

CASE STUDY / TISSO

Keep Trustpilot. Display reviews in Tisso's design.

Tisso uses its existing Trustpilot reviews in the new Shopify store, following the Figma designs. The implementation combines data integration and custom theme components. The Trustpilot badge and public profile remain in place, and the store continues to link to the profile.

Data source

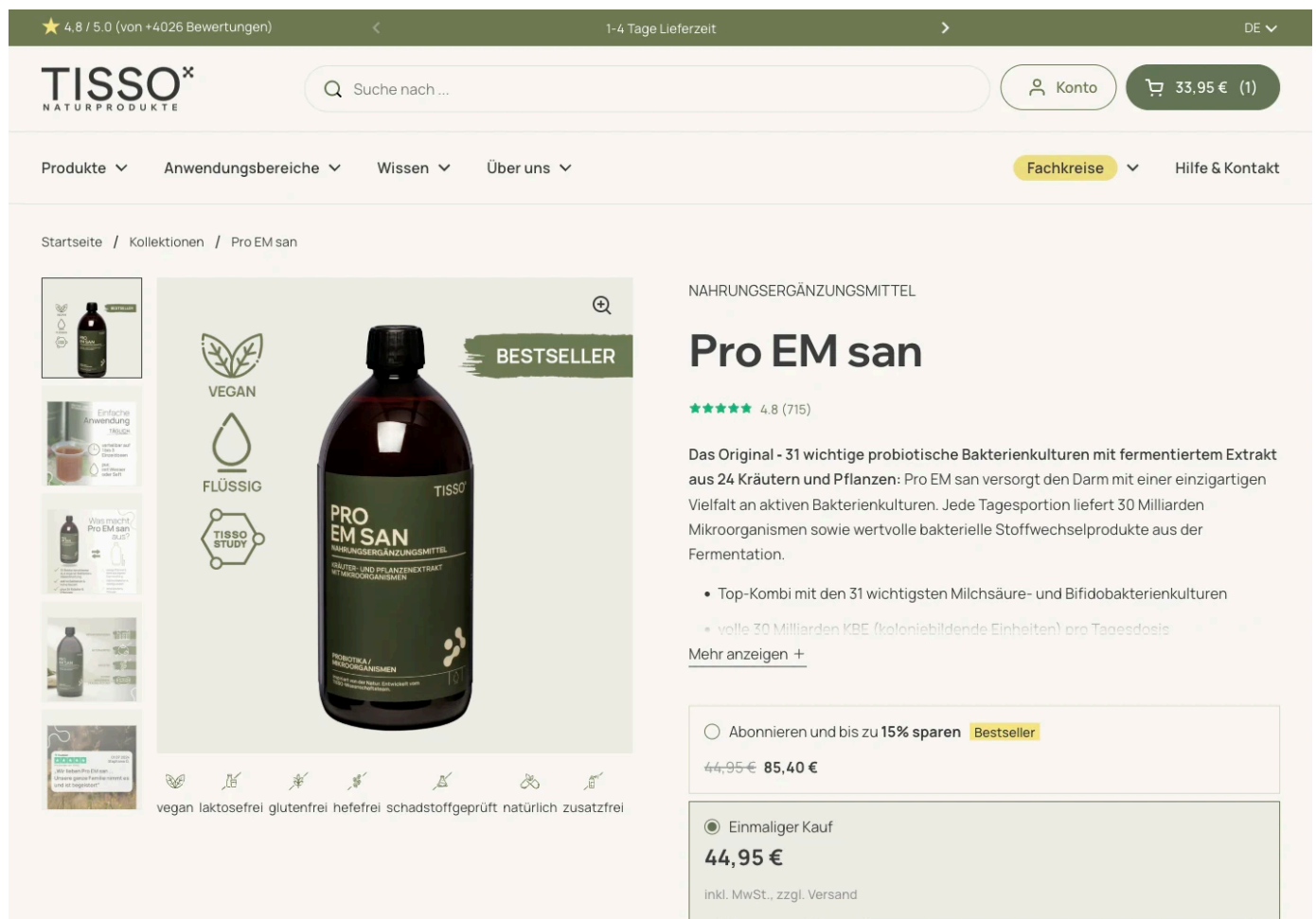
Trustpilot: service and product reviews

Integration

API-Import, Mapping & Webhooks

Display

Metaobjects, Metafields & Liquid



Product rating below the title, service rating in the announcement bar. Captured in the relaunch store.

