

JavaScript integration

[What is Javascript Integration](#)

[How to use it](#)

[How to get the script](#)

[Where to inject the script](#)

[Example](#)

[Create an invitation](#)

[Service review](#)

[Product review](#)

[Responses](#)

[Invitation Settings](#)

[Examples](#)

[Create service review invitation](#)

[Create product review invitation](#)

[Create service review invitation with tags](#)

[Create service review invitation with locale](#)

[Create service review invitation with locationId](#)

[Create service review invitation and specify template](#)

[Google Tag Manager](#)

[Step-by-step instructions](#)

What is Javascript Integration

JavaScript Integration helps you to automate the review collection process with Trustpilot. When added to your site it will trigger review invitations to your customers. It's a simple way to invite customers to leave reviews and start gathering the feedback you need in order to make your business better.

The JavaScript integration supports service reviews, product reviews, and locations.

How to use it

To create service or product reviews invitations with JavaScript, you will need to load the script in the `<head>` element of every page.

How to get the script

Navigate to **Trustpilot Business > Integrations > JavaScript Integration**(or click [here](#)), and click the **Copy code** button.

Where to inject the script

Paste it in the `<head>` element of your website's HTML's source code.

Example

```
<script>
  (function(w,d,s,r,n){w.TrustpilotObject=n;w[n]=w[n]||function(){(w[n].q=w[n].q||[]).push(arguments)};a=d.createElement(s);a.async=1;a.src=r;a.type='text/java'+s;f=d.getElementsByTagName(s)[0];f.parentNode.insertBefore(a,f)})(window,document,'script','https://invitejs.trustpilot.com/tp.min.js', 'tp');
  tp('register', '#KEY#');
</script>
```

The **#KEY#** should be replaced by the integration key provided in **Trustpilot Business > Integrations > JavaScript Integration** page.

Create an invitation

The JavaScript integration supports service reviews, product reviews, and locations. To create an invitation you need to inject code to your **thank you page (order success page)** and map fields with actual values.

Service review

Request:

```
document.addEventListener('DOMContentLoaded', function() {  
  const trustpilot_invitation = {  
    recipientEmail,  
    recipientName,  
    referenceId,  
    source,  
    tags,  
  };  
  tp('createInvitation', trustpilot_invitation);  
});
```

Parameters:

Parameter	Type	Required	Example
recipientEmail	string	Yes	john@example.com
referenceId	string	Yes	order_1
recipientName	string	No	John
tags	string[]	No	['tag_1', ['tag_2']]
locationId	string	No	locationId_1
templateId	string	No	templateId_1
locale	string	No	en-GB
source	string	yes	It should be 'InvitationScript'

Product review

Request:

```
document.addEventListener('DOMContentLoaded', function() {  
  const trustpilot_invitation = {  
    recipientEmail,  
    recipientName,  
    referenceId,  
    productSkus,  
    source,  
    products,  
    tags,  
  };  
});
```

```

    tp('createInvitation', trustpilot_invitation);
  });

```

Parameters:

Parameter	Type	Required	Example
recipientEmail	string	Yes	john@example.com
referenceId	string	Yes	order_1
recipientName	string	No	John
productSkus	string[]	Yes	['sku_1', ['sku_2']]
products	Products[]	Yes/No	<pre> { sku: 'sku_1', productUrl: 'https://example.com/product/cup', imageUrl: 'https://example.com/images/ex.jpg', name: 'test_product_1', brand: 'test_brand', gtin: 'gtin_1', mpn: 'mpn_1', } </pre>
tags	string[]	No	['tag_1', ['tag_2']]
locationId	string	No	locationId_1
templateId	string	No	templateId_1
source	string	yes	It should be 'InvitationScript'

Products (object)

Field	Type	Required	Example
productUrl	string	Yes	https://example.com/products/cup
name	string	Yes	cup
imageUrl	string	Yes	https://example.com/images/ex.jpg
brand	string	No	amazingBrand
sku	string	Yes	sku_1

<code>gtin</code>	string	No	<code>gtin_1</code>
<code>mpn</code>	string	No	<code>mpn_1</code>

Responses

Response code	Description
200	Invitation was not created.
201	Data has been validated and Invitation was created.
202	Missing product details.

Invitation Settings

There are several Invitation settings that you can configure to customize your JavaScript setup.

In **Trustpilot Business > Get Reviews > Invitation Settings > Email settings**, you can choose a language for your email templates, and then select specific templates to use when you send product and service review invitations. You can also specify which landing page your customers should be sent to.

