

Guide to Performance-based Benefits



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01

About Performance-based Benefits

What?

SeedlyReviews and Badges

Honest, unbiased and high quality reviews that your customers have left on your Seedly Product Page(s).

Exclusive Promotional Texts*

Promotional texts offered specially to Seedly users. This refers to the best value and Seedly-branded promotions.

*Exclusive Promotional Texts will be removed effective 1 September 2021. Promotional Texts will subsequently be available with the Clickout Buttons Add-On.

Tuas Power Residential | Business

Home About Us Electricity Plans Sign Up Now Promotions Find Us Contact Us T+ Members Renewal

4.8 Excellent 566 REVIEWS
Seedly Reviews

What our customers say about us!

★★★★★
I am glad to choose Tuas Power. With excellent customer service to attend to my queries. Ease to sign up even online. Plus no confusion from bill separation and also the \$ dollars monthly charges for paper bill. Perfect and thumbs up Tuas Power

Peter Wang

★★★★★
I am moving over from another OEM supplier and I am really happy with the customer service responsiveness of Tuas Power. I found the customer service agents to be very helpful and they did everything that was required, on time. Another nice aspect is that their billing is integrated with SP Service!

Mustansir Zakirhusain

Read more reviews at Seedly Reviews

Without Exclusive Promotional Text

AutoWealth 4.8 ★★★★★ 208 Reviews

ETFs, Equities, Bonds INSTRUMENTS	0.5% ANNUAL MANAGEMENT FEE	\$3,000 MINIMUM INVESTMENT	N/A EXPECTED ANNUAL RETURN
User Experience	4.7		"Returns Rate generated a v p.a. since I joi
Ease of Sign up	4.7		
Customer Support	4.8		

Endowus 4.8 ★★★★★ 275 Reviews

Endowus Cash Investments Portfolio	Endowus CPF Investments Portfolios	Endowus SRS 1 Portfolios
Equities, Bonds INSTRUMENTS 0.25% to 0.60% ANNUAL MANAGEMENT FEE \$1,000 MINIMUM INVESTMENT N/A EXPECTED ANNUAL RETURN Web and Mobile App PLATFORMS [EXCLUSIVE] Get \$20 off access fee for new sign-ups with minimum \$1,000 investment via "Visit Site" or "Apply Now" button.	Equities, Bonds INSTRUMENTS 0.4% ANNUAL MANAGEMENT FEE \$1,000 MINIMUM INVESTMENT N/A EXPECTED ANNUAL RETURN Web and Mobile App PLATFORMS [EXCLUSIVE] Get \$20 off access fee for new sign-ups with minimum \$1,000 investment via "Visit Site" or "Apply Now" button.	Equities, Bond INSTRUMENTS 0.4% ANNUAL MANAGI \$1,000 MINIMUM INVEST N/A EXPECTED ANNU Web and Mobi PLATFORMS [EXCLUSIVE] € access fee for minimum \$1,0 via "Visit Site" button.

User Experience 4.8
Ease of Sign up 4.8
Customer Support 4.9

"The signing up part is the most annoying part of the whole..." 4h ago

With Exclusive Promotional Text

01

About Performance-based Benefits

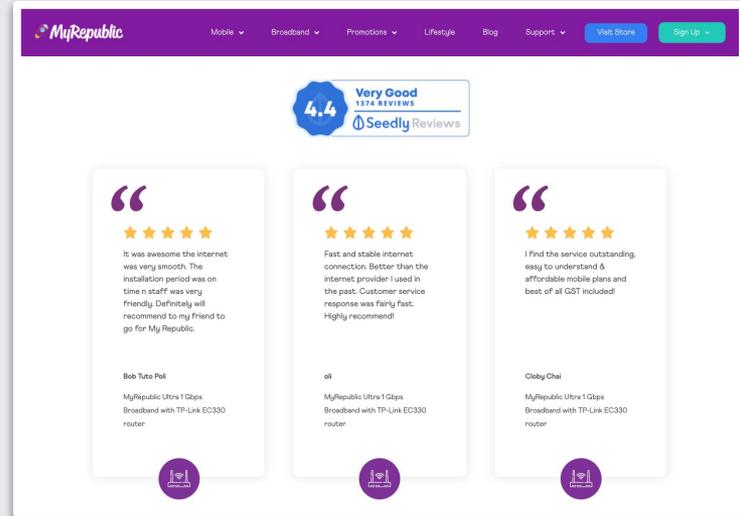
Why?

