

CASE STUDY / LANDIG

A review setup built around Landig's store and workflows.

The starting point is a store without a review app. Landig gets reviews matching its designs, including search and cart, plus a post-purchase workflow with exclusion rules, discount codes, moderation and custom review forms.

Review requests

Timing, tags & order value

After submission

Approval & Shopify discount codes

Integration

PDP, product cards, cart & search

BOCK DEAL 10% auf xxxx

Deutsch Deutschland (EUR €)
New Limited-edition Speaker Collection!
Service Kontakt

Wonach suchst du?

Produkte
Anwendung
Wildes Wissen
Sets und Aktionen
Seminare
LJV

Heim
Andrea Testing
Fleischwolf W 50

Bestseller

Fleischwolf W 50

219,00 €
249,00 €

★★★★★
3 Bewertungen

Steuer inbegriffen. Versand wird beim Bezahlvorgang berechnet.

Fleischwolf mit bis zu 75 kg/h technischem Durchsatz, Enterprise-System, Rückwärtsgang und umfangreichem Zubehör. Ideal für Küche, Kleingewerbe und die flexible Wildbretverarbeitung.

Artikelnummer: FL0050

Farbe: Anthrazit

Anthrazit

Edelweiß

Jagdgrün

–

1

+

In Den Warenkorb Legen

Lieferzeit 3–4 Tage
 14 Tage Rückgaberecht
 Gratis Lieferung ab 49 €

Abholung möglich unter Landig + Lava GmbH & Co. KG

Gewöhnlich fertig in 24 Stunden

Bis zu 90 kg/h Durchsatz

Hochwertiges Aluminiumgehäuse

Kraftvoller Motor

Zubehör inklusive

Für wen ist der Fleischwolf W 50 geeignet?

—

Passt gut dazu

Product rating in Landig's design, right next to the price. Captured in the relaunch store with test reviews.

My contribution: Social-proof integration as part of a relaunch with Eshop Guide: data integration, configuration, design adaptation, placement and theme development.

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01 / DESIGN

Reviews in Landig's design, right through to the cart

The rating beside the price, compact product cards and detailed PDP reviews follow Landig's designs. Star distribution, sorting and merchant replies use customisable markup and CSS; the two-column list becomes a single column on mobile. Landig can place sections and app blocks in the theme editor and reuse them on other templates. JavaScript adds sorting and loading further reviews.



Das sagen unsere Kunden

5.0  3 Rezensionen

5

4

3

2

1

3

0

0

0

0



Tolles Produkt

Tolles Produkt

Nadja Reichle

31. Jul 2026



Der perfekte Einstieg!

Der absolut beste Fleischwolf den ich je hatte. Das Schneidesystem ist der hammer!Ein absolutes Muss bei Jäger/innen. Die Qualität ist unfassbar gut.Ich empfehle es von ganzem Herzen.

Reinhold Fröhlich

Es freut uns, dass Ihnen das Produkt so gut gefällt

27. Jul 2026



Ich bin mehr als begeistert!

Ich liebe es. Entspricht voll meiner Erwartungen

Horst Müller

27. Jul 2026

Powered by FiveOh Reviews on Metaobjects

Andere Kunden kauften auch

Custom review list with a merchant reply. The visible reviews are test data.

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01 / DYNAMIC CONTENT

Ratings also appear in search and the cart drawer

A shared Liquid snippet passes the product ID, average rating and count to a web component in product cards. It displays ratings on collection and search results pages, in featured products and cross-selling, and in the cart and cart drawer. Suggestions loaded while typing and updated cart content also receive ratings without a full page refresh.

The screenshot shows the Landig website interface. At the top, there's a navigation bar with a language selector (Deutsch), a location selector (Deutschland (EUR €)), a 'New' badge for 'Limited-edition Speaker Collection!', and links for 'Service' and 'Kontakt'. Below this is a search bar containing 'Fleischwolf' with a 'Klar' button and a close icon. To the right of the search bar are icons for a user profile, a heart, and a shopping cart with a red notification badge.

The main content area is divided into two sections. The left section, titled 'Verwandte Produkte', displays five product cards. Each card shows a product image, a star rating (e.g., 5/5 (3) for the 'Fleischwolf W 50'), and the price (e.g., 219,00 € for the 'Fleischwolf W 50'). The right section, titled 'Sammlungen', lists three collections: 'Fleischwölfe', 'Kutter', and 'Zubehör & Ersatzteile Fleischwölfe'.

Below the 'Verwandte Produkte' section is a button that says 'Alle Ergebnisse Für „Fleischwolf“ Anzeigen →'. Below the 'Sammlungen' section is a button that says 'In Den Warenkorb Legen'.