Once you've set up JavaScript integration, you can configure when invitation emails should be sent to your customers. If you use product reviews, you can specify if you want to send those invitations with the service review invitation or if they should be sent separately.

It's also a good idea to set up invitation reminders. They're messages that you send to customers who didn't respond to your first invitations. Invitation reminders can increase your current conversion rate by up to 35%, so they're definitely a useful tool that helps you gather more feedback from your customers.

You can find both the frequency and reminder settings in **Trustpilot Business > Get Reviews > Invitation Settings > Timing and frequency**.

Examples

Create service review invitation

```
document.addEventListener('DOMContentLoaded', function() {
```

```
const trustpilot_invitation_data = {
  recipientEmail: 'john@gmail.com',
  recipientName: 'John',
  referenceId: 'Order_123',
  source: 'InvitationScript',
};
tp('createInvitation', trustpilot_invitation_data);
});
```

Create product review invitation

```
document.addEventListener('DOMContentLoaded', function() {
  const trustpilot_invitation_data = {
    recipientEmail: 'john@gmail.com',
    recipientName: 'John',
    referenceId: 'Order_123',
    source: 'InvitationScript',
    productSkus: ['sku_1', 'sku_2'],
    products: [
      {
        sku: 'sku_1',
        productUrl: 'https://your_shop.com/product/1',
        imageUrl: 'https://your_shop.com/product/images/1',
        name: 'test_product_1',
      },
      {
        sku: 'sku_2',
        productUrl: 'https://your_shop.com/product/2',
        imageUrl: 'https://your_shop.com/product/images/2',
        name: 'test_product_2',
      }
    ],
  };
  tp('createInvitation', trustpilot_invitation_data);
});
```

Create service review invitation with tags

```
document.addEventListener('DOMContentLoaded', function() {
  const trustpilot_invitation_data = {
    recipientEmail: 'john@gmail.com',
    recipientName: 'John',
    referenceId: 'Order_123',
    source: 'InvitationScript',
    tags: ['tag_1'],
  };
  tp('createInvitation', trustpilot_invitation_data);
});
```

Create service review invitation with locale

```
document.addEventListener('DOMContentLoaded', function() {
  const trustpilot_invitation_data = {
    recipientEmail: 'john@gmail.com',
    recipientName: 'John',
    referenceId: 'Order_123',
    source: 'InvitationScript',
    locale: 'en-GB',
  };
  tp('createInvitation', trustpilot_invitation_data);
});
```

Create service review invitation with locationId

```
document.addEventListener('DOMContentLoaded', function() {
  const trustpilot_invitation_data = {
    recipientEmail: 'john@gmail.com',
    recipientName: 'John',
    referenceId: 'Order_123',
    source: 'InvitationScript',
    locationId: 'location_1',
  };
  tp('createInvitation', trustpilot_invitation_data);
});
```

Create service review invitation and specify template

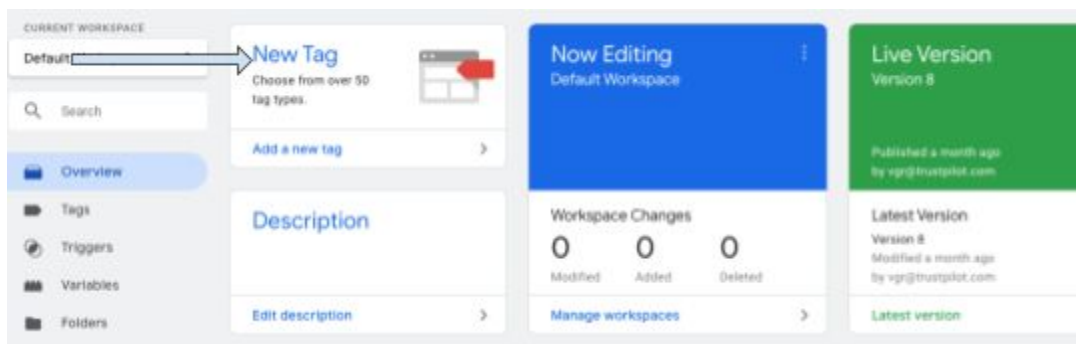
```
document.addEventListener('DOMContentLoaded', function() {
  const trustpilot_invitation_data = {
    recipientEmail: 'john@gmail.com',
    recipientName: 'John',
    referenceId: 'Order_123',
    source: 'InvitationScript',
    templateId: 'invitation_template_GUID',
  };
  tp('createInvitation', trustpilot_invitation_data);
});
```

