

Questions about your review on OMR Reviews

To help you navigate the review process on OMR Reviews as smoothly as possible, we've compiled the most important answers to frequently asked questions for you here.

What is OMR Reviews?

OMR Reviews is the leading software information platform in Germany, Austria, and Switzerland, providing greater transparency in the German software landscape through reviews from real users.

Why do I need to register to submit a review? How will my email address be used?

To ensure that reviews on OMR Reviews come exclusively from real users, you must register with myOMR before writing a review. The process is quick and easy – we recommend using your business email address, or alternatively, your Google or LinkedIn account.

OMR Reviews will contact you exclusively in connection with your review submission. For incentivized reviews, OMR Reviews may send you a voucher directly after your review is published as a thank-you. If you start a review but do not complete it, or if it is rejected, you will receive a maximum of three automatic reminders. After that, no further system notifications will be sent. Your email address will not be used for marketing purposes and will not be added to a newsletter mailing list.

How and when will I receive the coupon, and how can I redeem it?

OMR Reviews personally reviews every submitted review within 72 hours. This ensures that only authentic, high-quality reviews are published.

As soon as your review has been approved and published, you will automatically receive a voucher code at the email address you provided. The type of voucher available on OMR Reviews is determined by the respective software provider (Amazon or Wunschgutschein). Depending on the type of voucher, you have the following redemption options:

- You can redeem your Amazon gift card directly in the German store at amazon.de.
- You can redeem your Wunschgutschein at over 500 partner stores in Germany. You can find an overview of all participating stores at wunschgutschein.de. If you'd prefer to donate your gift card to a good cause instead, this is only possible through the [charity page on wunschgutschein.de](https://wunschgutschein.de).

How long does it take to write a review?

Depending on how familiar you are with the tool and how much detail you want to share about your experience, filling out the survey usually takes between 5 and 10 minutes.

Feel free to take a few extra minutes to write a review that's as meaningful and valuable as possible. By sharing your experience, you'll help others looking for software make

informed decisions. At the same time, you'll ensure that your review meets the minimum requirements and can be published.

My review was rejected – why, and what can I do now?

In some cases, a review may be rejected because it does not comply with [OMR Reviews' review guidelines](#). Don't worry: if your review does not yet fully meet the requirements, you can revise it at any time and resubmit it. To do so, simply use the review link you received from the software provider to return to the review survey, adjust your review, and resubmit it. Additionally, if your review is rejected, you'll receive up to three automatic email notifications from OMR Reviews that will take you directly back to the review survey.

The most common reason for rejection is that reviews contain too few nuanced points or repetitions, making them insufficiently meaningful. In some cases, a review may also be rejected if the text shows strong signs of being AI-generated and therefore appears unnatural (as indicated by, among other things, writing style, structure, or excessive use of emojis). It's perfectly fine to seek help, but make sure your personal tone is preserved.

How do I write a meaningful review?

Share your personal experience with the tool: Describe specifically what you particularly like, where you see room for improvement, and what problems you can solve using the software.

Be sure to provide helpful and detailed answers. Ideally, you should answer all three key questions in detail – either in paragraph form or as clearly formulated bullet points. Important: At least one of the questions should include three specific points. This ensures you meet [OMR Reviews' review guidelines](#) and that your review can be published.

The evaluation survey also provides helpful tips to assist you in formulating your responses.

Tips for Question 1: What do you like best?

What is most helpful? Describe the benefits of using the product or service in at least three sentences or fully developed bullet points. Make sure to include three distinct points and avoid repetition.

Here, you can address various aspects of the product and service that you find particularly positive. Ideally, describe specific experiences from your daily work and explain the added value the tool offers you. Examples include:

- **Features & Meeting Your Needs**

Describe how the tool meets your technical or business needs and helps you achieve your goals or solve key challenges. Also address specific features that you use particularly often or that offer you clear added value. Explain what tasks you can accomplish with these features, how they support your workflow, and how they help you save time, automate processes, or achieve better results.

- **User-Friendliness**

Describe how intuitive the tool's design is and how easy it is for you to navigate it. This includes, for example, a clear user interface (UI), logically structured menus, or an overall pleasant user experience that makes it easier for you to get started and perform your daily work.

- **Easy Setup**

Describe the implementation process: Was the setup quick and straightforward? Are there helpful integrations, interfaces, or plug-ins that allow the tool to integrate seamlessly into your existing system environment?

- **Customer Support**

Share your experiences with the support provided by the tool provider. For example, during implementation, onboarding, or when questions arise during day-to-day operations. Particularly relevant here are aspects such as response speed, the support team's focus on finding solutions, or the support provided by dedicated contacts such as Customer Success or Key Account Managers.

Tips for Question 2: What don't you like?

What is less helpful? Describe in at least 3 sentences or fully developed bullet points where there is room for improvement in using Webgains. Make sure to provide 3 distinct points and avoid repetition.

