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What is the JavaScript Integration

The 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 the script

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

1. Add code to your website's HTML
2. Navigate to **Trustpilot Business** → **Integrations** → **JavaScript Integration** (or click [here](#)), and click the **Copy code** button.

Where to inject the script

Paste the script 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 found provided in **Trustpilot Business** → **Integrations** → **JavaScript Integration** (or click [here](#))

3. Back in [Trustpilot Business](#), click the **Verify** button to verify your domain to make sure you've added the code correctly.
4. In the **Complete your setup** workflow, under **Finish setting up the integration**, select the invitations that you want to automate. Click the **Copy code** button, then paste the script onto your confirmation page. Make sure to map the relevant fields, and then you're finished!

You can find more details on how to create an invitation, configure invitation settings, and examples of common set-ups in the next pages.

Create an invitation

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

```
<script>
  function sendTpInvitation() {
    var trustpilot_invitation = {
      recipientEmail,
      recipientName,
      referenceId,
      source,
      tags
    };
    tp("createInvitation", trustpilot_invitation);
  }

  if (tp) {
    sendTpInvitation();
  } else {
    document.addEventListener("DOMContentLoaded", function () {
      sendTpInvitation();
    });
  }
</script>
```

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

```
<script>
  function sendTpInvitation() {
    var trustpilot_invitation = {
      recipientEmail,
      recipientName,
      referenceId,
      productSkus,
      source,
      products,
      tags
    };
    tp("createInvitation", trustpilot_invitation);
  }

  if (tp) {
    sendTpInvitation();
  } else {
    document.addEventListener("DOMContentLoaded", function () {
      sendTpInvitation();
    });
  }
</script>
```

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	{ 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', }
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
gtin	string	No	gtin_1
mpn	string	No	mpn_1

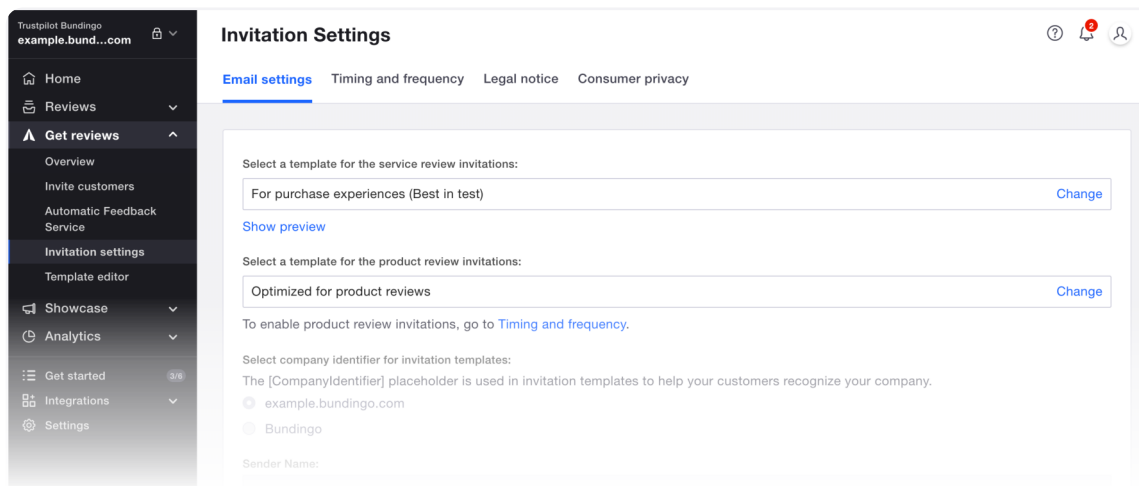
RESPONSES

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.

