



Technical Integration 6.0



Avis **Vérifiés**TM
by Net Reviews

REVISIONS

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GLOSSARY

Transaction: describes an order, purchase or rental by a consumer from your store/website

Product: describes a tangible or intangible product consumed by your customer and for which they will be asked to provide a review

CREATING AN ACCOUNT

To be able to use the Verified Reviews solution, you must register on the website. Below is a list of links for the different languages available.

1. Go to the URL

[https://\[URL\]](https://[URL])

You will then have your own customer account from which to access the API authentication keys.

2. Accessing the API keys

a. The main codes

{id_website}	Unique identifier specific to each customer account (public key)
{secret_key}	Secret key enabling us to identify the customer account securely

b. Using the API URLs

You must use the following URLs when calling our APIs as described in the document “[URL]”.

Here is the list of URLs for each of our sites:

- FR: www.avis-verifies.com
- ES: www.opiniones-verificadas.com
- DE: www.echte-bewertungen.com
- IT: www.recensioni-verificate.com
- NL: www.echte-beoordelingen.com

- UK: www.verified-reviews.co.uk
- US: www.verified-reviews.com
- BR: www.opinioes-verificadas.com.br
- PT: www.opinioes-verificadas.com
- CO: www.opiniones-verificadas.com.co
- PL: www.prawdziwe-opinie.com
- MX: www.opiniones-verificadas.com.mx

For the full list of URLs, visit our website and use the dropdown menu in the top right to access another language.

THE DIFFERENT SERVICES AND THE DATA TO PROVIDE

1. Introduction

Simple interfacing

Verified Reviews allows simple interfacing with all proprietary solutions, checkout systems, SaaS, CRM tools and e-commerce modules. The wide variety of connectors and methods available to automate the transfer and consumption of data means your technical team can choose the best fit for their infrastructure. Here is a partial list of module-type “plug and play” connectors:

- Salesforce Cloud
- Cylande
- Sora Caisse
- E-commerce solutions: Prestashop, Magento

For the full list of connectors, please contact us.

Purchases made online, in store, through Click & Collect or some other channel

With Verified Reviews, it is possible to distinguish between purchases made online, in store, online using a Click & Collect service (also called web-to-store), or in a store using a tablet-based ordering system (also called store-to-web) in order to adapt the email and form sent out to customers.

The transaction and product concepts

Within the Verified Reviews system, an order/transaction can contain one or several products/services. This means you can ask your customers about:

- Your site/store/retail chain
- AND/OR Your products/services

Sending your review requests with a time delay/Sending two separate review requests

To obtain a relevant review from your customers based on their purchasing experience, you can send them your review request after a set period starting once we have received the transaction. You can set this time delay in your customer account area, in which case the settings will be applied to all orders, or you can set it for specific orders when sending the data to our teams, by letting them know the time delay you wish to apply.

You can also send the site/store review request and the product review request in two separate emails sent at different times (extra charges may apply, please ask your account manager).

Requesting reviews by SMS (depending on your chosen package)

For the ability to request reviews from your customers by SMS, please contact your account manager.

2. The data to provide

Below is the full list of the standard data required by Verified Reviews. Some of these data apply for one type of transfer only (API, CSV, etc.).

The table below lists the data describing the **transaction**. These data allow Verified Reviews to send a customer a review request about their experience shopping with you.

Field	Content	Required
query	pushCommandeSHA1	yes, only if API call
order_ref	order reference	yes
email	customer's email address	yes
phone	customer's phone number (format: 33614556699)	no
order_date	order date (YYYY-MM-DD hh:mm:ss OR YYYY-MM-DD)	yes

firstname	customer's first name	yes
lastname	customer's last name	yes
channel	online, offline, clickncollect (should be validated by Verified Reviews)	no
id_shop	store identifier	no
name_shop	name of the store	no
delay	delay before sending the review request (in days)	no
delay_product	delay before sending the product review request (in days) Needs to be the same for all products with the same order_ref. Number of days needs to be different and greater than 'delay'	no
sign	signature to authenticate the request	yes, only if API call

Extra data relating to the transaction

In addition to the standard data required, Verified Reviews allows you to describe your transactions using data that is specific to your organisation. For example, to easily identify the author of a review in the Verified Reviews tools, you can add **the unique identifier** that is assigned to them in your system. To do so, you must send your Verified Reviews contact your list of data, specifying their type and that they are 'required'. If any required data are missing, the order will be rejected. Below is an example:

Field	Type	Required
external_client_id	string	no
type_delivery	string <u>example</u> : laposte, relay...	yes
civility_customer	string <u>example</u> : Mr, Mrs, Ms, etc.	yes

In this example, `civility_customer` is required because it is displayed in the review request email: "Hello Mr Smith".

The table below lists the data describing the **products** associated with the transaction. These data allow Verified Reviews to include the relevant product names in the review request.

