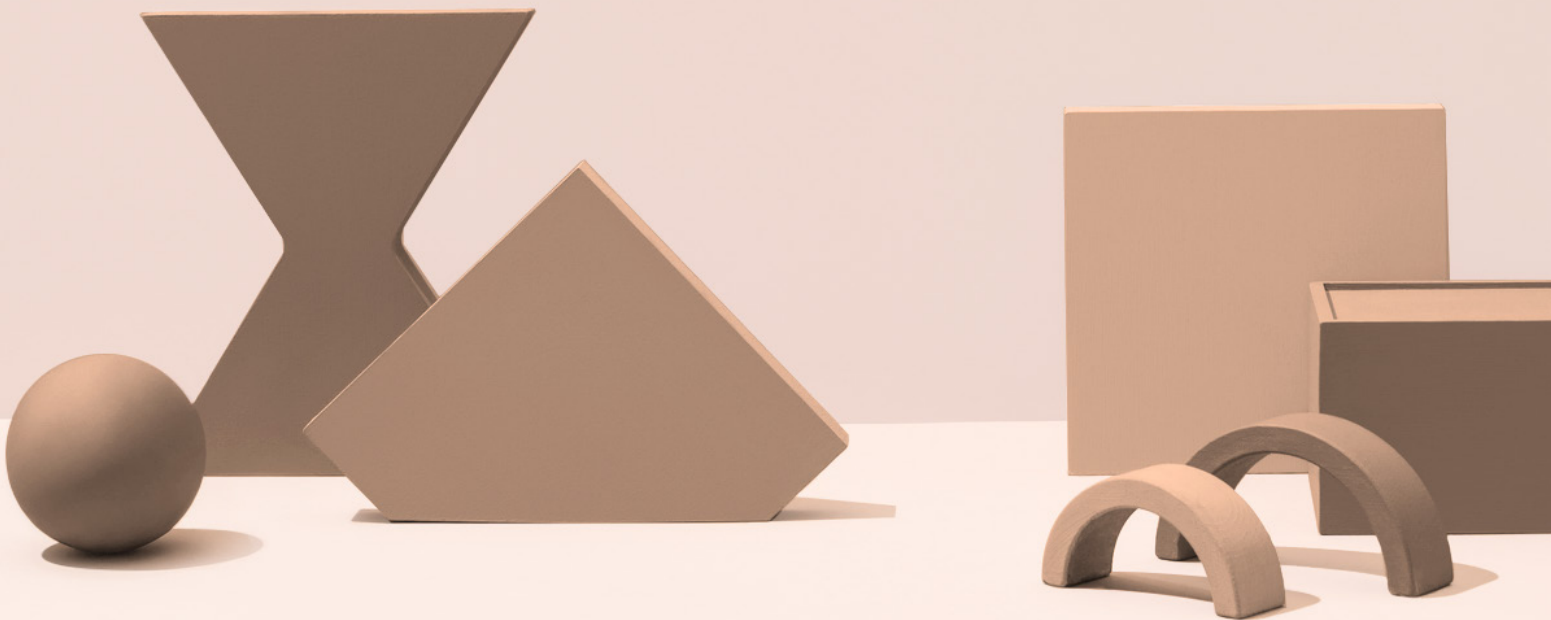




Trustpilot Plans: Platform + Add-on Modules

How to use the world's most powerful review platform to grow trust in your brand.



Find the right plan for you

Whether you're just getting started or you're already expert at engaging and building trust with your customers, we can help.

Whatever your company size and needs, our plans give you the power to get close to your customers, use their insights to create ever-improving experiences and drive your business forward.

| Free Plan | Standard Plan | Build a Plan |
|--|---|--|
| Build trust with customers | Showcase trust online and across your business | Boost your trust journey |
| \$0 | From \$199 per month (paid annually) | Prices Vary |
| <ul style="list-style-type: none"> ✔ Claim your company profile page ✔ Get unlimited basic review invitations ✔ Send 100 verified review invitations per month ✔ Reply to customers ✔ Use 3 TrustBoxes ✔ Receive overview reports ✔ Share reviews on social media ✔ Earn Google Seller Ratings | <p>Everything in Free, plus:</p> <ul style="list-style-type: none"> ✔ Access to add-on upgrades ✔ Get an ad-free company profile page ✔ Send 500 verified review invitations per month ✔ Add 5 TrustBoxes ✔ Deeper analyses & insights ✔ Get more Trustpilot support ✔ Use Trustpilot review content in online & offline marketing | <p>Everything in Standard, with Add-on Modules to:</p> <ul style="list-style-type: none"> • Send unlimited verified invitations • Get higher converting Trustboxes • Improve reputation management • Amplify Product Reviews • Get sentiment insights |

Need a plan for a bigger business?
We've got you. Get in touch with us at +1 844-661-9927

Really listen to your customers

Claim your company profile page

Share your customers' experiences with the world, quickly and easily. Your company page on Trustpilot usually ranks at the top of search results. It gives an honest and trustworthy impression of your brand.