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

01 / DESIGN

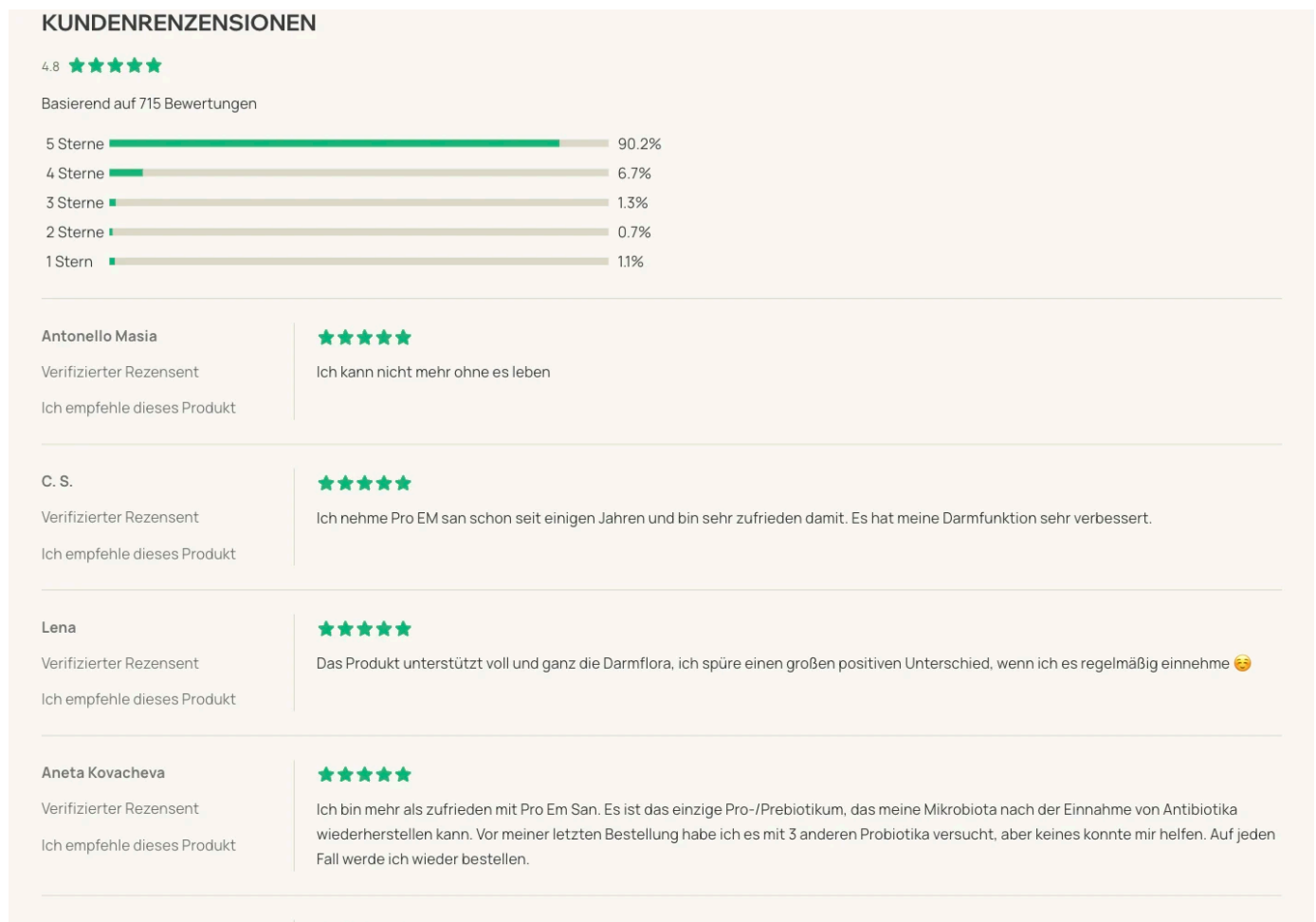
Match the Figma design, down to the review details