Field	Content	Required
id_product	product identifier	yes
name_product	product name	yes

url_product	absolute URL of the product	yes (only if you want us to provide your product reviews to Google Shopping)
url_image_product	absolute URL of the product image	yes (only if you want us to provide your product reviews to Google Shopping. The image will be displayed in the review request)
GTIN_EAN	product EAN	yes* (only if you want us to provide your product reviews to Google Shopping)*
GTIN_UPC	product UPC	no*
GTIN_JAN	product JAN	no*
GTIN_ISBN	product ISBN	no*
MPN	product MPN	no*
sku	product SKU	yes* (only if you want us to provide your product reviews to Google Shopping)
brand_name	product brand name	no, but highly recommended if displaying the reviews on Google Shopping

★ *It is essential to send us at least one of the following: GTIN_EAN, GTIN_UPC, GTIN_IAN, GTIN_ISBN, MPN, SKU to allow Google to link our reviews to your products on Google Shopping.*

Important note about Google Shopping

In order to link the reviews gathered through Verified Reviews to the products you send to Google Shopping via feeds, the data sent to Google must be identical to those sent to us (EAN, SKU, brand, GTIN, etc.). When this is not the case, Google will warn you that the reviews our teams sent them do not match up with the products it knows from your site.

SENDING YOUR TRANSACTIONS VIA API/WEBSERVICE

There are different methods for sending your transactions to Verified Reviews. This section describes the **API/Webservice** method.

1. Sending a request

Here is the URL for the API:

[https://\[URL\]/index.php?action=act_api_notification_sha1&type=json2](https://[URL]/index.php?action=act_api_notification_sha1&type=json2)

a. Structuring and sending the request

The request must be structured in a table and sent via an HTTP POST request:

idWebsite	Your unique technical identifier
message	Table of data described above, must use json_encode

b. API call

Below are the data to send via API (ensure that the 'message' table is encoded in JSON).

```
{
  "idWebsite": "fd5445fb-4468-4947-adb6-5051429d88ad",
  "message": {
    "order_ref": "ref100",
    "firstname": "John",
    "lastname": "Doe",
    "email": "john@doe.com",
    "order_date": "2019-01-01 12:00:00",
    "sign": "5051429d88addsd65247zaedesdw5sdsz561s92eis",
    "products": {
      "0": {
        "id_product": 100,
        "name_product": "My Product 100"
      },
      "1": {
        "id_product": 200,
        "name_product": "My Product 200"
      }
    }
  }
}
```

[Download an example of an API call
in PHP](#)

c. Calculating the signature

The signature is calculated using the SHA-1 method based on the concatenation of certain data passed in the message table, to which your {secret_key} is added. The signature must be added to the 'message' table; it authorizes the API call.

Note:

All the data must be "URL encoded" and encoded in UTF-8 first.

sign	SHA1 ('query' + 'order_ref' + 'email' + 'lastname' + 'firstname' + 'order_date' + 'delay' + 'secret_key')
-------------	--

Clarification:

'sign' is the concatenation of the 'query' + 'order_ref' + 'email' + 'lastname' + 'firstname' + 'order_date' + 'delay' + 'secret_key' data, all encoded in SHA-1. *delay* must only be added to the calculation if it is present in the data. The + signs describe the concatenation; they must not be added to the calculation.

You will have to check the conformity of the return message.

2. Decoding a return message

The return information will be sent to you directly within a table. You must decode the message returned in JSON.

List of return codes:

1	Your action was performed successfully
2	The signature calculation does not yield the same result
3	The customer account (idWebsite) has not been identified
4	The parameters are incorrect

3. Getting the form link WITHOUT sending the review request

Contact your account manager to authorise access to this API.

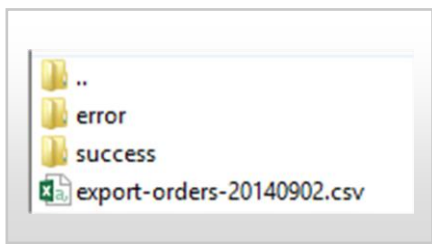
If you add the `noEmail=true` parameter to the end of the API's URL, the review request will not be sent out, but the API will return the URL of the generated review request in situations where your teams need to manage the email dispatch.

[https://\[URL\]/index.php?action=act_api_notification_sha1&type=json2&noEmail=true](https://[URL]/index.php?action=act_api_notification_sha1&type=json2&noEmail=true)

SENDING YOUR ORDERS AS A CSV EXPORT VIA SFTP

There are different methods for sending your transactions to Verified Reviews. This section describes the **CSV file sent to an FTP/SFTP server** method.

You will have a dedicated SFTP access through which to send us, at your chosen time intervals, a CSV file containing the orders for which we must send out review requests. Our system checks the SFTP server once a day (between 1 a.m. and 3 a.m.) to fetch the uploaded order data or files.



1. File format

Encoding	UTF-8 without BOM
Delimiter	; (<i>semi-colon separator</i>)

Please see the previous sections for the data to provide.