All our plans come with basic customization, so you can add your contact info and social media accounts to improve SEO. With our **Standard Plan**, your page is ad free.

Extend review invitations

The easier it is to leave reviews, the more you'll get. It's that simple. With our diverse invitation tools, you can automatically collect verified Service, Product, and Location reviews.

Our **Free Plan** includes 100 verified email invitations each month, plus 300 extra for the first month, just to get you started. Our **Standard Plan** includes 500 verified invitations each month (plus 300 extra for the first month) to get more review content, faster. With any plan, you can send basic review invitations to ask customers to leave a review directly on our platform. However, only verified reviews count for Google Seller Ratings.

Respond to reviews

When customers reach out, reach back. Thank your customers, solve their issues and show the world that you genuinely care.

With our extensive safeguards against fraudulent reviews, you can protect your business and report reviews that go against our guidelines. This feature is available in both our **Free** and **Standard** plans.

Show trust by thinking inside the box

TrustBoxes are Trustpilot's widgets, standalone applications that can be embedded on your website to showcase your reviews, TrustScore and star ratings. TrustBoxes make showcasing your review content in digital marketing simple.

With the **Free Plan**, access three TrustBoxes including: Micro Review Count, Review Collector and Starter TrustBoxes.

Choose our **Standard Plan** and add five more TrustBoxes including: Micro Button, Micro Combo, Micro Star, Mini and Micro TrustBox.

To learn more about our TrustBox widgets, go to business.trustpilot.com/widgets

See what our customers are saying about Trustpilot

★★★★★ 30 minutes ago

A good way to let others k...

A good way to let others know about services.

Margie A Gibbs

★★★★★ 33 minutes ago

Excellent thankyou for your...

Excellent thankyou for your service and updates.

Mrs holland

★★★★★ 85 minutes ago

Soo far

Soo far, thumbs up.

Pål

★★★★★ 91 minutes ago

I love the site because I bel...

I love the site because I believe I can trust the reviews. A+

jjwalker92

Use data to create better experiences

Use data-driven insights to grow your business. With our **Free Plan** you can access basic performance data, including reviews, engagement, impressions and invitation status. Upgrade to our **Standard Plan** to unlock analyses of customer behavior and feedback, as well as detailed data on your ratings, star distribution, number of reviews and your TrustScore.

Both plans also include comparative benchmarks, where you can easily compare your reputation to similar companies on Trustpilot.

Stand out on social

Amp up your social media presence by sharing your reviews on Twitter, Facebook, and LinkedIn.

Outshine your competitors with Google stars

Since we're an official Google Review Partner, verified Trustpilot reviews count towards your Google Seller Ratings and Google Ads Product Ratings. These eye-catching stars can significantly increase your click through and conversion rates. Review content is also included in Bing and Yahoo! merchant reviews.

We're here to help

At Trustpilot there are no silly questions. If you run into any challenges, big or small, our team is ready to help.

With our **Free Plan** you can get in touch by email, web and our Support Center. Upgrade to our **Standard Plan** to talk with an onboarding manager from our award-winning Customer Success team and get help in real time. This includes Chat and Call Back Support.

Integrate with ecommerce partners

Our native integrations with partners like BigCommerce, Shopify, and Magento make it a breeze to collect and share customer reviews. Check out business.trustpilot.com/partners/type/apps for the complete list.

Only with our Standard Plan

Marketing Assets

Show your best reviews and star rating on ads, product packaging, delivery vehicles - or anywhere else your customers might be looking.

Image Generator

Turn your best reviews into eye-catching images fit for every social channel — no design skills needed.

User Management

Upgrade your admin rights and control in the Trustpilot Business App.

High-Value Add-on Modules

Unlock powerful add-ons to increase sales and traffic and get learnings from your customer feedback.

Trustpilot Add-on Modules

Enhance your Standard Plan with products and services designed to increase your traffic, drive sales and deepen customer insights.

Invite Add-on Module

Extend unlimited verified review invitations automatically

Make sure new consumers find fresh and trustworthy reviews about your business. Invite your customers to write reviews after every order to get even more verified Service, Product and Location Reviews.

Convert Add-on Module

Turn browsers into buyers

Increase onsite conversions throughout the customer journey with our extensive library of Service Review Trustboxes.

TrustBox Optimizer:

Measure sales impact. A/B-test pages with or without Trustboxes.

Targeted Trustboxes:

Show customers the most relevant reviews with tagged content.

Automated Sharing on Facebook:

Show up to 50 reviews with a Trustpilot tab on your Facebook business profile.

Trustpilot is a consumer-facing brand with global scale

Top 1%

most visited website worldwide¹

70M+

total reviews²

~3.8 BN

monthly digital impressions²

Enhance Add-on Module

Strengthen your online reputation

Trustpilot Company Profile Pages usually rank in top search results for brands. A well-curated page packed with positive content will without a doubt make your business shine.

