Feefo

Feefo is a third party review service. The integration links your Products to their reviews in Feefo:

- individual reviews are shown on the Product Detail Page
- an overall site rating can also be shown, which is typically in the footer

The review chaser emails sent by IXO Commerce are replaced by automated emails sent by Feefo, which chase your online Customers for reviews directly.

> Feefo is set up by Iconography. If you use Feefo, make sure your review chaser is disabled.

Scheduled task

When the Feefo scheduled task is enabled, it:

- imports product specific reviews from Feefo into the site's own Reviews
- updates the stored Feefo rating (average star rating and number of reviews), which is used in the site's schema

> If the scheduled task is not enabled, the rating in the schema will not update and may not match the Feefo widget.

Schema

The Feefo rating is output as an AggregateRating within the site's Organization schema, rather than as a separate schema. It uses the rating stored by the scheduled task.

> A separate AggregateRating schema is flagged as invalid by Google's rich results test, because it has no 'itemReviewed' field.

FAQs

Why does the rating in our schema not match the Feefo widget?

Check that the Feefo scheduled task is enabled. The schema uses the rating stored by that task, so it will be out of date if the task is not running.

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