviews system. Brands that integrate this system into their Web experience enjoy the well-documented conversion improvements that come with product reviews. But these brands find that Pluck Reviews goes further, by helping to grow the brand’s audience, fostering greater consumer engagement with the brand, offering product insights and increasing conversions through channels not available to other reviews products.

Pluck Reviews offers these advantages because it is an element of an integrated community platform. The Pluck platform contributes a number of benefits that produce the results brands value:

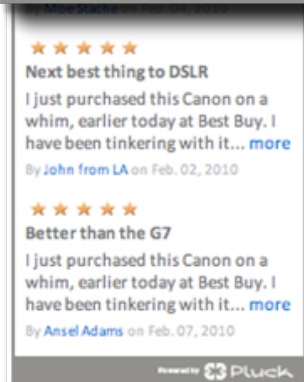
Connect consumers. Consumers can now establish a unique identity on the brand site, with the option to leverage Facebook profile data, find Facebook friends and create new trusted connections with other consumers in the community. It is these friends and connections that enable Trust Filters on product reviews.



Identify authorities. Pluck provides a fully integrated rewards system that allows marketers to easily identify product experts and influential consumers in the community and promote them with trusted badges. These noted authorities also enable Trust Filters on product reviews.



Promote quality. Consumers can vote on individual reviews, provide ratings down to the attribute level, note whether they would recommend the product to a friend, and sort reviews by most helpful and most popular. Advanced moderation controls allow marketers to ensure reviews are not harmful to the community or the brand.



Drive interaction. Reviewers can embed photos and videos in their product reviews, making reviews more illustrative and interactive. Community members can comment on reviews providing additional insight and reactions.

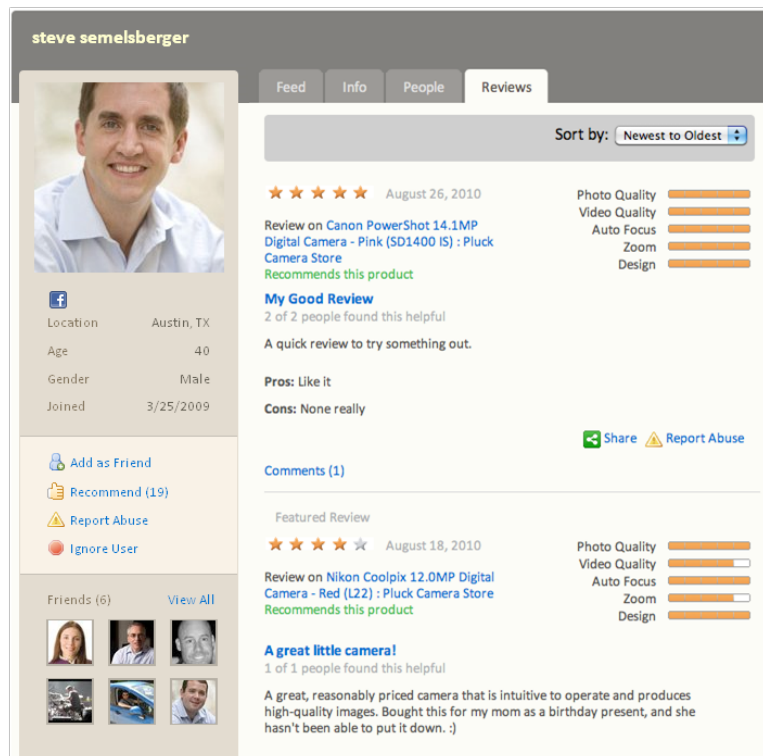
Encourage sharing. Embedded social tools allow reviewers to instantly publish their reviews—and site visitors to share the reviews of others—on popular social networks such as Facebook, Twitter and LinkedIn.



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Increase traffic. Pluck Reviews can be integrated in an SEO-friendly manner into either the on-site product page or a separate microsite, improving rankings in natural language search engines and drive consumers to your pages.

Cross channels. Pluck Reviews can be integrated into Web sites, Facebook, or on a variety of mobile platforms using minimal JavaScript or Pluck's SDKs for JavaScript, Java, .NET, Objective-C or PHP.



Pluck Reviews Capabilities

Pluck Reviews is an enterprise-level product reviews application that was built to the requirements of today's leading online brands. Naturally, Pluck Reviews gives consumers the ability to record and publish their experience with a product, service or other item. But its feature set goes well beyond these fundamental capabilities:

Multi-Attribute Ratings. Consumers can rate products or other items according to brand-defined features, qualities or attributes. These attributes can be grouped in Attribute Sets and reused across product or item categories.



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Voting. Consumers can reward the best reviews by voting them as helpful.

Multimedia Support. Consumers can bring their reviews to life with photos or videos.

Comments. Consumers can share their opinions or experiences by commenting on reviews.

Trust Filters. Consumers can find reviews from trusted sources such as Facebook friends and on-site community friends. The Trust Filters can also surface reviews from noted reviewers and experts identified through Pluck Rewards, a system of badges and leaderboards.

Net Promoter Score. Consumers can indicate if they would recommend a product to a friend or another consumer. Brands can display the overall score for a product.