Customized Review Invites:

Get verified reviews with branded email invites.

Promotion Box:

Add unique promotions to your Company Profile Page.

Guarantee Box:

Highlight your unique story on your Company Profile Page.

Facebook Like Box:

Collect “Likes” with a box on your Company Profile Page.

Advanced Analytics:

Gain additional insight on organic reach, invitation conversions and tags.

Export Review Data:

Download a .csv file for off-platform analysis.

Tagging:

Track KPIs that are important to your business by adding tags to your reviews.

Product Reviews Add-on Module

Help consumers make the right choices

Add Product Reviews to your website and ads to make buying decisions easier for your consumers. Improve SEO - more unique content, more keywords - and help people shop with confidence.

Product Trustboxes:

Add product reviews on your website.

Rich Snippets & Content:

Add stars and content to appear in product search results.

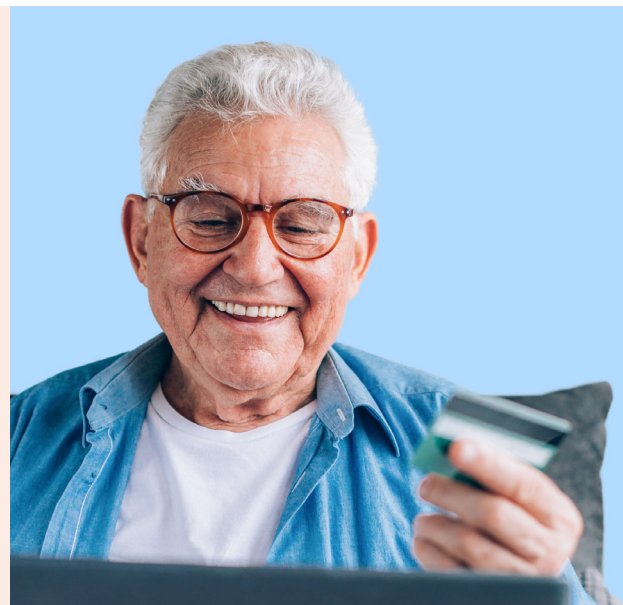
Import 3rd party product reviews:

No need to start from zero—import your existing reviews.

87%

of consumers find ads with Trustpilot logo and stars more trustworthy

Source: Sirkin, September 2018



Insights Add-on Module

Create better experiences with data

With our artificial intelligence doing the heavy lifting, you can dive deep into customer feedback to see trends and insights that can benefit your brand. We break down the data and give you actionable insights to become a top reviewed business. Available for: Ecommerce, insurance, auto, and utility verticals.

Topics:

Automatically assigns customer feedback to specific review categories.

Sentiment Analysis:

Takes Topics to the next level with a sentiment assignment.

Trend Reports:

Automatically receive monthly reports on emerging trends.

Heatmap:

Pinpoints problems across sentiments, topics, and star ratings.

Private Add-on Module

Add additional security to invitations

Our automated review invitation tool offers the highest level of data security in line with strict privacy laws (including GDPR). For industries where consumer data is particularly sensitive or additional data sharing requirements must be observed, our private invitation feature lets you generate unique links and securely send invitations via your company email and CRM systems.

Business Generated Links (BGL):

NSA approved 256bit AES encryption for maximum security.

Restricted Data Access:

Place Trustboxes on your site with tracking disabled to keep data private. This feature will restrict some integrations and dashboards.

79%

of consumers trust product reviews as much as personal recommendations

Source: Shopify



Integrate Add-on Module

Make your review collection even smoother

Our native integrations make collecting and showcasing customer reviews a snap. Our technology partners include Zendesk, Hootsuite, Slack and Segment.

Support Add-on Module

Master our platform with help from customer success.

Work directly with our success managers, implementation managers and support engineers to grow your brand trust quicker.

- [Dedicated Customer Success Manager.](#)
- [Best practice consultation.](#)
- [Reputation management advice.](#)

Connect Add-on Module

Shine in your own way

Want to create something unique that makes your review stars and content shine even more? Through our APIs, you can customise how your Trustpilot reviews look on your site.

API:

Send invitations, get invitation links, and integrate with review data.

Embedded Review Form:

Collect customer reviews directly on your own website. Also great for privacy compliance.

Establishing trust is a key factor for business success

92%

of consumers read reviews before making a purchase decision

75%

of consumers expect to be able to share feedback

Ready to get started and grow brand trust?

From Free Plans to tailormade solutions, we have endless ways to engage with your customers and power your business forward.

So what's right for you? How can you quickly boost your brand trust? And how do you maintain a trustworthy and honest reputation going forward? We hope this brochure answered some of these questions, but don't hesitate to give us a call at **+1 844-661-9927** or visit business.trustpilot.com.

Don't take our word for it...

HSBC 

Shutterfly

SoFi 

 WORDPRESS

 SeatGeek

Quicken Loans

 HomeAway®

 ZipRecruiter®

Casper