2. Structure of the SFTP folder

You must upload your CSV export files to the /orders folder. The /success folder will receive the files that have been successfully processed by our system, while the /error folder will receive the files our system was unable to read correctly.

Important

When the file is moved to a /success or /error folder, the date of processing is added to the file name. E.g.: export-orders-20140902.csv becomes export-orders-20140902_date_2014-06-11_16-34-18.csv)

Here is the structure of the file to upload:

[Download an example with products](#)

[Download an example without products](#)

[Download an OFFLINE example with products](#)

[Download an OFFLINE example without products](#)

The full list of available fields can be found earlier in this document.

3. Checking your file

To check the file format, go to “Integration > Application > Test CSV file”

SENDING YOUR ORDERS USING GOOGLE TAG MANAGER

1. Prerequisites

1. You need a Google Tag Manager account and you need to have installed the GTM tag on your site.

<https://tagmanager.google.com>

2. We strongly recommend reading the official documentation to learn how to use this service

[\(https://www.google.fr/analytics/tag-manager/\)](https://www.google.fr/analytics/tag-manager/).

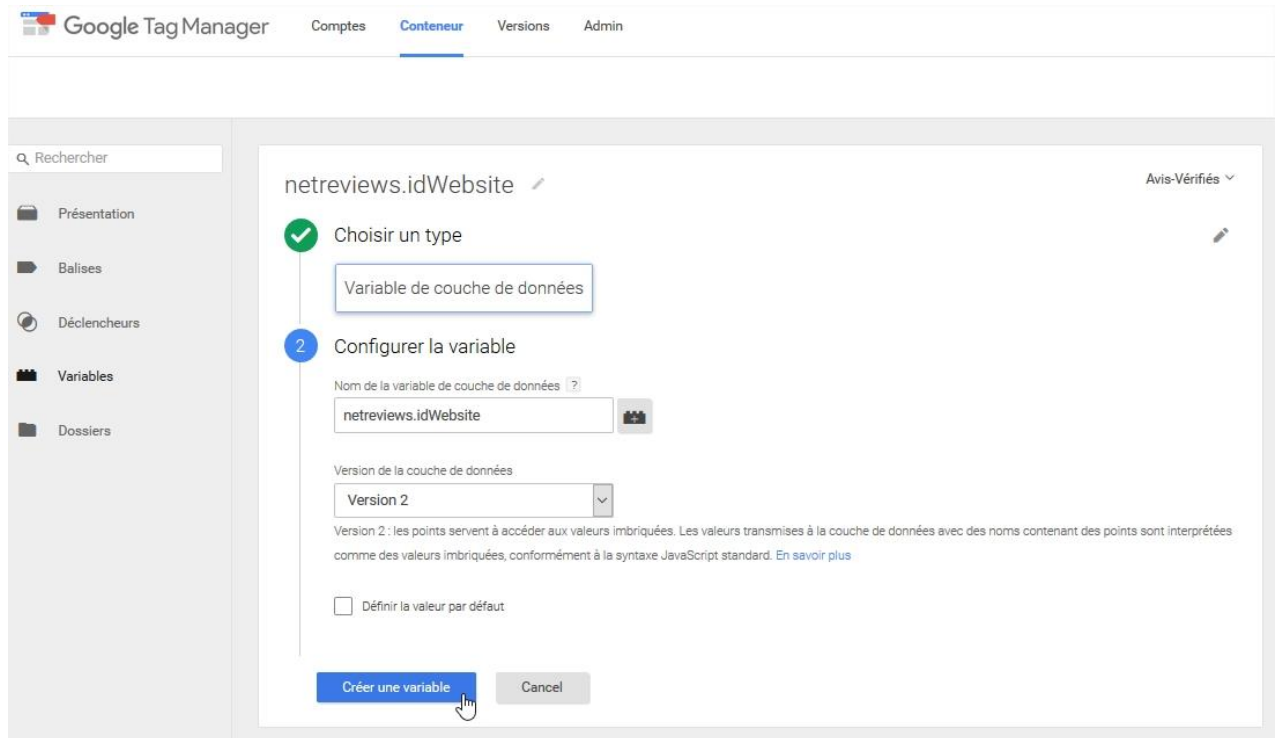
Note

If you set up automation via GTM, you will no longer be able to manage the sending of orders to our teams based on order status. The data will be sent to us as soon as the customer's order has gone through.

