

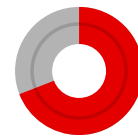


EVERYTHING YOU NEED TO KNOW ABOUT

ONLINE REVIEWS



69% of all consumers search the internet for online reviews, making it a very powerful source of information that has a major impact on consumer behaviour and purchasing processes.



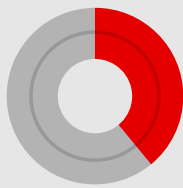
Online review platforms

An overview ★

► THE WEBSITES – USA AND GLOBAL:

USA

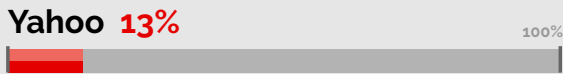
In the US, **Amazon** is the leading review platform. **42% of all consumers** have left a review on this platform.



OTHER IMPORTANT US REVIEW PLATFORMS ARE:

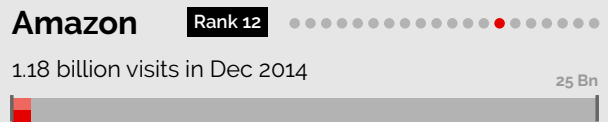


of consumers write reviews



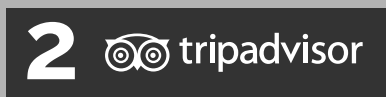
GLOBAL

Globally, the websites with most traffic are:



User-generated online reviews are an important source of content for these major websites.

► The three online platforms dedicated to reviews with the most global traffic:



The ratings and how they impact business ★

Ratings can include stars, comments, and even video reviews.



Studies show that there is a strong correlation between positive online reviews and sales:

Products with positive reviews **sold 200% more than those with no ratings.**



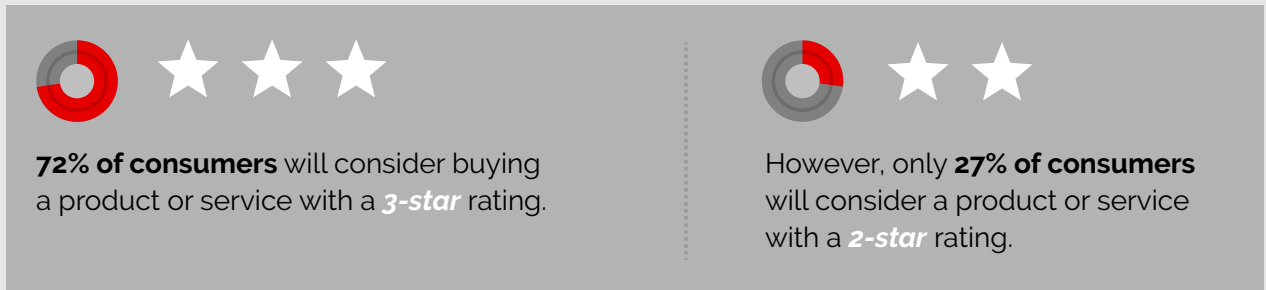
When reviews are included on a website, **42%** of sites reported an increase in the average order value.



► When it comes to stars:



Products rated **4.5 stars (out of 5) sell the best** – three times more than products with 5 stars.

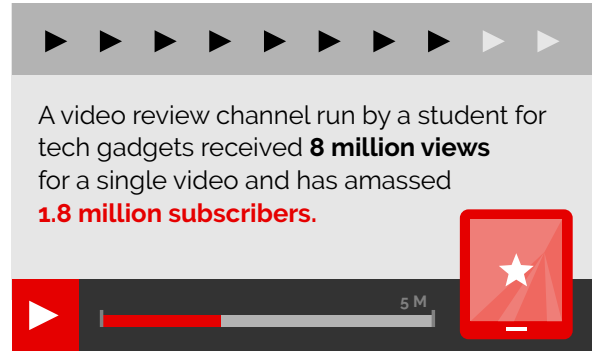
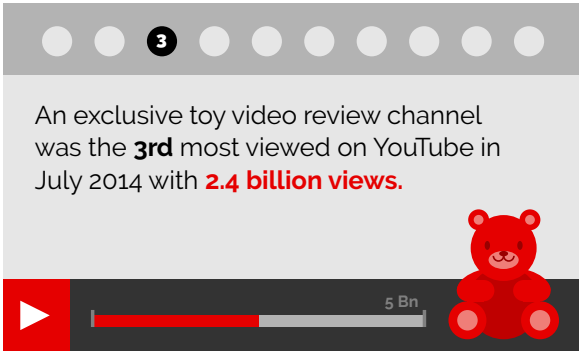


► Writing reviews:



Funny, offbeat reviews have a cult following on Amazon and receive a high level of attention.