Service reviews appear in the homepage slider, product reviews on the PDP. The announcement bar, footer and product cards show average ratings and counts, including collection pages and featured product sections. Stars, summaries, reviews, spacing and layout follow the Figma designs directly in the theme.



Service reviews on the homepage. Data from Trustpilot, presentation in the Shopify theme.

Sections and app blocks can be placed freely in the theme editor and reused on other templates. Configurable markup and CSS keep headings, stars, spacing and layout customisable. JavaScript adds sorting and loading further reviews.



The product reviews match the client's Figma design pixel for pixel. The standard Trustpilot widget does not support this layout.

02 / SYNCHRONISATION

Bring existing Trustpilot reviews into the new store

The reusable Trustpilot connector handles import and ongoing synchronisation. Project-specific mapping connects reviews to products, customers and orders in the new Shopify store.

Matching products across different IDs

Trustpilot product identifiers do not consistently match Shopify SKUs. The MPN field is also missing for some products. An explicit mapping list fills those gaps.

Linking customers and orders

Customers are matched by email address, orders by their references. These links depend on the progress of the customer and order migration.

Keeping reviews up to date

The initial import uses the Trustpilot API. Webhooks handle new, updated and deleted service and product reviews.

From Trustpilot to the theme

Trustpilot

Remains the system for review requests and managing the reviews collected there.

Sync to Shopify

Import and ongoing review sync, with links to products, customers and orders.

Render in the theme

Liquid renders the stored data in the store's design. The initial display does not need an external review request from the browser.