2. Creating the variables

In the Google Tag Manager Admin section, you need to create 7 variables. To do so:

1. Go to the **Variables** section
2. In the **User-Defined Variables** section, click on **New**, choose the **Data Layer Variable** type and simply enter the name of the variable leaving the other settings as default (particularly Data Layer Version 2).
3. You must create 7 variables of the **Data Layer Variable** type:
 - netreviews.idWebsite
 - netreviews.order_ref
 - netreviews.firstname
 - netreviews.lastname
 - netreviews.email
 - netreviews.products
 - netreviews.token

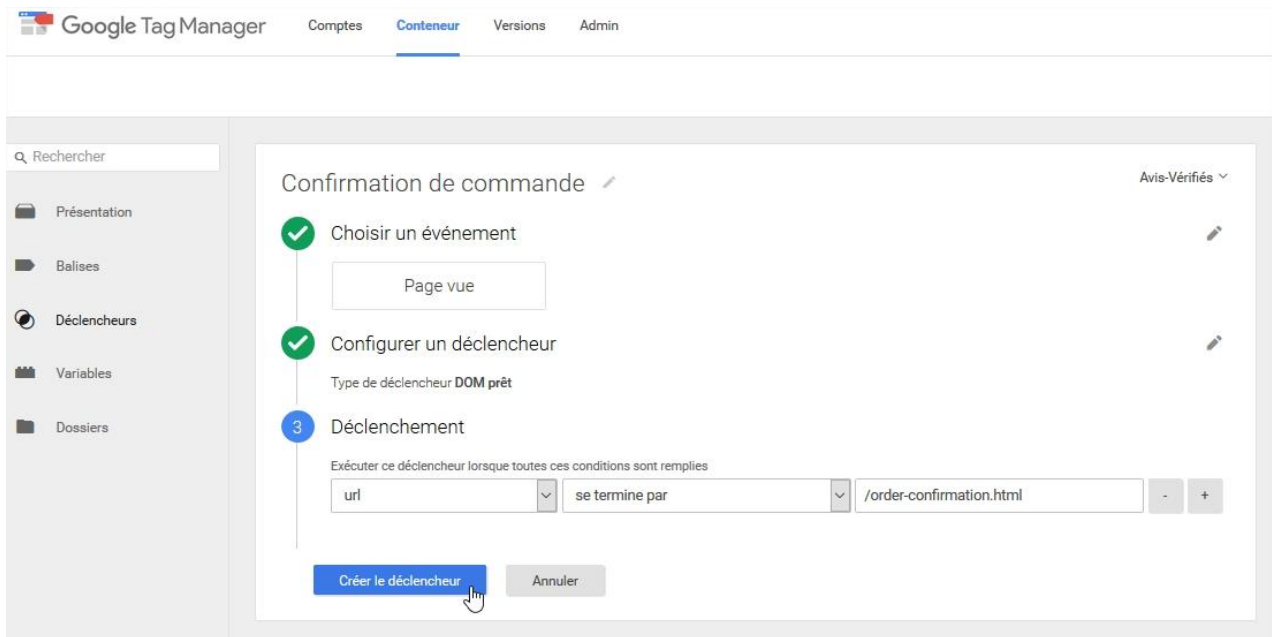


3. Creating the trigger

In the Google Tag Manager Admin section:

1. Click on the **Triggers** menu, then click on the **New** button.
2. Create the trigger as follows:
 - Choose the “Page View” event
 - Choose the “DOM Ready” trigger type
3. Configure your filter to target the relevant page:

It must be the page that confirms the order and it must contain the order- and buyer-related data



4. Setting up the tag

In the Google Tag Manager Admin section:

1. Go to the **Tags** section
2. Click on **New**.
3. Then fill out the form as follows:
 - Choose the “Custom HTML Tag” product (button at the bottom of the “More” link)
 - Paste in the following script:

```
<script type="text/javascript">
var iframe= document.createElement("iframe");
iframe.style = "border:0; height:0; width:0;";
iframe.src = "[URL]/index.php?action=act_google_tag_manager";
iframe.src +=
"&idWebsite="+{{netreviews.idWebsite}}+"&order_ref="+{{netreviews.orderRef}}
+"&firstname="+{{netreviews.firstname}}+"&lastname="+{{netreviews.lastname}}
+"&email="+{{netreviews.email}}+"&token="+{{netreviews.token}};
if(typeof {{netreviews.products}} != "undefined" && {{netreviews.products}}
!= null && {{netreviews.products}}.length > 0)
iframe.src +=
"&products="+encodeURIComponent(JSON.stringify({{netreviews.products}}));
document.body.appendChild(iframe);
</script>
```

4. Select the trigger created previously.

Google Tag Manager Comptes Conteneur Versions Admin

Rechercher

Présentation Balises Déclencheurs Variables Dossiers

Automatisation

Choisir le produit

Balise HTML personnalisée

Configurer la balise

Type de balise: HTML personnalisé

```
HTML
<script type="text/javascript">
  var iframe= document.createElement("iframe");
  iframe.style = "border:0; height:0; width:0;";
  iframe.src = "//www.avis-verifiés.com/index.php?action=act_google_tag_manager";
  iframe.src += "idWebsite="+{{netreviews.idWebsite}}+"orderRef="+{{netreviews.orderRef}}+"
  firstName="+{{netreviews.firstName}}+"lastName="+{{netreviews.lastName}}+"email="+
  {{netreviews.email}}+"token="+{{netreviews.token}};
  if(typeof {{netreviews.products}} != "undefined" && {{netreviews.products}} != null &&
  {{netreviews.products}}.length > 0)
    iframe.src += "products="+encodeURIComponent(JSON.stringify({{netreviews.products}}));
  document.body.appendChild(iframe);
</script>
```