► **Video reviews – a new trend:**



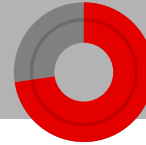
THE HARD TRUTH

Around **20-30%** of all online company reviews are fake.



How online reviews influence the consumer ★

A WHOPPING **72%** OF ALL CONSUMERS TRUST ONLINE REVIEWS.

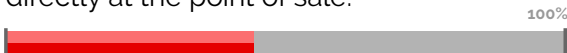


► **When it comes to buying:**

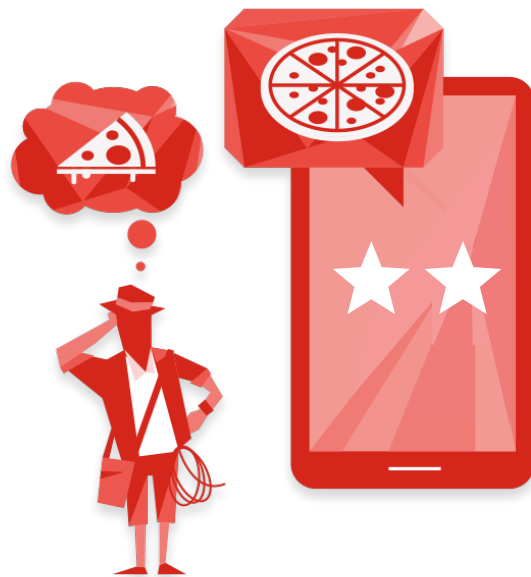
88% of online shoppers incorporate reviews into their purchase decision-making process.



40% of consumers read online reviews on their smartphones directly at the point of sale.



Consumers who read reviews on a **smartphone** are **127% more** likely to buy than those who read reviews on desktop PCs.



► Online reviews and trust:

Only reviews from *friends and family* are trusted more than online reviews.

Reviews from *experts and celebrity endorsements* are less trusted than online reviews.

30% of consumers assume online reviews are faked, if there are no negative reviews.



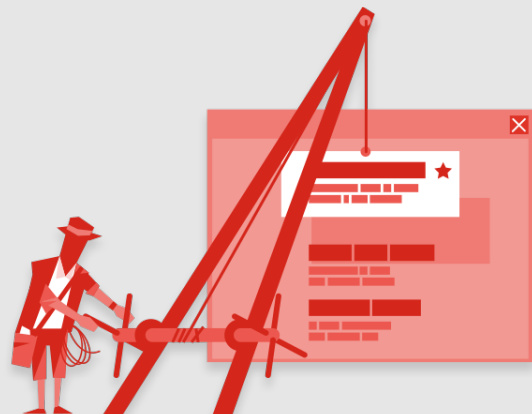
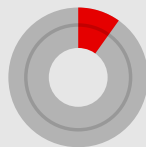
Consumers read around **4-6 reviews** before they trust a business.

Consumers are heavily influenced by reviews, regardless of where they are in the purchasing process and on which device they read the reviews.

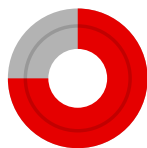
How online reviews influence online marketing ★

Businesses with more and better reviews have **higher SEO rankings.**

Reviews are especially important for local searches as they influence up to **10% of the ranking.**



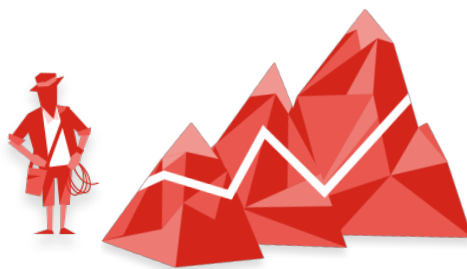
The hospitality industry is especially affected by online reviews ★



76% of customers are willing to pay more for hotels with higher review scores.

If prices are the same, users are **3.9 times** more likely to choose a hotel with higher review scores.

Personalisation of online reviews in the travel agency: TripAdvisor's **"Just for You"** feature presents users with relevant reviews based on previous searches.



Businesses – like consumers – are heavily influenced by online reviews.

Reading, comparing and writing online reviews are not only essential components of the consumer purchasing process, but also have a tremendous effect on global business sales and ecommerce.

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