

The Trustpilot Syndication Partner Program

Let's upgrade the world together

Unlock the power of trust for your website. By syndicating reviews from Trustpilot, demonstrate the reputation of businesses listed on your site. Grow brand trust and lend authority to your recommendations with Trustpilot as your preferred partner.

Trustpilot's open review platform is different

Trustpilot is built on openness and collaboration. Open to all consumers and companies (and independent of both), Trustpilot reviews are unbiased. For consumers, we are a place to share, discover, connect with and influence great businesses and awesome experiences.

Businesses across all industries are already actively collecting reviews on Trustpilot:

- ✓ eCommerce
- ✓ Automotive
- ✓ Service-based
- ✓ Technology
- ✓ Social monitoring
- ✓ Webshop systems
- ✓ Manufacturers

Trustpilot's industry-standard API enables comparison and business listings companies to syndicate Trustpilot reviews on their own websites

- ✓ Search engines
- ✓ Price comparisons
- ✓ Loyalty programs

Benefits of being a syndication partner



- Add real-time ratings and review data to your website
- Quantify and display reputation by featuring Trustpilot's independent reviews, recognised and trusted globally for transparently sharing consumers' experiences
- Access our robust, open and extensible platform supported by industry-standard API to integrate with ease
- Mutual referrals and revenue-sharing opportunities
- Co-marketing support to educate businesses featured on your site, help them improve their Trustpilot ratings with reviews best practices, and deliver great customer experiences as well as a seamless user journey.

SellingUp's story

Online estate agent comparison website SellingUp.com conducted research to better understand what factor was most important to sellers when selecting an estate agent.



We expected price to be the most important factor, but we discovered that reputation is the key consideration. Since we've started using Trustpilot, we have been able to greatly enhance our user experience. The reviews have been essential in enabling our users to make an informed choice about which online estate agents they are interested in approaching. It puts tangible information in their hands, and boosts their confidence too. We have had numerous conversations with property sellers who have thanked us for providing trust-based information in our comparison table as well as prices and services. Thank you Trustpilot for enabling us to provide our users with this valued service in a marketplace where reputation is everything."

Join partners like...



"We syndicate Trustpilot ratings and reviews to add a layer of trust, transparency and credibility to our platform. The ability to view the TrustScore of each merchant helps our users make more informed decisions, prior to making a purchase."

— Ben Morgan, Finance Director PriceSearcher



Get in touch with our team to start the conversation

The Trustpilot Partner Team seeks to make every partnership a success by thinking creatively and working closely together. We're open to any conversation and creative ideas around opportunities to partner.

partnerships@trustpilot.com