Let the voice of your customers speak for the brand to improve brand trust. Increase conversion rates by providing the high-intent prospects on your Seedly Product Page(s) with the best deals.

*Exclusive Promotional Texts will be removed effective 1 September 2021. Promotional Texts will subsequently be available with the Clickout Buttons Add-On.

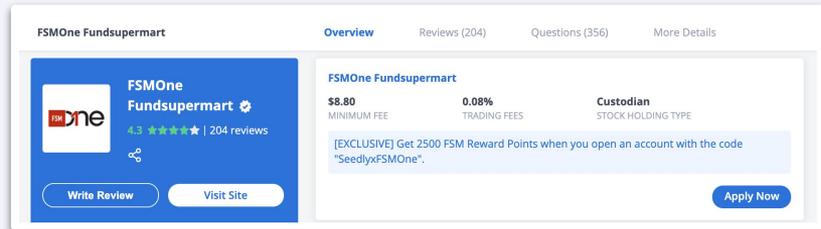
Showcase your achievements

Embed the SeedlyReviews Badge on your landing pages and marketing collaterals



Convert Your High Intent Prospects

Insert Exclusive Promotional Texts* on your Seedly Product Page



02

Qualifying for Performance-based Benefits

Products must obtain

- 100 reviews
- 3.6 rating
- 10 new reviews monthly
- SeedlyBusiness Account



Badge Tiers

Good: 3.6 - 4.0

Very Good: 4.1 - 4.5

Excellent: 4.6 - 5.0

03

Automated Reviews Collector

What?

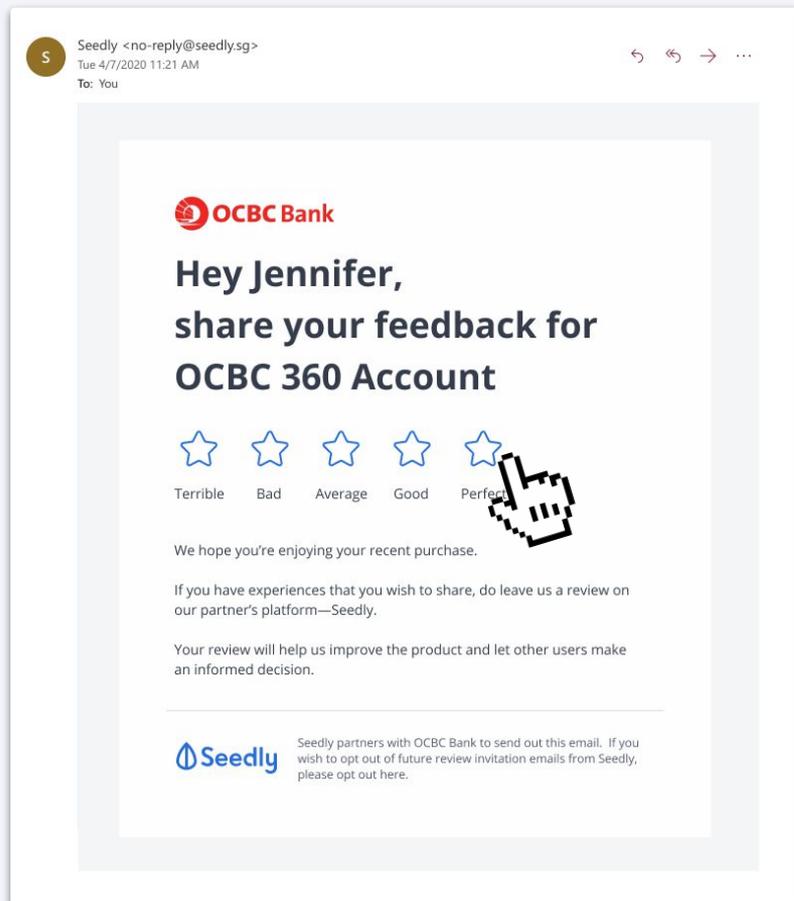
A tool to help you grow your reviews seamlessly with just a one-time set-up.

