

Product number: 17253

Google review NFC reverse sticker - PET - 75 mm - matte black | black



Product information

Customer reviews play a crucial role when it comes to building trust with new customers. Genuine and honest feedback is invaluable, and with our Google review products, collecting customer feedback has never been easier. You have the option of placing our solution in a visible location within your business. Your customers can then simply use their smartphone to scan the integrated NFC chip; they are immediately directed to your Google review form. Alternatively, you can also use a QR code, which also leads directly to the review form. Our Google review products come to you already set up — we code everything for you; all we need is your company name and address. The only requirement is that you have a free Google Business Profile. This makes it easy for you to collect valuable feedback and gain the trust of new customers at the same time.

Scope of delivery

- Google review NFC reverse sticker made of PET
- Coded with a URL that leads directly to your Google review form

Product description

The Google Rating NFC Sticker is the perfect solution for companies and stores with shop windows that want to collect customer feedback quickly and easily — even outside opening hours. This innovative reverse sticker made of PET is printed on both sides and has a practical 3M adhesive layer on one side, making it easy to attach to the window from the inside. Your customers then have the option of simply scanning the sticker with their smartphone from both the inside and outside and submitting a rating. With a diameter of 75 mm, the sticker is the ideal size: it catches the eye without taking up too much space.

NFC chip

An NXP NTAG213 chip is integrated in the Google review NFC sticker, on which the URL to your personal Google review form is stored. This chip fits invisibly into the NFC reverse sticker and therefore offers optimum protection against external influences. In addition, the link on the product is write-protected so that it cannot be accidentally overwritten or deleted.

Google review form

To be able to use the Google review NFC sticker, you need a free Google Business Profile. When ordering, simply use the “Add company name and address” button to tell us your company name and the address that is stored in your Google review profile. We then create the URL to your personal Google review form for you and encode the integrated NFC chip with it. This ensures a smooth process and ease of use for you.

Product properties

Product number	17253
Dimensions	75 mm Ø
Weight	3,4 g
Adhesive layer	Yes (3M)
Memory	180 Byte (free: 144 Byte, NDEF: 137 Byte)
Frequency	13.56 MHz
Material thickness	0,55 mm (T)
Chip	NXP NTAG213
Water resistance	water-resistant
Data transfer rates	106 kbit/s
Storage temperature	Min -55°C - Max +125°C
Type	Sticker
Chip standards / ISO Norm	ISO 14 443-3 A, ISO 14 443-2 A
Operating temperature	Min -25°C - Max +70°C
Data retention	10 years
Number of write operations	100.000 times
Colour category	black
Material	PET
Product form	round
Compatibility	to NFC-enabled smartphones: 100%
Antenna	Aluminium
NFC Forum Type	NFC Forum type 2

Detail colour	black matt
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