3 Déclenchement

Choisissez un ou plusieurs déclencheurs parmi les types ci-dessous:

Toutes les pages Certaines pages Clic

Formulaire Plus

Ce déclencheur activera votre balise: Créer des exceptions

Confirmation de co... x

Créer une balise Annuler

5. Adding dynamic data

Within the HTML code of your confirmation page, add these data to the **dataLayer**:

```
<script type="text/javascript">
window.dataLayer = window.dataLayer || [];
dataLayer.push({
  'netreviews' : {
    'idWebsite' : 'XXXXXXXX-1234-abcd-5678-XXXXXXXXXXXX',
    'order_ref' : '12345',
    'firstname' : 'John',
    'lastname' : 'Doe',
    'email' : john@doe.com',
    'products' : [{
      'name_product' : 'product_name_1',
      'id_product' : 'REF_01'
    }, {
      'name_product' : 'product_name_2',
      'id_product' : 'REF_02',
      'url_product' : 'http://www.shop.com/product2',
      'url_image_product' :
```

```
'http://www.shop.com/product2/image.png',
      'GTIN_EAN' : '6598745632153',
    }],
    'token' : 'YOUR_TOKEN'
  }
});
</script>
```

The token is an encrypted key that is mandatory for security reasons. It is generated as follows:

sha1(idWebsite . secretKey . order_ref)

★ *Note that aside from the static idWebsite that you can get from your Verified Reviews account, all the parameters are to be included dynamically. The periods describe the concatenation character, therefore they should not be part of the token.*

RETRIEVING YOUR REVIEWS

Verified Reviews offers different methods for retrieving the reviews gathered. As these different methods are simple to integrate into your tools, your team can choose the method best suited to their infrastructure.

Reviews can be retrieved for a number of purposes:

- For analysis by data analysts
- For public display
- For internal display

1. How it all works and the data available

An interface allows you to configure the retrieval of product reviews and site/store reviews via different processes presented below.

a. Standard data

Below is the full list of standard data. Note:

- the 'action' data will only be present in the synchronization files, not in the Web resources
- the data in **orange** are only present in the **product review** feed.

Label	Value	Comment
action	NEW = new review UPDATE = new message on a review DELETE: review has been rejected	In synchronization files only. Web resources will not contain 'action' data
review_id	UUID – 36 characters long	unique identifier of the review in our database
product_review_id	UUID – 36 characters long	unique identifier of the product review in our database
email	customer's email address	
lastname	customer's last name	
firstname	customer's first name	
review_date	review date	
review	review content	
rate	review rating	
order_ref	your order reference	
product_ref	your product reference	
nb_comments	number of messages on the review	Only for CSV format if > 0, new columns will be added, group 3 columns per message (details below)
date	date of the message	
author	author of the message	2 = you 3 = customer
comment	message	

b. Non-standard data

As mentioned previously in the “data to provide” section, Verified Reviews allows you to add data which are specific to your organisation in your transaction data. These data can appear in the output streams via the same label as in the input stream.

To do this, go to the “Personalisation – Site/product review” tab. That interface allows you to add and name the output data.

Note

We recommend that you contact us before using this configuration. If your technical team has already set up your system to read our data feeds, you need to warn them before making any changes. If you fail to do so, access to your data may be disrupted.

2. Retrieving reviews via synchronisation files

a. How this works

1. Go to the “Configuration” tab to select the data feeds you want and to configure the FTP/SFTP destination
 ★ *Please contact us if you need us to create an FTP/SFTP account on our servers.*

Every night (between 1 am and 3 am)

We upload a CSV or XML file to the FTP account that you will have previously configured as per below, containing new site/store and/or product reviews, updates to store and/or product reviews, as well as deletions of the previous day’s site/store and/or product reviews.

The two forms are similar and allow you to retrieve the site/store and product reviews separately.

Format	We offer you two formats: CSV and XML. These two formats will be explained in this document
Transfer method	We offer two file transfer methods: FTP and SFTP. Note: you may need to change the port number, depending on your server.
Server	Set the IP or host address of the server we will be connecting to
Username	Username for connecting to your FTP/SFTP server (we must have write permissions)
Password	Password for access to your FTP/SFTP account
Port	Listening port for your FTP/SFTP server
Directory path	Directory where we will upload your files.

