AMAZON;
REQUESTING REVIEWS

Discover the methods for obtaining Amazon reviews while adhering to the guidelines.

by Vicki Ades

COMMUNICATION

Sellers on Amazon can send proactive messages to request reviews and/or seller feedback, using various methods such as the Buyer-Seller Messaging system, the Request a Review button, or the Amazon API. To streamline this process, many sellers employ third-party software to automate review requests via the Amazon API.
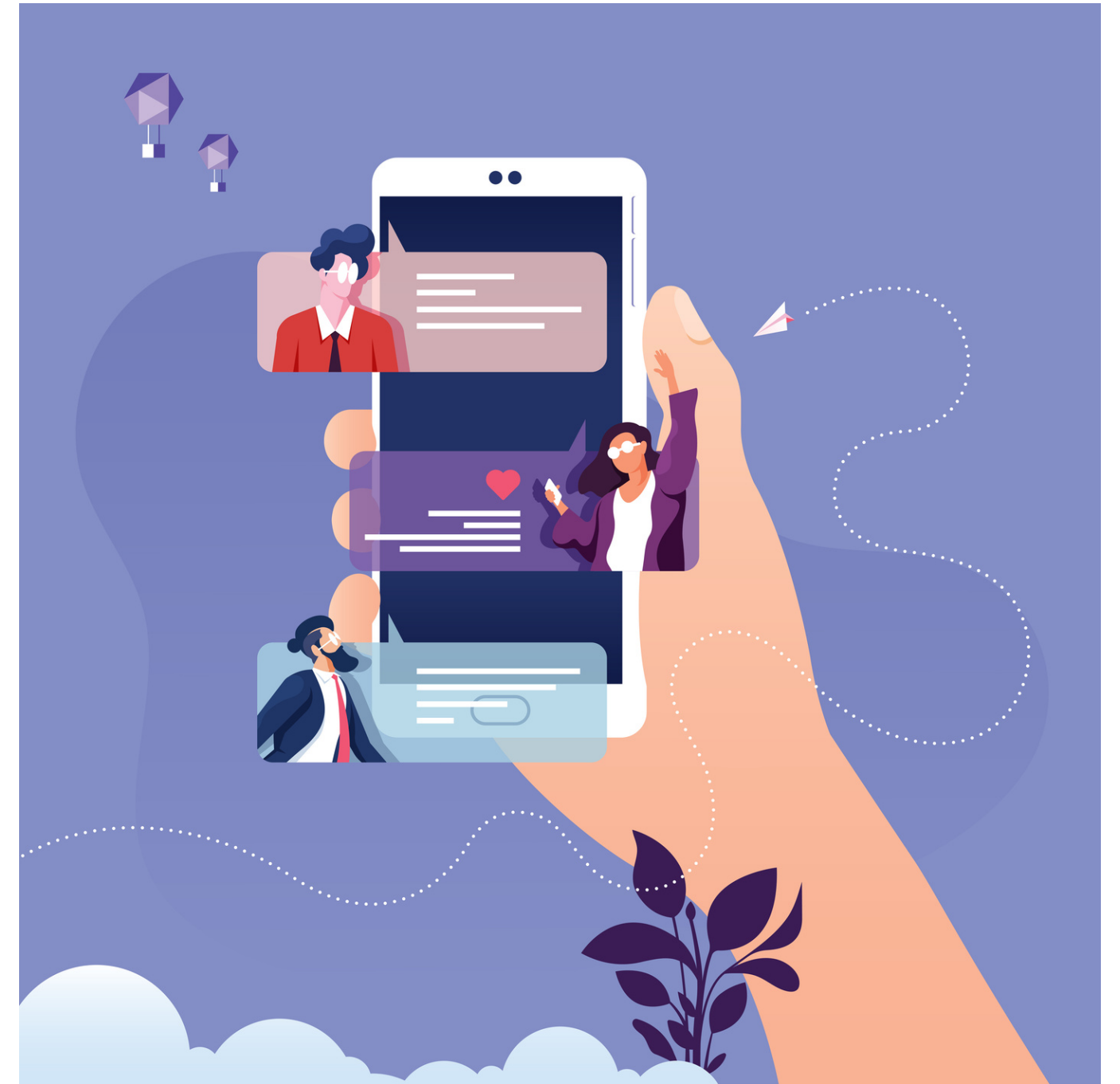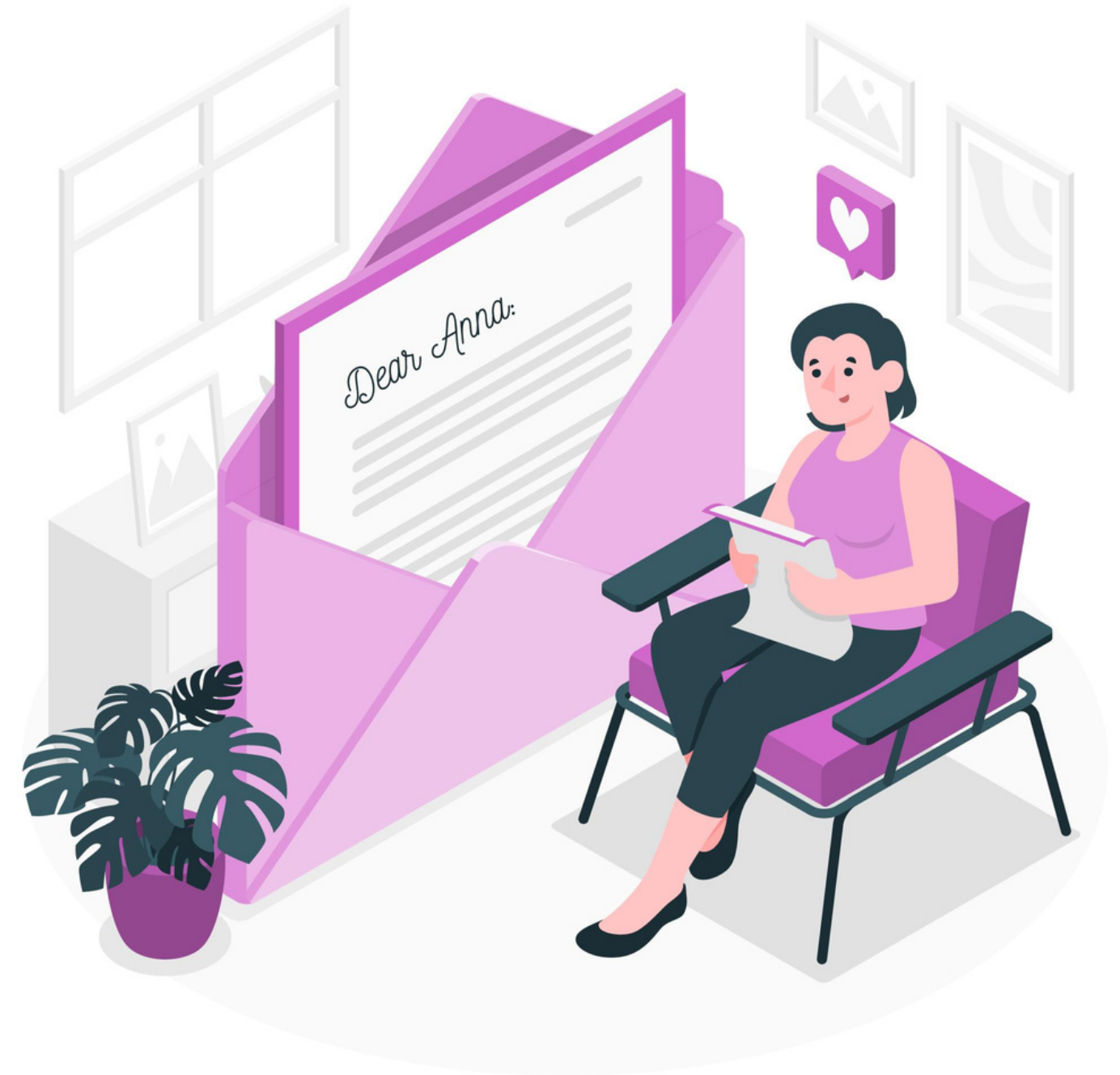
COMMUNICATION