The bottom section of the screenshot shows a detailed product view for the 'Fleischwolf W 50'. It includes a large image of the product, a list of features (e.g., 'Bis zu 90 kg/h Durchsatz', 'Hochwertiges Aluminiumgehäuse', 'Kraftvoller Motor', 'Zubehör inklusive'), and a section titled 'Für wen ist der Fleischwolf W 50 geeignet?'. To the right of the product image is a section titled 'Passt gut dazu' with a button that says 'Abholung möglich unter Landig + Lava GmbH & Co. KG'.

Predictive search in the relaunch store, with test data.

From order to review in the store

Check the order

Order tags and order value exclude specific orders; product tags exclude individual products from the request. Eligible requests are sent after the configured delay following fulfilment.

Request a review

An email links to the post-purchase review form, followed by internal approval and a Shopify discount code as an incentive.

Display in the store

Approved reviews are stored in Shopify. Ratings and review text are integrated into the different theme areas.

02 / POST-PURCHASE

Post-purchase requests following Landig's rules

Configurable sending and exclusion rules follow Landig's requirements:

A delay after fulfilment

Requests follow fulfilment status. The requested 7 to 14 days after fulfilment are configurable; purchase does not trigger immediate sending.

Order-value exclusions

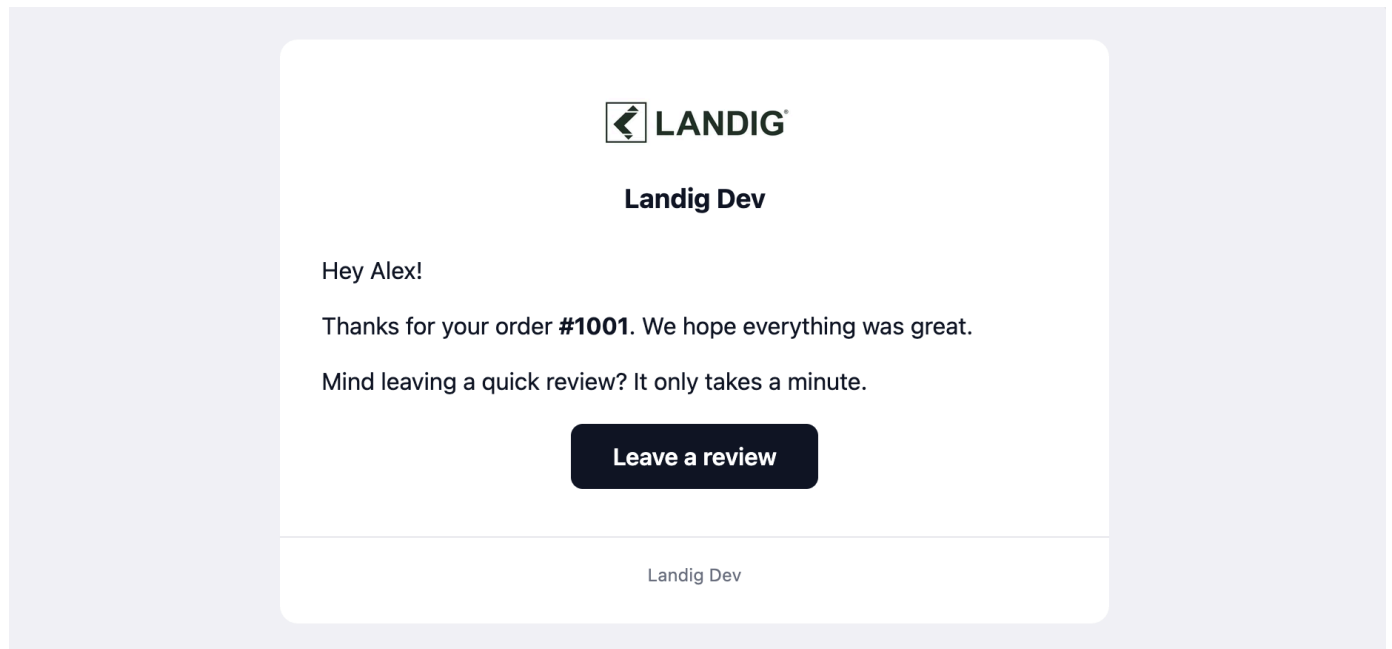
Alongside tags, a configurable maximum order value can exclude orders, for example above €5,000.

Exclusions by order and product tags

Specified order tags exclude entire orders. Product tags such as "Seminar" exclude individual products from the request.