Available for all SeedlyBusiness Accounts.

- **LITE:** 50 invitation emails
- **Affiliate/BASIC*:** 250 invitation emails
- **PRO:** 500 invitation emails

Learn to set up the tool [here](#)

*Affiliate and BASIC Account Plan Types will be phased out effective 1 September 2021.



03

Automated Reviews Collector

Why?

Our Automated Reviews Collector Tool helps you cut out manual work at no incurred costs. It's free-of-charge and available for all SeedlyBusiness Accounts.

Customers are more likely to leave a review when an independent, 3rd party, open-reviews platform invites them to share their feedback.

Leave a Review ✕

How was your overall experience with Syfe?

★★★★★

It was perfect & I'll recommend everyone to use it!

What product did you purchase?

Syfe ▾

Help the community by letting them know your rating for these:

User Experience
How easy was it to understand and use the platform?

★★★★★

Ease of Sign up
How smooth was the sign up process?

★★★★★

Customer Support
How responsive and helpful were the support team?

★★★★★

★ Pinned by Syfe

 Michelle
Level 4. Wonderkid ⋮

★★★★★ Updated on 28 Feb 2021 Purchased Syfe Cash+

The onboarding was smooth and seamless, felt really quick and easy to sign up anywhere anytime! The team is also on their feet if you require any help so go ahead and reach out if you require additional support (thankfully not for me haha). So far, I am very satisfied with the platform as a novice investor! Cash+ is also free from any charges so it's really good for starters:) try it out if you have yet to! (but of course, do your due diligence and research yeah!)

💬 0 🔗

Helpful • 4

03

Automated Reviews Collector

How does it work?

Step 1:

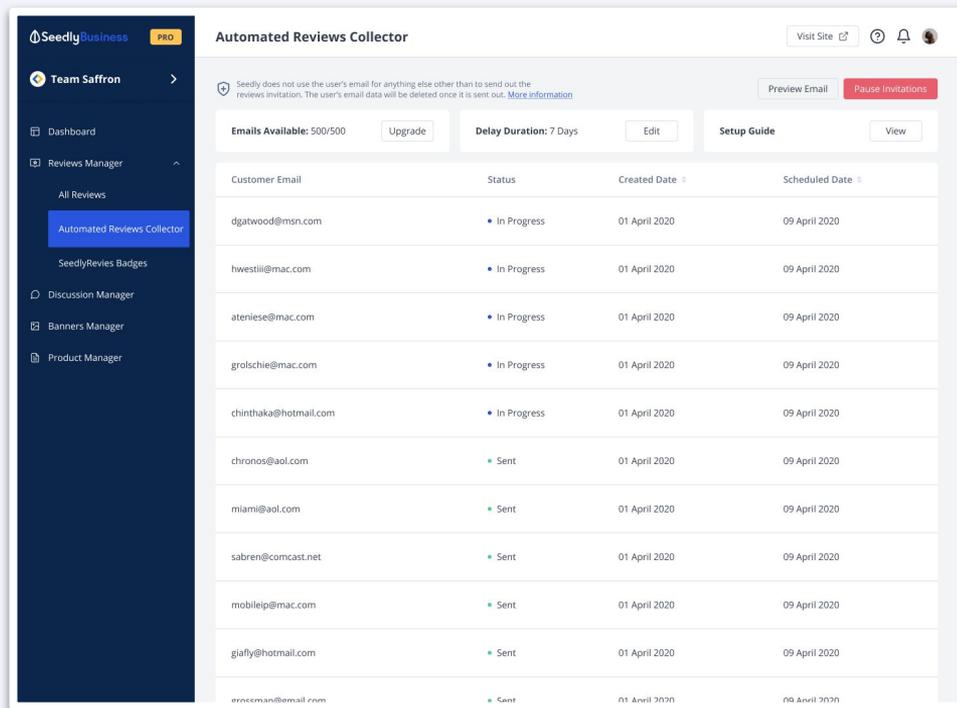
Identify the Email Delivery Service you use to send your “Order Confirmation” or “Welcome” Emails.