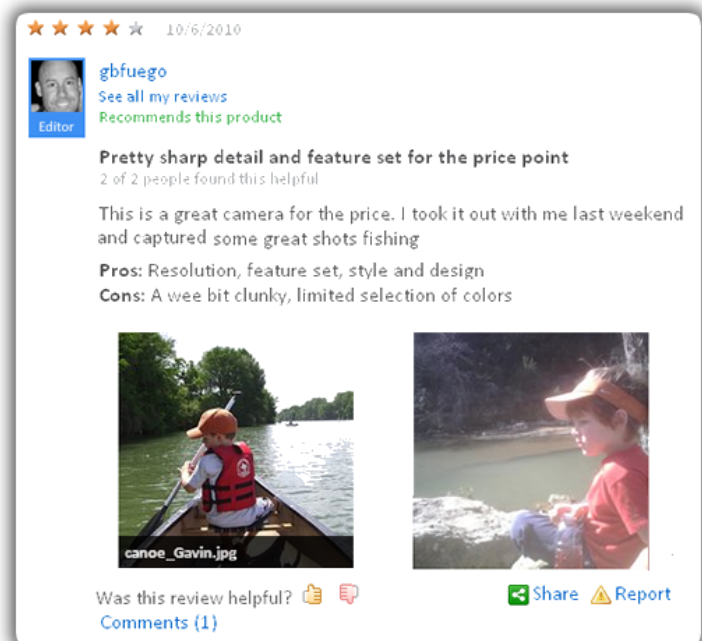
Sorting. Consumers can sort reviews by Newest, Oldest, Highest Rated, Lowest Rated and Most Helpful.

Discovery. Brands can display the Highest Rated and Most Recent reviews for a site or product category. They can also display the Most Helpful Favorable and Most Helpful Critical reviews for a product.

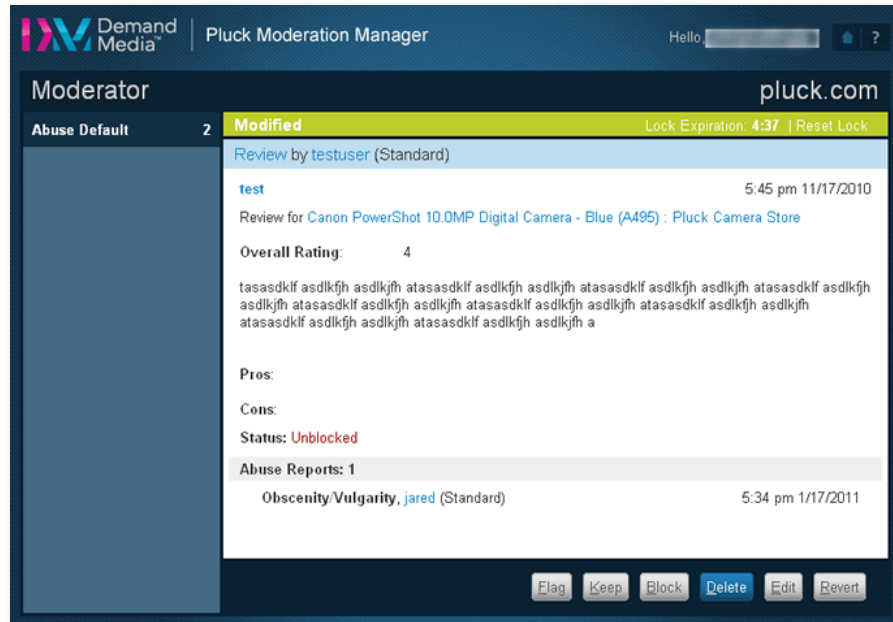
Social Publishing. Consumers can easily publish their reviews to Facebook, LinkedIn or Twitter upon submission. When pre-moderation is chosen, consumers are prompted to publish their reviews with quick links in the approval email notification.

Social Sharing. Consumers can quickly syndicate informative or valuable reviews to 3rd party networks via an embedded Share button.

Search Engine Optimization (SEO). Brands can use their valuable reviews content and keywords to drive search traffic directly to their product pages or a separate microsite. Pluck Reviews are hReview 0.3 microformat compliant ensuring easy sharing, distribution, syndication, and aggregation.



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Moderation. Brands can moderate reviews before they are published (pre-moderation), or after (post-moderation). Reviews can be set to require moderation prior to posting on the site by category, section or per item. Photos and videos are also included in the set moderation policy. Consumers can report abuse against a review which puts it into the Pluck Moderation Manager, where it can be Deleted, Blocked, Approved or Flagged for moderation by another staff member. Moderators with Editor privileges can edit reviews.

Mobile. Brands can integrate reviews into mobile applications or mobile-enabled sites.

Implementation Options. Pluck Reviews can easily be integrated into existing Web pages using minimal JavaScript code, or they can be implemented in a custom manner using Pluck's SDKs for JavaScript, Java, .NET, Objective-C or PHP.

Demand Media's Integrated Community Platform

Pluck Reviews is one of eight out-of-the-box applications in the Pluck integrated community platform. Demand Media's social solutions help leading brands foster engagement, boost conversions and improve insights; and Pluck enables interactions across brand sites, social destinations like Facebook and Twitter, and platforms like mobile. Pluck powers some of the world's largest and most innovative online communities at some of the world's most respected brands, including Best Buy, Kraft Foods, Lowe's, NFL, Southwest Airlines and Whole Foods.