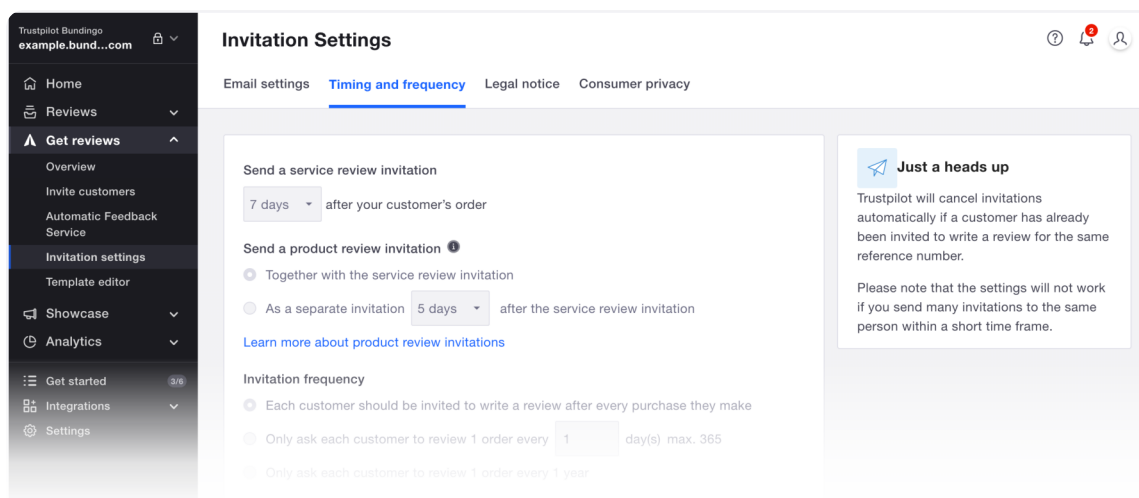
In **Trustpilot Business** → **Get Reviews** → **Invitation Settings** → **Email Settings** you can choose a language for your email templates, and then select specific templates to use when you send product and service review invitations. You can also specify which landing page your customers should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

```
<script>
function sendTpInvitation() {
    var trustpilot_invitation = {
        recipientEmail: "john@gmail.com",
        recipientName: "John",
        referenceId: "Order_123",
        source: "InvitationScript"
    };
    tp("createInvitation", trustpilot_invitation);
}

if (tp) {
    sendTpInvitation();
} else {
    document.addEventListener("DOMContentLoaded", function () {
        sendTpInvitation();
    });
}
</script>
```

Create product review invitation

```
<script>
function sendTpInvitation() {
    var trustpilot_invitation = {
        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);
}

if (tp) {
    sendTpInvitation();
}
```



```
    } else {  
      document.addEventListener("DOMContentLoaded", function () {  
        sendTpInvitation();  
      });  
    }  
</script>
```

Examples

Create service review invitation with tags

```
<script>
  function sendTpInvitation() {
    var trustpilot_invitation = {
      recipientEmail: "john@gmail.com",
      recipientName: "John",
      referenceId: "Order_123",
      source: "InvitationScript",
      tags: ["tag_1"]
    };
    tp("createInvitation", trustpilot_invitation);
  }

  if (tp) {
    sendTpInvitation();
  } else {
    document.addEventListener("DOMContentLoaded", function () {
      sendTpInvitation();
    });
  }
</script>
```

Create service review invitation with locale

```
<script>
  function sendTpInvitation() {
    var trustpilot_invitation = {
      recipientEmail: "john@gmail.com",
      recipientName: "John",
      referenceId: "Order_123",
      source: "InvitationScript",
      locale: "en-GB"
    };
    tp("createInvitation", trustpilot_invitation);
  }

  if (tp) {
    sendTpInvitation();
  } else {
    document.addEventListener("DOMContentLoaded", function () {
      sendTpInvitation();
    });
  }
</script>
```

Examples

Create service review invitation with locationId

```
<script>
  function sendTpInvitation() {
    var trustpilot_invitation = {
      recipientEmail: "john@gmail.com",
      recipientName: "John",
      referenceId: "Order_123",
      source: "InvitationScript",
      locationId: "location_1"
    };
    tp("createInvitation", trustpilot_invitation);
  }

  if (tp) {
    sendTpInvitation();
  } else {
    document.addEventListener("DOMContentLoaded", function () {
      sendTpInvitation();
    });
  }
</script>
```