Step 2:

Set your delay duration and obtain the unique Seedly email address from your Business Account dashboard.

Step 3:

Paste the unique Seedly email address to the BCC field of your “Order Confirmation” or “Welcome Email”.

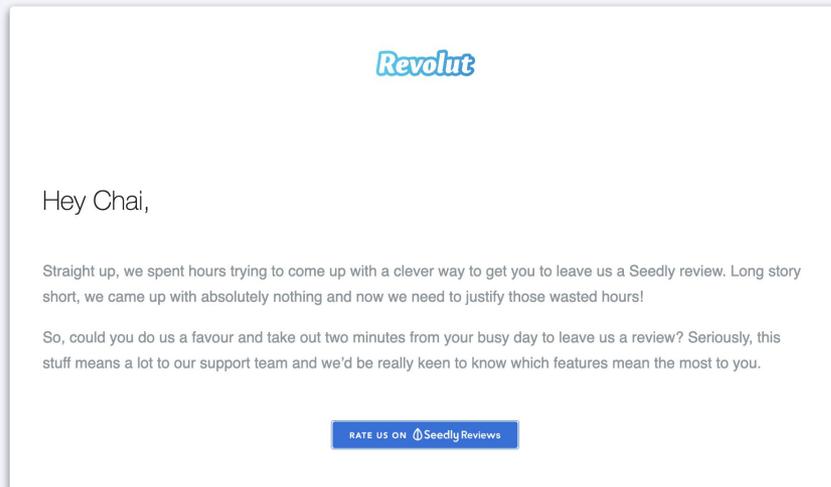


03

Manual Reviews Collector

How to invite users to write a review?

- Post-customer Service Communication
- Post-purchase Receipts
- Social Media Cover Image
- Social Media Post
- Digital Newsletters
- Landing Pages



04

Displaying Your Performance-based Benefits Embedding SeedlyReviews Badges

Step 1:

Choose any reviews from your product page that you will like to feature

- Copy the reviews from your product page

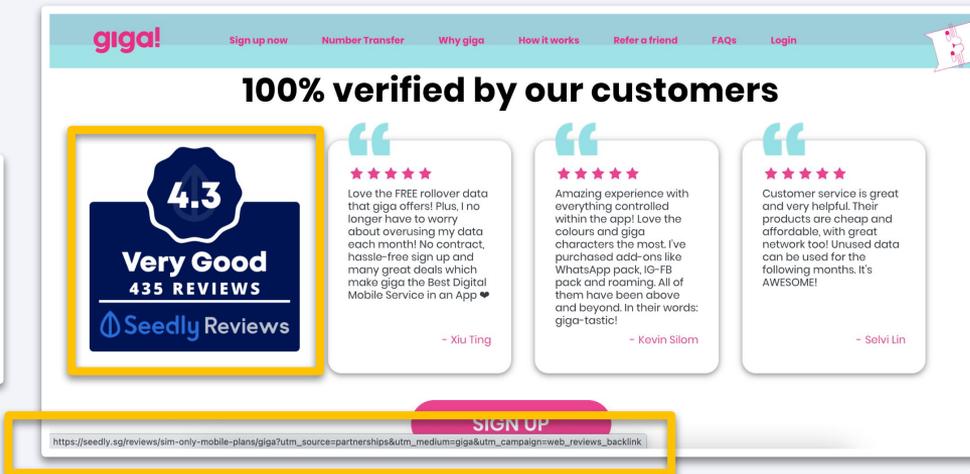
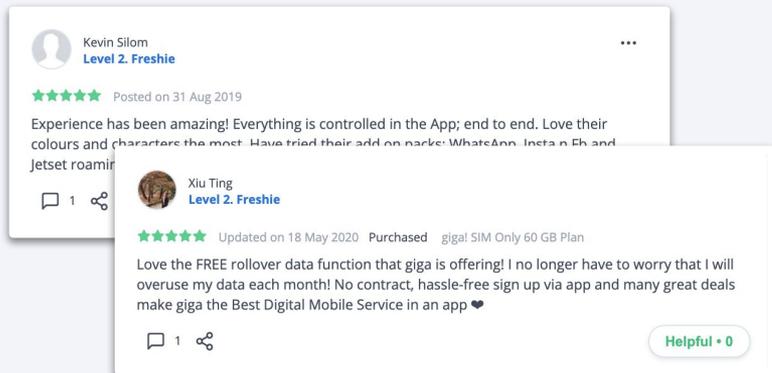
Step 2:

Include a visible “do-follow” backlink to your Seedly Product Page with “SeedlyReviews” stated alongside or with the reviews

Step 3:

Manually embed your reviews

- Paste the selected reviews on your online and/or offline collaterals



04

Displaying Your Performance-based Benefits Embedding SeedlyReviews Badges

Step 1:

Select your preferred badge design and format to display



Step 2:

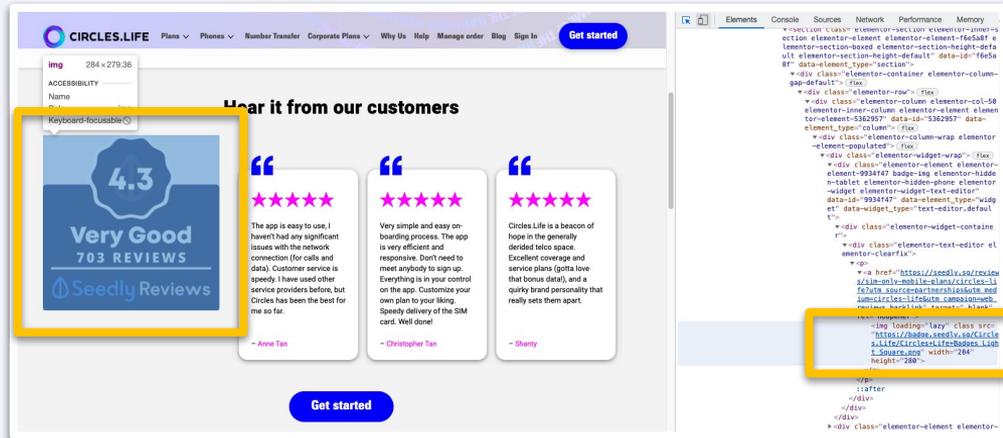
Copy the dynamic image URL on your Business Account (Reviews Badge)

- For offline usage: Download the badge in PNG

Step 3:

Paste the dynamic image URL on your landing pages

- For offline usage: Manually embed the badge in PNG to your marketing collaterals



04

Displaying Your Performance-based Benefits Inserting Exclusive Promotional Text*

Step 1:

Click on the “Product Manager” tab on your SeedlyBusiness dashboard

- Select the plan you wish to insert an Exclusive Promotional Text

Funding Societies Edit

Plan Page URL
Direct prospects to your plan page.

Exclusive Promotional Text
Offer the best market value and Seedly-branded promotion to your prospects.