2. “Test the connection”: Immediately check that we are able to connect to your FTP/SFTP account. (We do not verify the write permissions)
3. “Test the review feed”: Immediately send a data feed to the FTP/SFTP account (daily or full).

b. Interpreting a NEW, DELETE or UPDATE action

Each line (or XML node) of the synchronisation files has a type indicating the action to perform in your database:

NEW	New review published. You must add this review to your database
UPDATE	The review has been modified, for example the retailer or customer has responded to the review. <u>All the data</u> connected with that review (buyer's personal information, their review, the review responses) must be updated ★ If the consumer asks us to anonymize their personal information, the information will be replaced by Anonymous
DELETE	The review has been permanently rejected. You must remove this review from your database

c. CSV format

Encoding	UTF-8 without BOM
Separator	tabulation (\t)

[Find examples on our Resources page](#)

d. XML format

Encoding	UTF-8 without BOM
-----------------	-------------------

All the data are contained within CDATA tags so that they are not blocked by any special characters.

[Find examples on our Resources page](#)

e. File naming

“Site/store review” files are named according to the following format:

incremental	reviews_site_<idWebsite>_<date>.<file_type>
--------------------	---

“Product review” files are named according to the following format:

incremental	reviews_product_<idWebsite>_<date>.<file_type>
date	date of submission, in the YYYYMMDD format
file_type	type of file: csv or xml
idWebsite	your account's idWebsite

| Examples:

- [reviews_598b6360-e762-cf54-790a-85cfdcb0bdc1_20130523.csv](#)
- [reviews_product_598b6360-e762-cf54-790a-85cfdcb0bdc1_20130523.xml](#)

3. Via Web resources

You can use the Web resources accessible via the http or https protocol. These resources are updated every night between 1 am and 3 am.

Note

The data retrieved via calls to these resources must be cached on the server side. This is because access to the data will be blocked automatically if calls are made too often (for example, avoid sending requests each time you refresh your pages).

The files are generated every night, but if you have just activated the generation please be patient and wait a few minutes.

a. How the product review Web resources work

We place several resources at your disposal, each with different objectives and each available in 3 formats: XML, JSON and CSV. Go to the "product API" tab to activate their generation.

Note

We only recognise your products if they have appeared in your order exports. If your product is not recognised, you will receive a "file not found" error. To avoid this, be sure to first read the resource detailed further on: "Obtaining the list of products with at least one review, as well as the date of last update".

Obtaining the average rating and the number of reviews via a file containing all products

This resource lists all id_product with at least one review and, for each product, indicates the average rating and the number of reviews. Use this resource to display ratings on a list of products, for example.

JSON example:

```
{
  "3819":{
    "id_product":"3819",
    "rate":"5",
    "nb_reviews":"1"
  },
  "50404":{
    "id_product":"50404",
    "rate":"1",
    "nb_reviews":"1"
  }
}
```

Access URL:

[//cl.avis-verifies.com/code_lang/cache/x/x/x/xxxxxxx-x-x-x-xxxxxxx/AWS/PRODUCT_API/AVERAGE/all_products.\[format\]](https://cl.avis-verifies.com/code_lang/cache/x/x/x/xxxxxxx-x-x-x-xxxxxxx/AWS/PRODUCT_API/AVERAGE/all_products.[format])

Obtaining the average rating and number of reviews per product, via a file for each product

These resources identified by id_product provide the rating of a product and its number of reviews. Use this resource to display a product's rating and number of reviews in the upper portion of the product page, or to add the content to your Rich Snippets for example.

JSON example:

```
{"rate":"1","count":"1"}
```

Access URL:

[//cl.avis-verifies.com/code_lang/cache/x/x/x/xxxxxxx-x-x-x-xxxxxxx/AWS/PRODUCT_API/AVERAGE/\[id_product\].\[format\]](https://cl.avis-verifies.com/code_lang/cache/x/x/x/xxxxxxx-x-x-x-xxxxxxx/AWS/PRODUCT_API/AVERAGE/[id_product].[format])

Obtaining the list of reviews per product, via one file for each product

These resources list the reviews gathered about a product which you can display publicly. These reviews have gone through our moderation filters and are anonymized (1st letter of the last and first names). Use this resource to display reviews on a product page.

To see an example, please log in to your Verified Reviews account.

Access URL:

```
//cl.avis-verifies.com/code_lang/cache/x/x/x/xxxxxxx-x-x-x-
xxxxxxx/AWS/PRODUCT_API/REVIEWS/[id_product].[format]
```

Obtaining the list of products with at least one review, as well as the date of last update

This resource (CSV only) lists the products with at least one review, as well as the date of last update. Use this resource to obtain a list of products with reviews before calling one of the resources described previously. The date of last update allows you to update your local cache only if the product's rating or number of reviews has changed.

```
50404;2017-08-23
10;2017-08-23
```

Access URL:

```
//cl.avis-verifies.com/code_lang/cache/x/x/x/xxxxxxx-x-x-x-
xxxxxxx/AWS/PRODUCT_API/AVERAGE/files_list.txt
```

b. How the site/store review Web resources work

1. Go to the "Website API" tab. Through this interface you will find the URLs for accessing the files, as well as some examples.
2. Activate the generation of a file containing the list of published reviews

- Choose the date range, from 1 to 12 months.