Create service review invitation and specify template

```
<script>
  function sendTpInvitation() {
    var trustpilot_invitation = {
      recipientEmail: "john@gmail.com",
      recipientName: "John",
      referenceId: "Order_123",
      source: "InvitationScript",
      templateId: "invitation_template_GUID"
    };
    tp("createInvitation", trustpilot_invitation);
  }

  if (tp) {
    sendTpInvitation();
  } else {
    document.addEventListener("DOMContentLoaded", function () {
      sendTpInvitation();
    });
  }
</script>
```

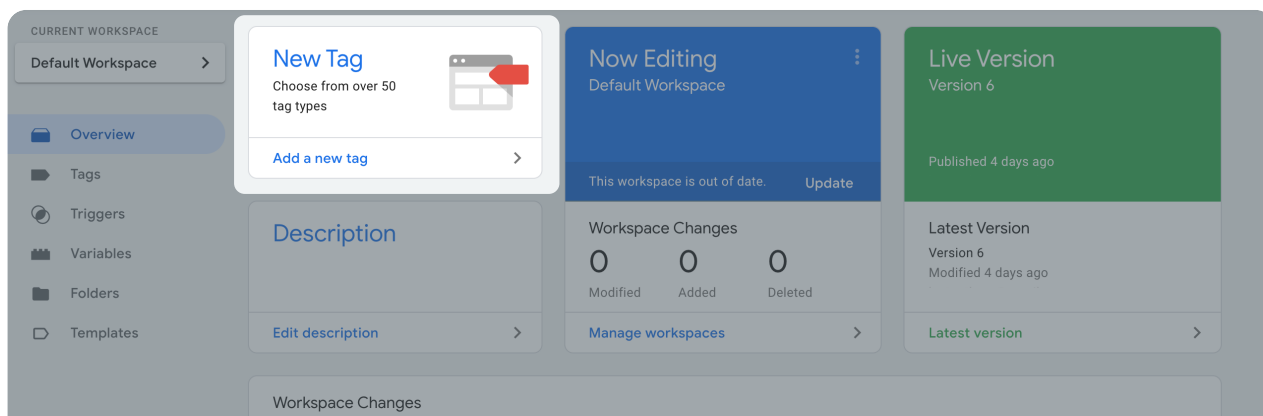
Google Tag Manager

To use JavaScript Integration with Google Tag Manager, then Google Tag Manager should be implemented on your website.

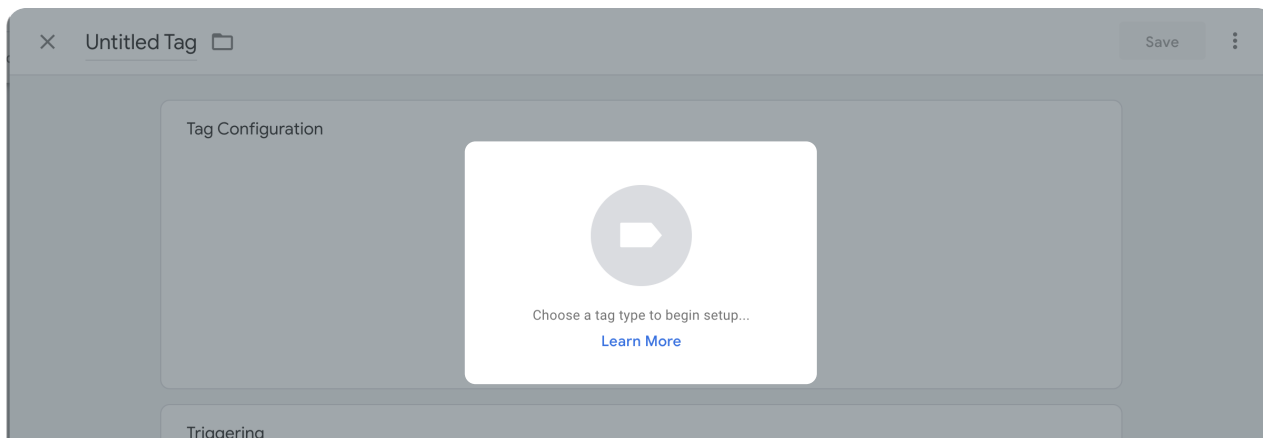
If it is not implemented, but you wish to use it, please follow the instruction on <https://developers.google.com/tag-manager/quickstart>