Update Cancel

Step 2:

Enter the Exclusive Promotional Text from your SeedlyBusiness dashboard

- Type in **[EXCLUSIVE]**, followed by a Seedly-branded promotional text

Step 3:

Save your changes

- Exclusive Promotional Texts will be displayed across your Seedly Product Page(s), Category Comparison Pages and Questions Widget

Funding Societies P2P Lending

18% on interest earned INVESTOR FEES	\$20 per campaign (\$100 initial deposit) MINIMUM INVESTMENT	1.89% DEFAULT RATE (2019)
--	--	-------------------------------------

[EXCLUSIVE] \$520 cashback for new users with promo code "SEEDLY20". View promotion under "More Details".

Showcase Your Performance-based Benefits



Here's what people are saying about us

4.3 Very Good
399 REVIEWS
Seedly Reviews

Priscilla Wong

★★★★★

Application online was straight forward. Geneco offers competitive prices and attractive rebates. No problem with them till now. Oh and I like the candid environment friendly videos and tips.

Rajesh Suguru Pmp Ltl

★★★★★

So far it's great experience with Geneco. I did two weeks of research in Internet and in most of the roadshows across the Singapore. At the end after careful consideration of the factors such as benefits, discounts, charges per unit and the reviews on service excellence I decided to chose Geneco as my electricity vendor. I referred most of my friends after I experienced the great value services by my self. Almost every individual whom I referred are quite happy and feeling joy of being Geneco customers. Thanks Geneco for more savings and high quality services.

Read more reviews at
Seedly Reviews

4.9 Excellent
1481 REVIEWS
Seedly Reviews

A Little More About Collin Seow

Collin Seow is a qualified Chartered Portfolio Manager (CPM) who holds a Certified Financial Technician (CFTe) qualification.

Endowus + Follow ...
1,723 followers
1mo · 🌐

Hear from our customers.
We've been rated the #1 robo-advisor in SG.
Read reviews: <https://lnkd.in/gsktidP>
Find out more about us: <https://lnkd.in/gKCwS2E>

#endowus #personalfinance #financialadvisor #roboadvisor #portfolio #fintech #investing #investingforbeginners #investingstrategy #wealthplanning #seedly



Endowus
Rated #1 Robo-advisor in Singapore

4.8 Excellent
102 REVIEWS
Seedly Reviews

Endowus

WJ ★★★★★
"Impressed with the level of customer support they provide."

TAI WEN ★★★★★
"Customer service was fantastic, team is the most experienced team by far."

Reviewed on Seedly

EASIEST TELCO TO SWITCH TO



4.5 Star SeedlyReviews

We're top rated for Ease of Number Transfer - we'll do the messy breakup for you.




Guidelines for Performance-based Benefits

Embedding SeedlyReviews

- Display SeedlyReviews together with your Reviews Badge
- Do not modify or manipulate your customers reviews
- Clearly attribute the review to Seedly
- Attach a “Do-follow Backlink” to your Seedly Product Page(s)
- Do not use reviews that have been removed from Seedly

Embedding SeedlyReviews Badges

- Do not modify or manipulate your Reviews Badge
- Use the dynamic image URL when displaying your Reviews Badge online
- Use the most updated badge within a week from the point of printing when publicising your Reviews Badge offline
- You will be asked to remove the Reviews Badge if your ratings fall below 3.6 or you grow less than 10 new reviews monthly

Inserting Exclusive Promotional Texts*

- Insert only promotional texts that are Seedly-branded and unique to Seedly users
- Display the best value promotional text
- Your Exclusive Promotional Texts will be removed if your ratings fall below 3.6 or you grow less than 10 new reviews monthly
- *Exclusive Promotional Texts will be removed effective 1 September 2021. Promotional Texts will subsequently be available with the Clickout Buttons Add-On.

To find out more, please download the **SeedlyReviews and Badges Style Guide** from our [SeedlyBusiness Helpdesk](#)

Contact us:

Randy@seedly.sg | +65 9889 6427

Remus@seedly.sg | +65 9189 7520