NOTE:

It is mandatory to send all correspondence to buyers within 30 days of order fulfillment, including the order ID, and ensuring that it is translated into the buyer's preferred language.
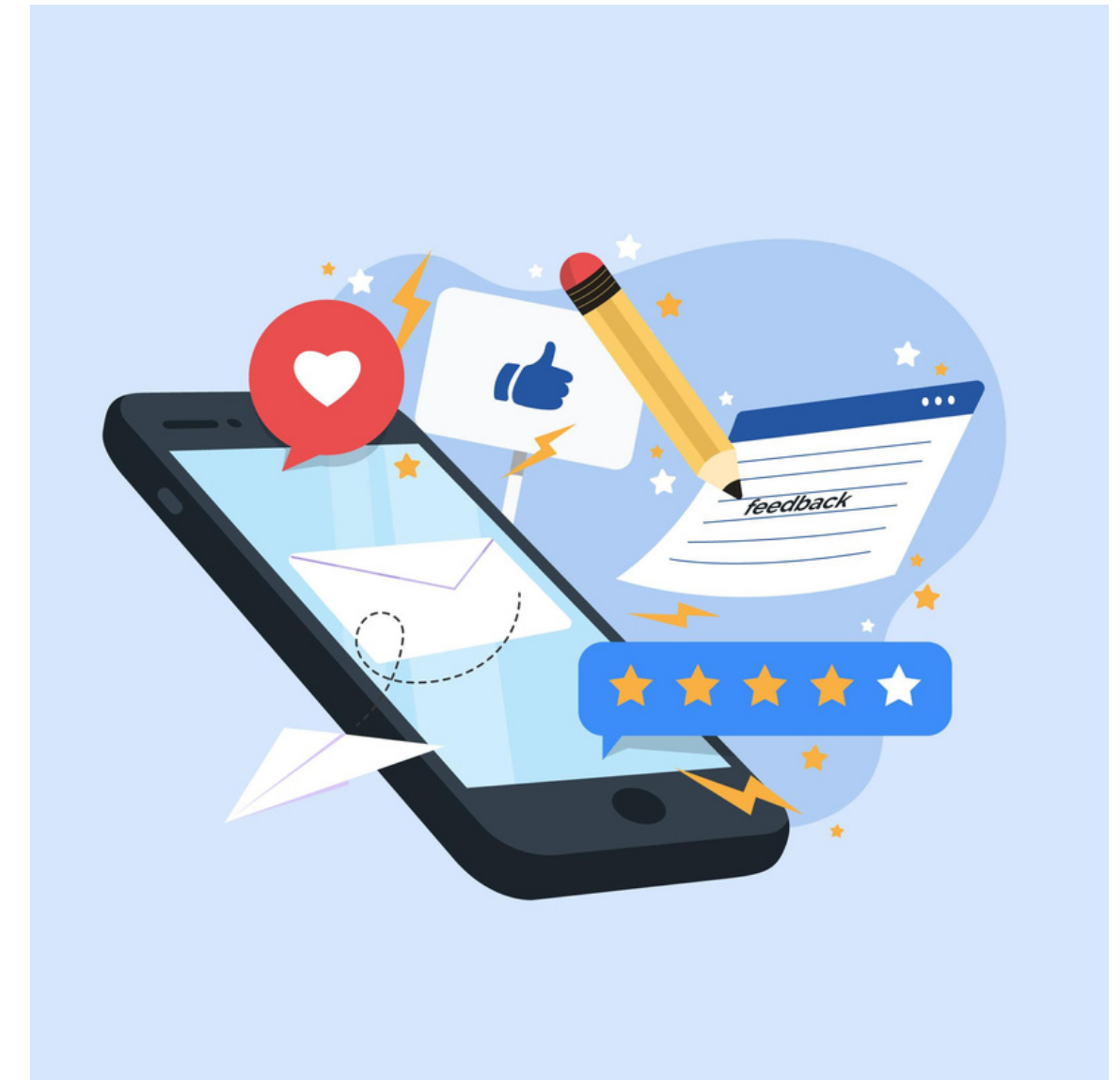
Buyer-Seller
MESSAGING

In Seller Central, it is possible to manually send review requests via Buyer-Seller Messaging. While this method enables you to personalize your messages, it is crucial to comply with Amazon's communication guidelines when using it.

REQUEST A REVIEW

If you wish to have Amazon send a review request message on your behalf, you can use the Request a Review feature. This automated message cannot be customized but will be translated into the buyer's preferred language. You can also choose to send review requests manually through the Order Details page in Seller Central or use software to automate this process.

Many sellers have reported success with the Request a Review messaging option. For instance, in a random sampling of FeedbackFive customers, the daily average review rate increased by 41% after implementing this feature.

SOFTWARE

Designed for Amazon Sellers

The Selling Partner Appstore, formerly known as the Seller Central Partner Network, offers a range of tools that connect with the Amazon API, including our software, FeedbackFive. With FeedbackFive, you can automate and schedule customizable review requests using Buyer-Seller Messaging templates or Amazon-generated requests through the Request a Review messaging system.

FeedbackFive also comes with additional features to help you stay on top of your product reviews. Our software provides alerts for new reviews and offers detailed analytics to give you a complete understanding of how your products are perceived on Amazon. You can find FeedbackFive and other Amazon API-compatible tools in the Selling Partner Appstore.

FEEDBACK FIVE

Amazon API-compatible

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