Step-by-step instructions

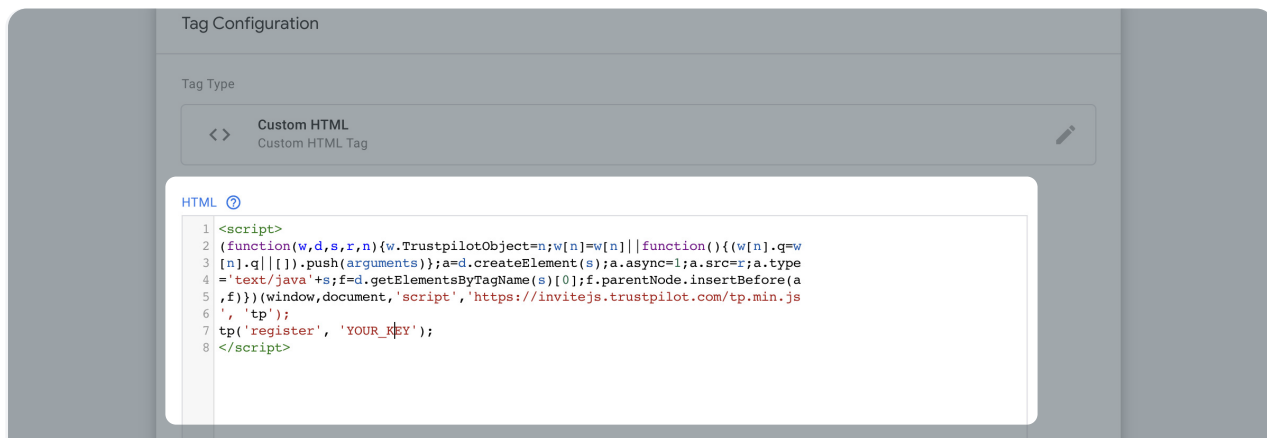
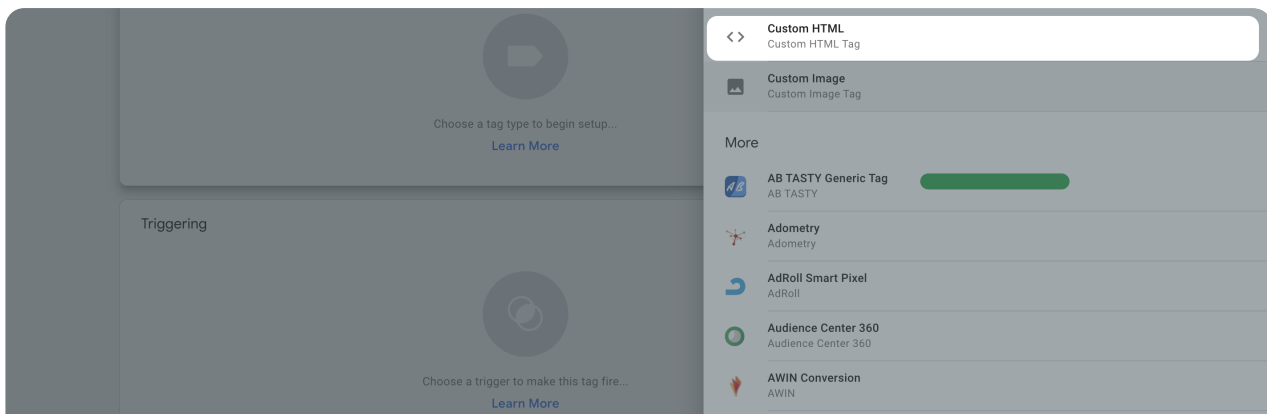
1. Head over to Google Tag Manager and log in to your account. Once you're in, select **New Tag**