Google Tag Manager

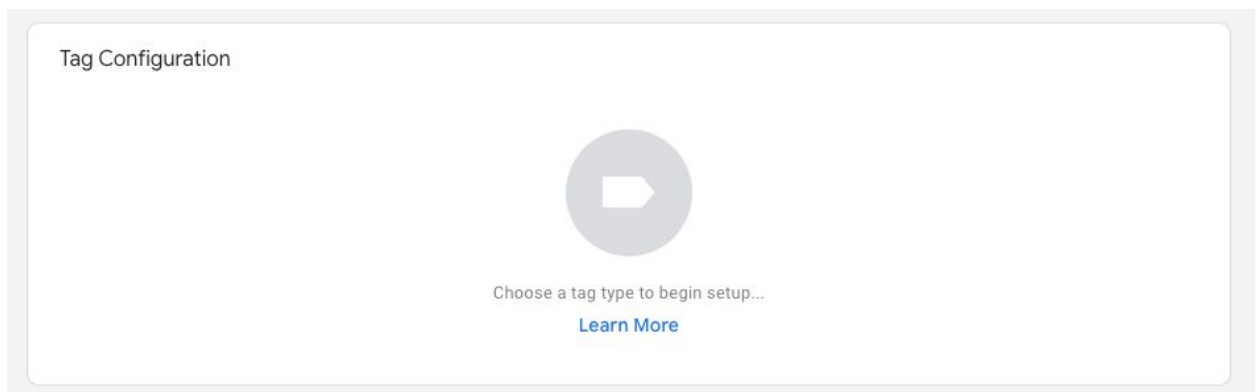
To use JavaScript Integration with Google Tag Manager, then Google Tag Manager should be implemented on your website. If it is not implemented, but you wish to use it, please follow an instruction <https://developers.google.com/tag-manager/quickstart>

Step-by-step instructions

1. Head over to Google Tag Manager and log in to your account. Once you're in, select **New Tag**.



2. Choose **Tag Configuration**



3. Select **Custom HTML** and paste **code snippet**

Custom


<> **Custom HTML**
Custom HTML Tag


 **Custom Image**
Custom Image Tag




Tag Configuration

Tag Type

<> **Custom HTML**
Custom HTML Tag 

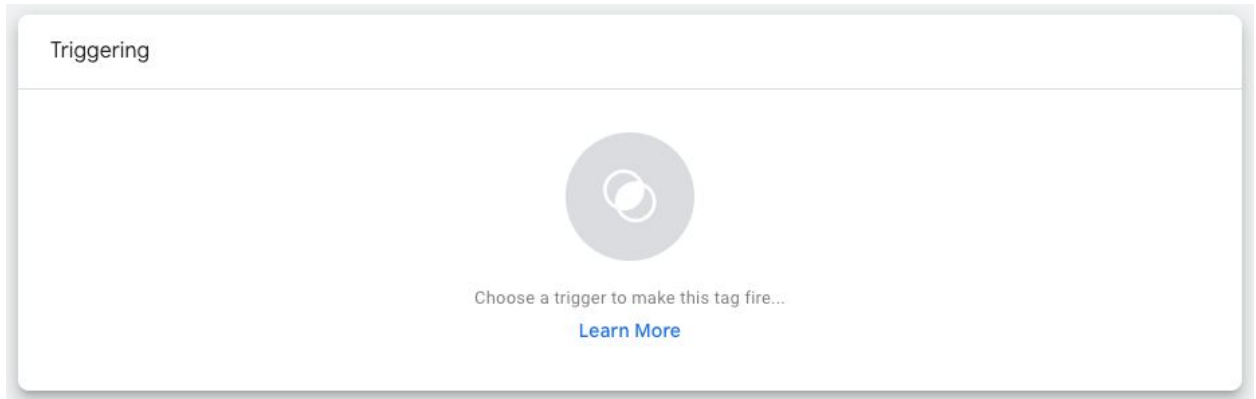
HTML 

```
1 <script>
2   (function(w,d,s,r,n){w.TrustpilotObject=n;w[n]=w[n]||function(){(w[n].q=w[n].q||
3   []).push(arguments)};
4   a=d.createElement(s);a.async=1;a.src=r;a.type='text/java'+s;f=d.getElementsByTagName(s)
5   [0];
6   f.parentNode.insertBefore(a,f)})(window,document,'script',
'https://invitejs.trustpilot.com/tp.min.js', 'tp');
tp('register', 'YOUR_KEY');
```