Discount codes and manual approval

Native Shopify discount codes reward submitted reviews. The Landig team manually approves new reviews before publication.



Review email preview with an order reference and a direct link to the post-purchase form. Example from the development store.

Review after purchase: by email or directly on the PDP

PDP review form with purchase check

Liquid checks login status and Shopify order history server-side. Only customers who have purchased the product receive the PDP form and can review without an email link.

Post-purchase review form

The email link opens the ordered products in the post-purchase form. Product presentation, copy, fields and buttons are tailored to this workflow.



02 / POST-PURCHASE

The review form directly in the store

BOOK DEAL 10% auf xxxx

Deutsch Deutschland (EUR €)

New Limited-edition Speaker Collection!

Service Kontakt

Wonach suchst du?

Produkte Anwendung Wildes Wissen Sets und Aktionen Seminare LJV

Nadja

Vakuumiergerät V.300 Premium X - 2 Jahre (Standard)

☆☆☆☆☆

Titel

Text

Absenden

Wild Gewürzmischungen - Zubereitung / Wild BBQ Rub

☆☆☆☆☆

Titel

Text

Absenden

Fleischwolf W 50 - Anthrazit

☆☆☆☆☆

Titel

Text

Absenden

Alle Absenden

Powered by FiveOh Reviews on Metaobjects

Embedded in the store with Landig's header and navigation. Multiple products can be reviewed separately or together. Captured in the development store.

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Make reviews readable for Google and AI

Liquid reads reviews from Shopify metaobjects and rating figures from product metafields. Product JSON-LD associates the average rating and count (AggregateRating), review text (reviewBody) and star rating (reviewRating) with the product. The structured data and initial visible review list are already in the server response, without JavaScript or an external widget request. This makes the content machine-readable for search engines and AI crawlers too.