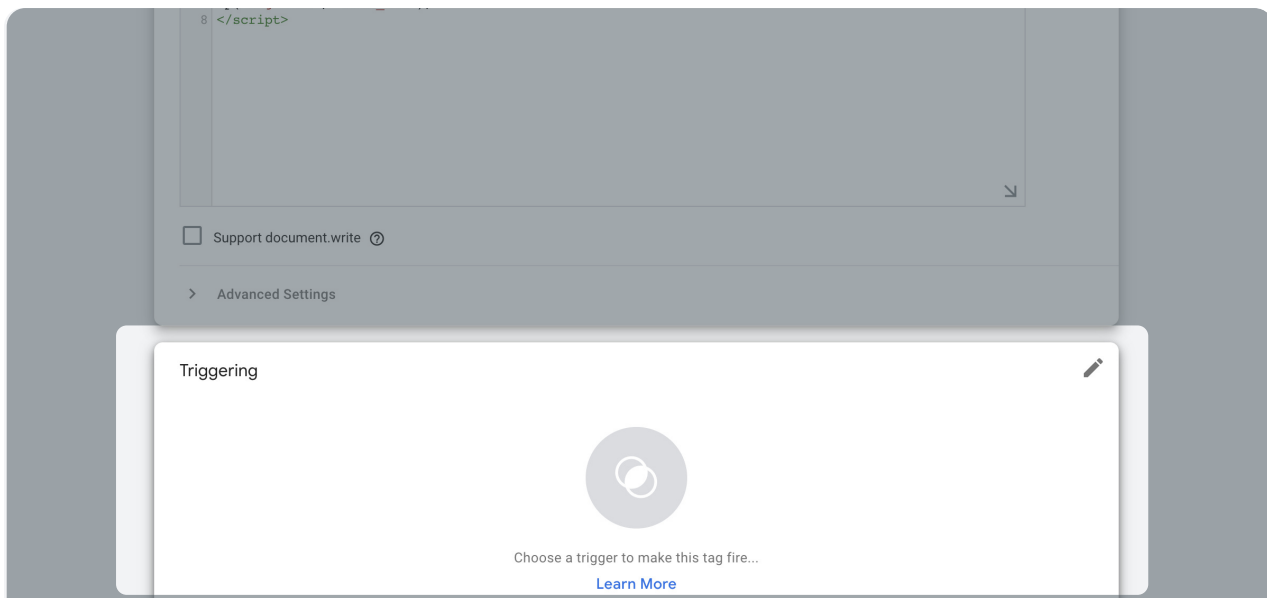
2. Choose **Tag Configuration**



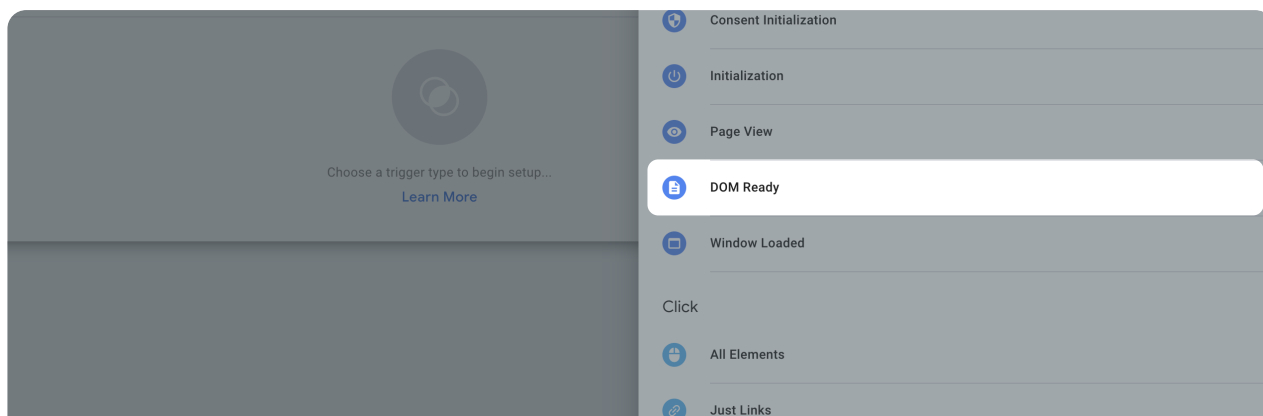
3. Select **Custom HTML** and paste **code snippet**



