



RATINGS AND REVIEWS IN ABOVE-THE-LINE ADVERTISING

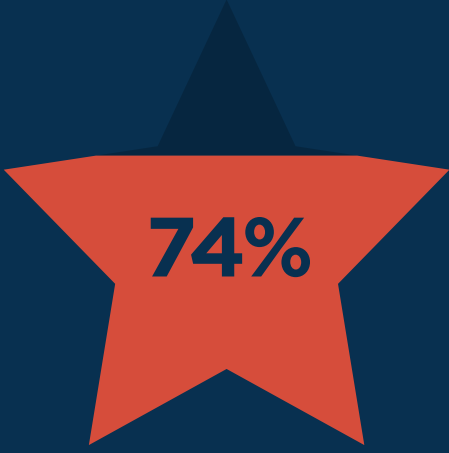
The opportunity to harness
Trustpilot in offline marketing

Consumers regard ratings and reviews as the most important sources of information in the buying decision-making process, according to a London Research survey*.

More than three-quarters of UK consumers (77%) regard customer reviews as ‘very important’ or ‘important’



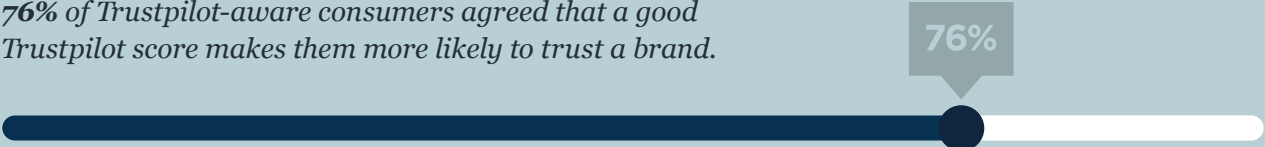
74% attach the same level of importance to consumer ratings (i.e. scores or stars).



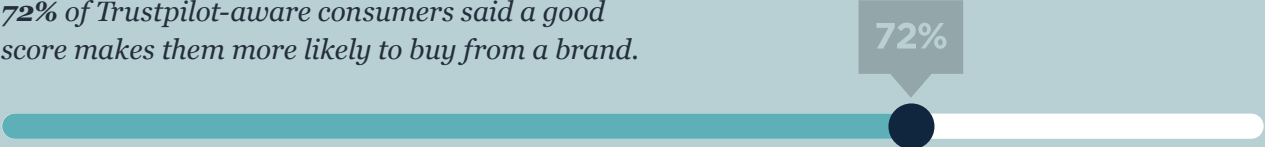
58% of UK consumers are aware of Trustpilot ratings and reviews.



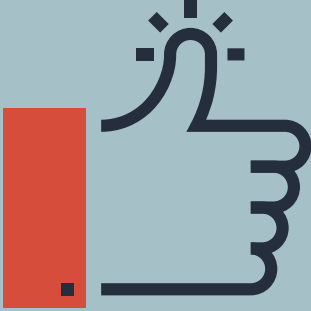
76% of Trustpilot-aware consumers agreed that a good Trustpilot score makes them more likely to trust a brand.



72% of Trustpilot-aware consumers said a good score makes them more likely to buy from a brand.

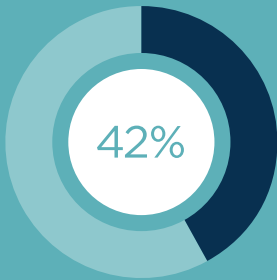


Trustpilot increases consumer trust which, in turn, increases the likelihood that people will buy from a brand.

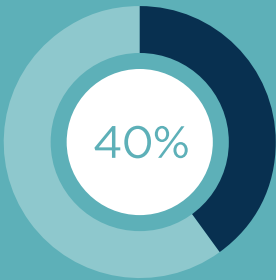


Trustpilot brand components

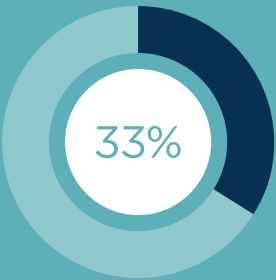
42% of consumers recall seeing Trustpilot stars in adverts, while 40% remember seeing the logo.



★★★★★
Trustpilot stars



TRUSTPILOT
Trustpilot logo



Trustpilot reviews from customers



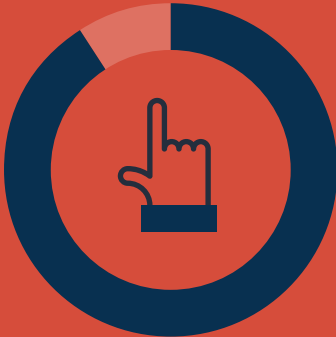
TrustScore (out of 10)

Brands are missing an opportunity to harness Trustpilot in above-the-line (ATL) advertising

A separate London Research survey of advertisers found that only 8% of businesses are harnessing Trustpilot for their above-the-line advertising, compared to 84% who are using it on their websites.



The overwhelming majority of advertisers (91%) either using or considering the use of Trustpilot in ATL advertising activity regard **trust-building** as a ‘major benefit’



The second most important business benefit cited by advertisers is the creation of a more **customer-friendly** brand, cited as a major benefit by just under three-quarters (73%) of business respondents.



*London Research was commissioned by Trustpilot to carry out a survey of 2,000 UK consumers in January 2018. Additionally, an online survey of more than 300 businesses was carried out in December 2017 and January 2018. The business survey was fielded to companies within Trustpilot’s international database of advertisers.