Make reviews readable for Google and AI

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": "Pro EM san",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.8",
    "reviewCount": 715
  },
  "review": [
    {
      "@type": "Review",
      "reviewBody": "Everything was smooth and uncomplicated. The products are high quality.",
      "reviewRating": {
        "@type": "Rating",
        "ratingValue": 5
      }
    },
    ...
  ]
}
</script>
```

Shortened JSON-LD excerpt from the Shopify Preview server response, checked on 12 September 2026.

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.

04 / PERFORMANCE

Performance & Lighthouse

Read reviews without waiting for the widget.

The rating arrives with the product information; customers do not wait on Trustpilot for the initial reviews. It replaces the delayed PDP rating that shifted content and hurt the Lighthouse score. CLS measures these unexpected layout shifts: with the integration, the PDP scores a low 0.002 on mobile and 0.025 on desktop. The product page remains largely stable during the loading test, with a comparable average Lighthouse score.

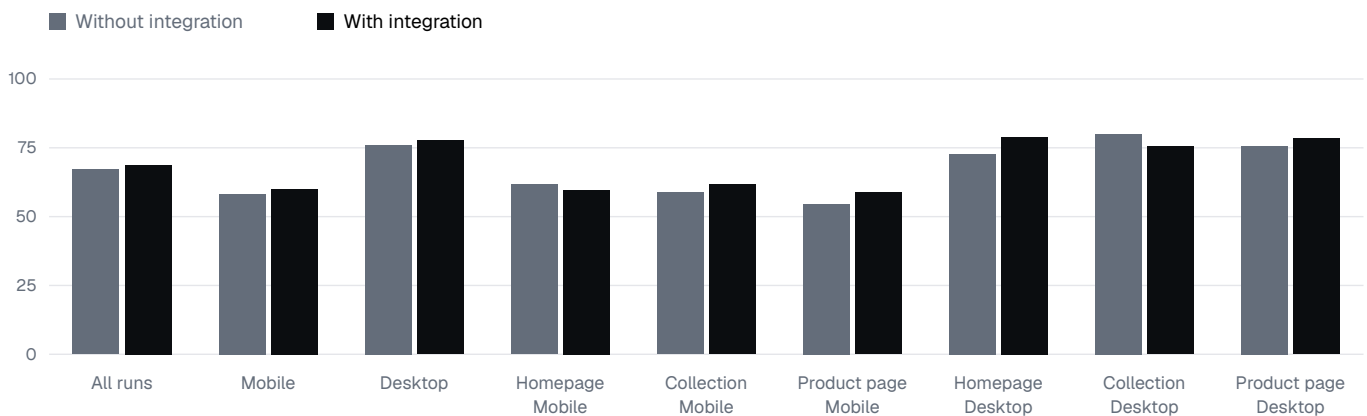


Without integration



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	67.2	2.6 s	7.2 s	220 ms	0.016	4.8 s	2,869 KiB
	68.8	2.4 s	6.6 s	166 ms	0.015	4.5 s	2,922 KiB
	(+1.6)	(-0.2 s)	(-0.6 s)	(-54 ms)	(-0.001)	(-0.3 s)	(+53 KiB)
Mobile average	58.3	4.4 s	12.1 s	165 ms	0.002	7.0 s	2,526 KiB
	60.0	4.0 s	10.9 s	134 ms	0.002	6.5 s	2,563 KiB
	(+1.7)	(-0.4 s)	(-1.2 s)	(-31 ms)	(0.000)	(-0.5 s)	(+37 KiB)
Desktop average	76.1	0.8 s	2.3 s	276 ms	0.029	2.7 s	3,212 KiB
	77.6	0.8 s	2.3 s	198 ms	0.028	2.5 s	3,281 KiB
	(+1.5)	(0.0 s)	(0.0 s)	(-78 ms)	(-0.001)	(-0.2 s)	(+69 KiB)
Homepage Mobile	61.6	3.7 s	9.2 s	109 ms	0.007	6.4 s	2,414 KiB
	59.6	4.2 s	10.6 s	101 ms	0.005	7.5 s	2,467 KiB
	(-2.0)	(+0.5 s)	(+1.4 s)	(-8 ms)	(-0.002)	(+1.1 s)	(+53 KiB)
Collection Mobile	58.8	4.8 s	13.5 s	110 ms	0.000	7.0 s	2,412 KiB
	61.7	3.8 s	10.6 s	126 ms	0.000	5.6 s	2,378 KiB
	(+2.9)	(-1.0 s)	(-2.9 s)	(+16 ms)	(0.000)	(-1.4 s)	(-34 KiB)
Product page Mobile	54.5	4.7 s	13.5 s	276 ms	0.000	7.5 s	2,751 KiB
	58.8	4.0 s	11.4 s	176 ms	0.002	6.5 s	2,845 KiB
	(+4.3)	(-0.7 s)	(-2.1 s)	(-100 ms)	(+0.002)	(-1.0 s)	(+94 KiB)
Homepage Desktop	72.7	0.8 s	2.3 s	238 ms	0.034	3.9 s	2,947 KiB
	78.9	0.8 s	2.1 s	132 ms	0.030	3.3 s	3,036 KiB
	(+6.2)	(0.0 s)	(-0.2 s)	(-106 ms)	(-0.004)	(-0.6 s)	(+89 KiB)
Collection Desktop	80.0	0.8 s	2.3 s	321 ms	0.028	2.2 s	3,365 KiB
	75.5	0.8 s	2.6 s	299 ms	0.029	2.3 s	3,393 KiB
	(-4.5)	(0.0 s)	(+0.3 s)	(-22 ms)	(+0.001)	(+0.1 s)	(+28 KiB)
Product page Desktop	75.6	0.8 s	2.2 s	268 ms	0.024	1.9 s	3,325 KiB
	78.4	0.8 s	2.3 s	162 ms	0.025	2.0 s	3,415 KiB
	(+2.8)	(0.0 s)	(+0.1 s)	(-106 ms)	(+0.001)	(+0.1 s)	(+90 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://tisso.de/



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