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



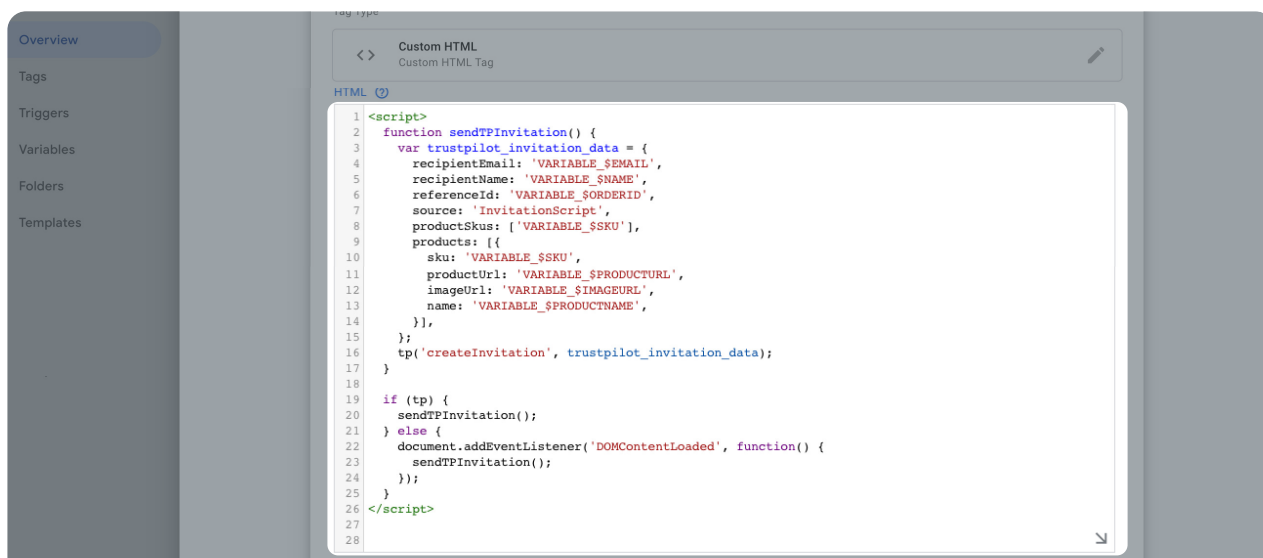
5. Select **DOM Ready**.



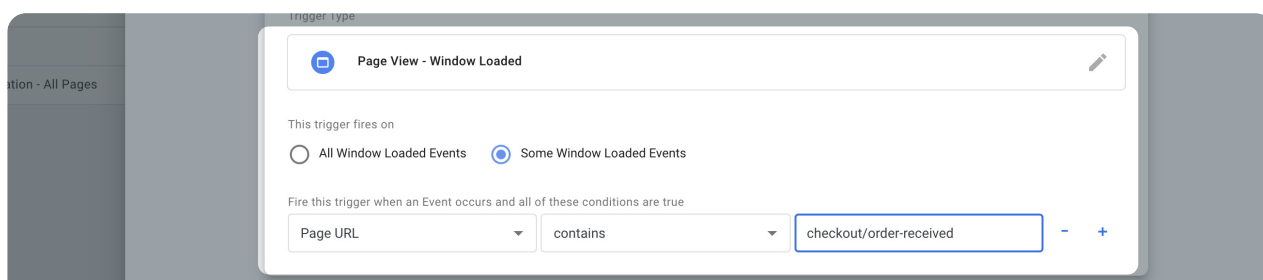
6. **Save** everything.

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

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



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



10. **Save & Publish** everything.