Available formats: JSON, XML, CSV, RSS

Access URL:

```
//cl.avis-verifies.com/code_lang/cache/x/x/x/xxxxxxx-x-x-x-
xxxxxxx/AWS/WEBSITE_API/reviews.[format]
```

★ *[format]* corresponds to the file format used: *.json*, *.xml*, *.csv* or *.rss*

c. How the store review Web resources work

If stores are listed in your Verified Reviews account, the following link allows you to obtain the average rating and the number of reviews for each store.

- `id_shop`: store identifier
- `name_shop`: store name
- `review_number`: number of reviews published for this store
- `rating`: rating obtained (to 4 decimal places)
- `certificate_url`: URL of the certificate

Access URL:

```
//cl.avis-verifies.com/code_lang/cache/x/x/x/xxxxxxx-x-x-x-
xxxxxxx/AWS/xxxx_infoshops.txt
```

4. Via API

Verified Reviews provides an API to filter the content of the Web resources previously described. To use this API, the Web resources must be activated.

d. Site/store reviews

<https://awsapis3.netreviews.eu/website>

Here is the list of GET parameters for filtering:

GET Params	Description	Required
idWebsite	Verified Reviews merchant account ID – 36 characters	
format	The format of the input data (Web resource)	Yes, 'json' only
iso_code	Country, e.g.: fr, it, es, etc.	No, set to 'fr' if empty
order_type	Sort results by a value; all values can be sorted	No, 'review_date' if empty
order_by	Sort or filter results. <ul style="list-style-type: none"> Use 'asc' or 'desc' to sort Use 'equal', 'sup' or 'inf' to filter <ul style="list-style-type: none"> Add 'compare' parameter in order to define the value <p><i>Some examples below</i></p>	No
range	Number of reviews per 'page'	No, set to 100 if empty
p	Current page	No, set to 0 if empty

Examples for listing site/store reviews

- Sort by review date
- 200 results from page 3 (page=2)

https://awsapis3.netreviews.eu/website?idWebsite=xxxxxxx&format=json&order_by=asc&range=200&p=2

- On Opiniones Verificadas (the Spanish platform)
- Filter by store_id=503
- First 200 results

https://awsapis3.netreviews.eu/website?idWebsite=xxxxxxx&format=json&iso_code=es&range=200&order_by=equal&compare=503&order_type=store_id

e. Product reviews

<https://awsapis3.netreviews.eu/product>

Make a POST or GET call with a JSON table containing all the required parameters. See below for the list of parameters to contact the API.

To obtain the average ratings and the number of reviews for each product:

Params	Description	Required
idWebsite	Verified Reviews merchant account ID – 36 characters	Yes
query	"average"	Yes
platform	Country, e.g.: fr, it, es, etc.	No, 'fr' if empty
products	["SKU12","SKU13",...] or "all"	Yes

Example of a query

```

{
  "idWebsite": "xxxxx-xxxxxx-xxxxxxx-xxxxxxx",
  "query": "average",
  "plateforme": "fr",
  "products": "all"
}
    
```

To obtain the list of reviews for a product:

Params	Description	Required
idWebsite	Verified Reviews merchant account ID – 36 characters	Yes
query	"reviews"	Yes
platform	Country, e.g.: fr, it, es, etc.	No, 'fr' if empty
product	"SKU12"	Yes
order	Sort reviews 'date_asc', 'date_desc', 'rate_asc', 'rate_desc', 'most_helpful'	No
filter	Filter by rating [1-5]	No
offset	Number of the first reviews (integer)	No
limit	Number of reviews to get (integer)	No

Example of a query

```
{
  "idWebsite": "xxxxx-xxxxxx-xxxxxxx-xxxxxxx",
  "query": " reviews",
  "plateforme": "fr",
  "product": "SKU12",
  "order": "date_desc",
  "offset": "0",
  "limit": "5"
}
```

DELIVERABILITY FEED

Daily, via a data feed in the CSV format, you can obtain a list of the email addresses to which we were unable to send a review request. This feed is uploaded to an SFTP/FTP account of your choosing.

Note: when an email bounces or returns an error message, we attempt to send it again a few days later. For this reason, the email may appear several times in the deliverability feed.

Encoding	UTF-8 without BOM
Delimiter	; (semi-colon separator)
Filename	deliverability_xxxxxxxx_yyyy-mm-dd.csv

Label	Value	Comment
type	SOFTBOUNCE HARDBOUNCE SPAM BLOCKED CAPPED UNSUBSCRIBED	
email	Customer's email address	
order_ref	Your order reference	
lastname	Customer's last name	
firstname	Customer's first name	
order_date	Order date	
event_date	Date of the event	

[Find examples on our Resources page](#)

“REVIEW HELPFUL – YES/NO” FUNCTIONALITY

You can allow visitors to your site to judge the helpfulness of reviews posted about your products.

Visitors can choose one of two answers: Was this review helpful?