Product reviews · JSON-LD

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Fleischwolf W 50",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "5.0",
    "reviewCount": 3
  },
  "review": [
    {
      "@type": "Review",
      "reviewBody": "Great product",
      "reviewRating": {
        "@type": "Rating",
        "ratingValue": 5
      }
    },
    ...
  ]
}
```

Shortened JSON-LD excerpt from the Shopify Preview server response, checked on 12 September 2026. Values and reviews are test data.

The technical foundation for every project is a Shopify app I developed for synchronisation, review requests and native review data. Project-specific data integration, configuration and theme implementation are built on top of it. FiveOh Reviews on Metaobjects

At the time of writing, the relaunch is not yet published. Screenshots show the development version on 9 September 2026 and include test reviews.

Performance & Lighthouse

More social proof with comparable loading performance.

The rating beside the price and initial reviews arrive with the product page, without a separate widget request. Customers do not wait for additional review content. Unexpected layout shifts can interrupt reading or cause misclicks; CLS measures this movement. With the integration, the PDP scores a low 0.007 on mobile and 0.070 on desktop. Despite additional ratings in search and cart, the average Lighthouse score remains virtually unchanged in the test.

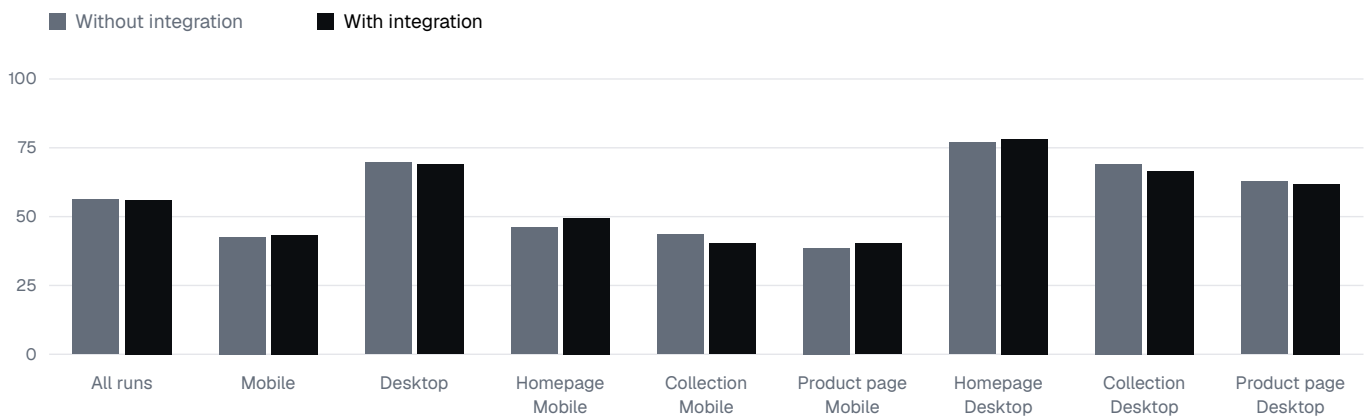


Without integration



With integration

Average performance score across all pages and devices.



Google PageSpeed Insights, 11 September 2026. Means from 120 individual measurements: three page types × two devices × two variants × ten runs. Shopify Preview (*.shopifypreview.com, pb=0), not the live store; with CPU throttling for comparable measurements.



All measurements compared

Each cell shows the value without integration, then with integration, followed by the difference. Green is better, red is worse. Higher performance scores are better; lower values are better for the other metrics.

Page / device	Performance	FCP	LCP	TBT	CLS	Speed Index	Transfer size
All runs	56.2	2.7 s	7.6 s	575 ms	0.023	5.8 s	3,846 KiB
	56.1	2.7 s	7.5 s	673 ms	0.027	5.9 s	3,846 KiB
	(-0.1)	(0.0 s)	(-0.1 s)	(+98 ms)	(+0.004)	(+0.1 s)	(0 KiB)
Mobile average	42.7	4.7 s	13.3 s	713 ms	0.014	9.0 s	3,613 KiB
	43.3	4.6 s	13.1 s	797 ms	0.030	9.0 s	3,615 KiB
	(+0.6)	(-0.1 s)	(-0.2 s)	(+84 ms)	(+0.016)	(0.0 s)	(+2 KiB)
Desktop average	69.6	0.7 s	1.9 s	437 ms	0.031	2.5 s	4,080 KiB
	68.9	0.7 s	2.0 s	549 ms	0.025	2.7 s	4,078 KiB
	(-0.7)	(0.0 s)	(+0.1 s)	(+112 ms)	(-0.006)	(+0.2 s)	(-2 KiB)
Homepage Mobile	46.0	5.4 s	14.3 s	473 ms	0.000	8.9 s	3,593 KiB
	49.5	4.8 s	13.2 s	493 ms	0.000	8.4 s	3,618 KiB
	(+3.5)	(-0.6 s)	(-1.1 s)	(+20 ms)	(0.000)	(-0.5 s)	(+25 KiB)
Collection Mobile	43.5	4.2 s	12.8 s	665 ms	0.033	8.2 s	3,207 KiB
	40.3	4.9 s	13.8 s	672 ms	0.082	8.3 s	3,208 KiB
	(-3.2)	(+0.7 s)	(+1.0 s)	(+7 ms)	(+0.049)	(+0.1 s)	(+1 KiB)
Product page Mobile	38.6	4.6 s	12.9 s	1,002 ms	0.010	10.0 s	4,038 KiB
	40.2	4.2 s	12.2 s	1,225 ms	0.007	10.3 s	4,018 KiB
	(+1.6)	(-0.4 s)	(-0.7 s)	(+223 ms)	(-0.003)	(+0.3 s)	(-20 KiB)
Homepage Desktop	77.0	0.8 s	1.4 s	365 ms	0.005	2.4 s	4,295 KiB
	78.2	0.7 s	1.3 s	385 ms	0.003	2.5 s	4,288 KiB
	(+1.2)	(-0.1 s)	(-0.1 s)	(+20 ms)	(-0.002)	(+0.1 s)	(-7 KiB)
Collection Desktop	69.2	0.7 s	2.7 s	300 ms	0.001	2.2 s	3,180 KiB
	66.6	0.7 s	2.8 s	398 ms	0.001	2.4 s	3,195 KiB
	(-2.6)	(0.0 s)	(+0.1 s)	(+98 ms)	(0.000)	(+0.2 s)	(+15 KiB)
Product page Desktop	62.7	0.7 s	1.5 s	647 ms	0.088	2.8 s	4,764 KiB
	61.8	0.7 s	1.9 s	865 ms	0.070	3.2 s	4,750 KiB
	(-0.9)	(0.0 s)	(+0.4 s)	(+218 ms)	(-0.018)	(+0.4 s)	(-14 KiB)

FCP: first visible content · LCP: largest visible content · TBT: blocked main-thread time · CLS: layout shifts · Speed Index: speed of the visible page build

Let's talk about your store.

You want to get more from your social proof but are not sure where to start? I can help you define the next steps.

Website & book a call	https://marius.korbmacher.me/
LinkedIn / social proof	https://www.linkedin.com/in/marius-korbmacher
FiveOh / Shopify app	https://reviewsonmetaobjects.com/
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Project website	https://www.gamecooling.com/



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