Here you can provide constructive feedback on areas that you believe could be improved. Ideally, describe specific situations from your daily work and explain why these points are relevant to you. Examples include:

- **Scope of Features or Missing Features**

Are there any features you feel are missing from the tool, or that you think could be expanded upon? Describe which features you would like to see added, or which existing features could offer more possibilities.

- **User guidance or usability**

Perhaps there are areas of the tool that aren't quite intuitive or where it took you longer to find your way around. Here you can describe which aspects of navigation, structure, or usability could be improved.

- **Performance or Stability**

If you occasionally encounter long loading times, technical issues, or bugs, please describe these experiences. Explain in which situations they occur and how they affect your work.

- **Setup or integrations**

Were there any challenges during implementation? Or are you missing certain integrations or interfaces with other tools you use?

- **Support or communication**

If you see room for improvement in support or communication with the provider, you can also address this – for example, regarding response times, solutions, or the availability of contact persons.

Important: Keep your feedback as objective and specific as possible. Constructive feedback helps software providers further improve their products and is particularly helpful to other users.

Tips for Question 3: What problems does Webgains help you solve? What benefits do you see in using it?

Describe in at least 3 sentences or longer bullet points what problems you can solve by using Webgains. Make sure to include 3 distinct points and avoid repetition.

Here, you can summarize the key challenges or tasks you can tackle with the tool. Ideally, discuss typical situations from your daily work and explain the practical benefits you gain from using it. Examples include:

- **More Efficient Processes and Time Savings**
Describe which tasks or processes become faster, easier, or more automated through the use of the tool. For example, in managing partnerships, campaign management, or analyzing performance data.
- **Greater transparency and analytical capabilities**
Explain how the tool helps you better understand data, results, or trends. For example, through clear reports, analyses, or dashboards that help you make informed decisions.
- **Scaling and Growth**
Describe how the tool helps you further develop your affiliate program or marketing activities – for example, by attracting new partners, optimizing existing partnerships, or better managing your activities.
- **Centralized Management and Overview**
Explain how the tool helps you manage various tasks or processes in one central location – such as affiliate programs, campaigns, commissions, or performance data.
- **Collaboration with Partners**
If relevant, you can also discuss how the tool facilitates collaboration with publishers, partners, or internal teams.
- **Value for Money**
Describe how the tool offers fair or exceptional value in relation to the features and benefits it provides. For example, through efficient use of resources, transparent cost structures, or relatively low effort with high impact.
- **More Efficient Processes and Time Savings**
Describe which tasks or processes are faster, simpler, or more automated when using the tool. For example, in managing partnerships, campaign management, or analyzing performance data.

Why do I need to provide my company name?

In the review survey, the company name is a required field. This serves two main purposes:

1. **Authenticity and verification:** Every review is manually reviewed by our team. The company name helps ensure that your review can be authenticated and published more easily.
2. **Added value for other users:** Reviews from real users at actual companies are particularly valuable. People searching for software can better contextualize your user experience and more easily assess whether the software is suitable for their own company and use cases.

If you are not allowed to publicly disclose your company name, please still enter it in the survey and add “(please anonymize)”. This will allow the OMR Reviews validation team to easily verify your review and manually anonymize the company name before it is published.

How does the 0-10 rating scale in the survey work?

The rating scale in the survey is based on the **Net Promoter Score (NPS)**, a globally recognized standard for measuring customer satisfaction. It answers a key question:

“How likely are you to recommend this tool to someone who is interested in the product?”

The scale ranges from 0 (not at all likely) to 10 (very likely). This allows you to express your recommendation and satisfaction on a precise scale.

Classification of Net Promoter Scores

NPS 9 - 10

You are an advocate.

You rate the tool very highly and would recommend it without hesitation.

NPS 7 - 8

You are neutral.

You rate the tool as neutral and would only recommend it under certain circumstances.

NPS 0 - 6

You are a critic.

You have a critical view of the tool and would not recommend it at this time.

The Net Promoter Score (NPS) you submit will be displayed on OMR Reviews as a 5-star rating for simplicity and better visualization:

- An NPS of 9–10 corresponds to 4.5–5 stars.
- An NPS of 7–8 corresponds to 3.5–4 stars.
- An NPS of 0–6 corresponds to 0–3.5 stars.

What exactly does the question about “purposes” in the review survey mean, and which ones should I select?

In the review survey, you’ll be asked for what purposes you use our tool. Using a dropdown menu, you can select one or more options via checkboxes – depending on how you actually use the software in your daily work.

The available purposes correspond exactly to the software categories in which our tool is listed on OMR Reviews. Your selection determines in which of these categories your review will be included.

Specifically, this means: For each selected purpose, our tool receives an additional review with your feedback in the corresponding category. As a result, your selection directly influences the OMR Score (number, average, and recency of reviews). This score determines how tools are ranked within a category and thus significantly contributes to the visibility of our tool in the respective categories.