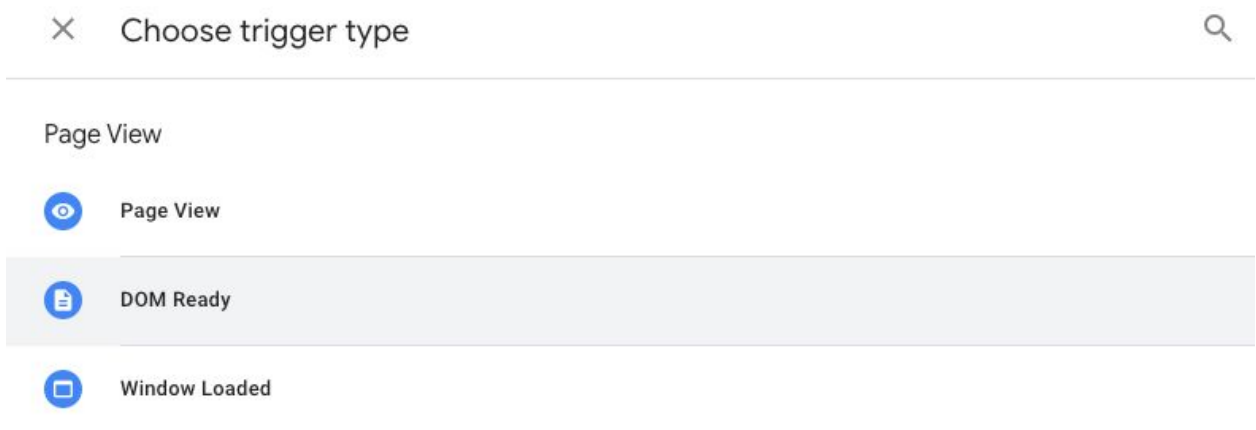
Support document.write 

> Advanced Settings

4. Select **Triggering** and add new one (+).

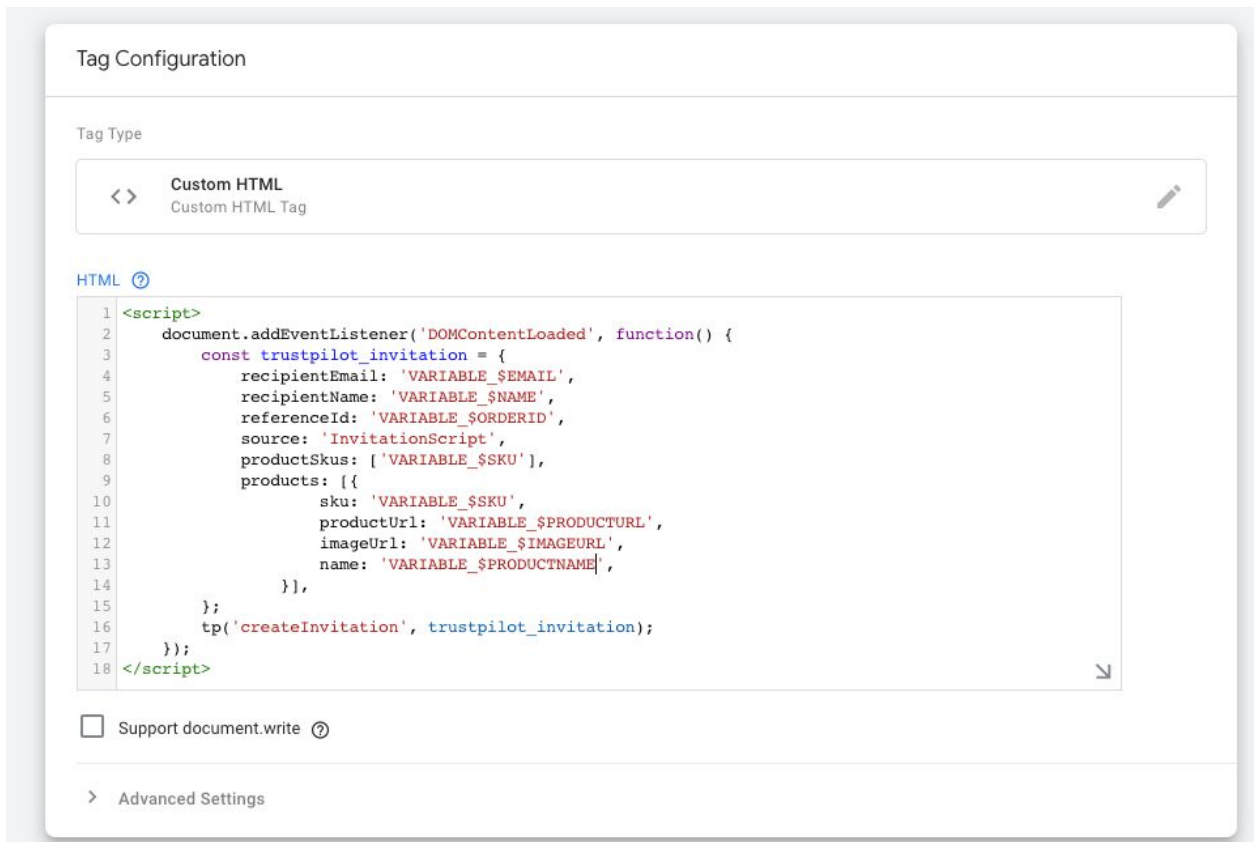


5. Select **DOM Ready**



6. **Save everything.**
7. Now let's create another tag. Repeat 1st & 2nd steps, then select **Custom HTML**

8. Paste the **snippet** and map necessary fields (**VARIABLE_***)

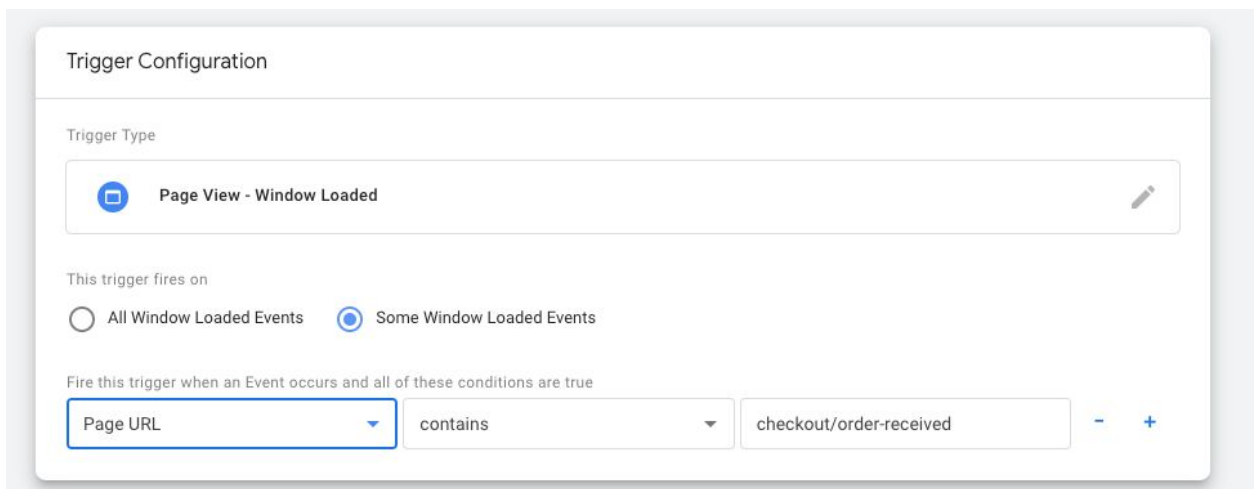


The screenshot shows the 'Tag Configuration' interface. Under 'Tag Type', 'Custom HTML' is selected. The 'HTML' field contains the following code:

```
1 <script>
2   document.addEventListener('DOMContentLoaded', function() {
3     const trustpilot_invitation = {
4       recipientEmail: 'VARIABLE_$EMAIL',
5       recipientName: 'VARIABLE_$NAME',
6       referenceId: 'VARIABLE_$ORDERID',
7       source: 'InvitationScript',
8       productSkus: ['VARIABLE_$SKU'],
9       products: [{
10        sku: 'VARIABLE_$SKU',
11        productUrl: 'VARIABLE_$PRODUCTURL',
12        imageUrl: 'VARIABLE_$IMAGEURL',
13        name: 'VARIABLE_$PRODUCTNAME',
14      }],
15     };
16     tp('createInvitation', trustpilot_invitation);
17   });
18 </script>
```

Below the code field, there is a checkbox for 'Support document.write' and an 'Advanced Settings' link.

9. Add the **trigger**. Script code should be trigger when **confirmation page** is loaded. As an example could be:



The screenshot shows the 'Trigger Configuration' interface. Under 'Trigger Type', 'Page View - Window Loaded' is selected. Below this, there are two radio buttons: 'All Window Loaded Events' (unselected) and 'Some Window Loaded Events' (selected). Underneath, there is a condition: 'Page URL' (selected in a dropdown) 'contains' (selected in a dropdown) 'checkout/order-received'. There are minus and plus signs to the right of the condition field.

10. **Save & Publish everything.**