- Yes
- No

| Example of this functionality being used:

Christiane G. le 03/06/2017 à 11:27

★★★★★ 5/5

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Cet avis vous a-t-il été utile ? 16 3

This functionality requires the use of a web service provided by Verified Reviews, allowing you to notify us of your site visitors' votes so the data can be centralised alongside your reviews on our platform.

1. Calling the web service

The web service is accessible via the following URL:

[https://\[URL\]/index.php?action=act_api_product_reviews_helpful](https://[URL]/index.php?action=act_api_product_reviews_helpful)

The parameters detailed below must be sent as POST.

An example of a call to the web service developed in PHP is available for download

[Download
an example](#)

a. Recording a site visitor's vote

To record a site visitor's vote, you must make a call to the web service with the following POST parameters:

Parameter	Value	Information	Example
method	create	The 'create' method is used to record or modify a site visitor's vote	<i>method=create</i>
idWebsite	xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx	Verified Reviews merchant account identifier – 36 characters	<i>idWebsite=xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx</i>
idProduct	xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx	The product review's unique identifier – 36 characters	<i>idProduct=xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx</i>
isHelpful	1 = helpful / 0 = not helpful	Site visitor's vote	<i>isHelpful=1</i>
ip	127.0.0.1	Site visitor's IP address	<i>ip=127.0.0.1</i>
fingerPrint	xxxxxxxxxxxx	The site visitor's unique identifier within your environment or the digital fingerprint of their device/browser. Example: http://valve.github.io/fingerprints2/	<i>fingerPrint=xxxxxxxxxxxx</i>
sign	sha1(idWebsite+idProduct+ip+secretKey)	Signature of the call to the web service	<i>sign=xxxxxxxxxxxxxxxxxxxxx</i>

b. Modifying the site visitor's vote

To modify the site visitor's vote, simply make a new call to the 'create' method with the value of the "isHelpful" parameter changed to indicate the visitor's new choice.

The "fingerPrint" parameter will make it possible to recognise the site visitor and update the existing review.

c. Cancelling the site visitor's vote

You can allow the site visitor to cancel their vote simply by deleting it. For this, you must make a call to the web service with the following POST parameters:

Parameter	Value	Information	Example
-----------	-------	-------------	---------

method	delete	The delete method is used to delete an existing vote	<i>method=delete</i>
idWebsite	XXXXXXXX-XXXX-XXXX-XXXX	Verified Reviews merchant account identifier – 36 characters	<i>idWebsite=XXXXXXXX-XXXX-XXXX-XXXXXXXX</i>
idProduct	XXXXXXXX-XXXX-XXXX-XXXX	The product review's unique identifier – 36 characters	<i>idProduct=XXXXXXXX-XXXX-XXXX-XXXXXXXX</i>
ip	127.0.0.1	Site visitor's IP address	<i>ip=127.0.0.1</i>
fingerPrint	XXXXXXXXXX	The site visitor's unique identifier within your environment or the digital fingerprint of their device/browser	<i>fingerPrint=XXXXXXXXXX</i>
sign	sha1(idWebsite+idProduct+ip+secretKey)	Signature of the call to the web service	<i>sign=XXXXXXXXXXXXXXXXXXXX</i>

d. Method for calculating the sign parameter

Verified Reviews uses the sign parameter to check the origin of the call to the web service. The following method should be used to generate this parameter in PHP:

```
$sign = sha1($idWebsite.$idProduct.$ip.$secretKey);
```

★ **Note:** **secretKey** refers to the Verified Reviews secret key assigned to the merchant account. You can find it in your customer account via the “Config > My account” menu.

e. Returns from the web service

The web service will return a response in JSON format. You must pay attention to these returns to ensure the vote has been recorded or deleted, as the case may be.

You can use this return to display a confirmation to the site visitor for example.

1. Success return

```
{
  "success":1,
  "method":"xxxxxx",
  "idWebsite":"xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx",
  "idProduct":"xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx",
  "fingerPrint":"xxxxxx",
  "isHelpful":"1",
  "isActive":1,
  "message":"Thank you, your vote will be published shortly."
}
```

2. Error return

```
{
  "success": 0,
  "idProduct":"xxxxxxxx-xxxx-xxxx-xxxx-xxxxxxxxxxxx",
  "errorCode": 1000,
  "errorMessage": Technical details of the error encountered,
  "message": "An error has occurred".
}
```

The “message” field in the return from the web service can be used to show a confirmation message to the site visitor.

You can also choose to display your own personalised confirmation message.

As for the “errorMessage” field, it contains the technical details of the error encountered and should not be shown to the site visitor.

MANAGING YOUR REVIEWS VIA A THIRD-PARTY SOLUTION

Verified Reviews offers connectors for third-party voice of customer management solutions to allow you to centralise the processing of your reviews. The following connectors are currently available:

- Salesforce
- Zendesk

Please contact your account manager for assistance with configuration.

NOUS CONTACTER

CONTACT

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by Net Reviews