

Consumer Research:

Trustpilot's Impact on Advertisements



Independent Study from Sirkin Research



Key Finding:

87% of consumers in the U.S. & U.K.
find ads more trustworthy with
the Trustpilot trust mark



Sirkin Research is focused on conducting consumer research and delivering rich data insights to guide better decision-making for businesses.

Located in Philadelphia, PA, USA, Sirkin research has over 15 years of experience working for the some of the largest global technology and financial brands in the world, including Vesta and BMC Software. The firm's work spans the globe, from Paris to London to New York.



Trustpilot is a leading independent review platform - free and open to all. With more than 45 million reviews of over 220,000 companies, Trustpilot gives people a place to share and discover reviews of businesses, while giving every business the tools to turn consumer feedback into business results. Our mission is to bring consumers and companies together to create ever-improving experiences for everyone.

Research Background:

Sirkin Research was commissioned in August 2018 to assist Trustpilot in measuring the impact of Trustpilot's trust mark and logo. Trust marks are a visual form of communication between consumers and businesses to help bridge the information gap about trustworthiness of a business and are often used by businesses to create credibility for their brand, especially for companies that conduct business on the internet.

Survey Results Summary:

In a side-by-side comparison of ads, one ad with Trustpilot's trust mark and one without the trust mark, consumers were asked to pick the advertisement they trusted more.

The survey concluded that 87% of consumers, in the U.S. and U.K., on average, find ads more trustworthy when the Trustpilot trust mark is present vs. having an advertisement with no trust mark.

The following are the ads used in the research and the corresponding results. (It is important to note that the businesses depicted in the ads were clearly noted in the surveys as fictitious and not intended to represent any actual legal business entity). When the survey was conducted, advertisements were of equal size. For illustrative purposes, the ad chosen most often is enlarged below.



U.S. Results:

85% of consumers, on average, find ads more trustworthy with the Trustpilot trust mark

Insurance / Finance:

With Trust Mark

Insurance Discounters

Same Insurance. For Less.

Why pay more for the same insurance?

START SAVING ON INSURANCE

Trustpilot
★★★★★
Based on 623 reviews

Without Trust Mark

Insurance Discounters

Same Insurance. For Less.

Why pay more for the same insurance?

START SAVING ON INSURANCE



Consumer Services:

Without Trust Mark

Too itchy. Too stingy. Too scary.

Bring on the Bug Terminators

10 Years in Business

1-800-626-XXXX

With Trust Mark

Too itchy. Too stingy. Too scary.

Bring on the Bug Terminators

10 Years in Business

1-800-626-XXXX

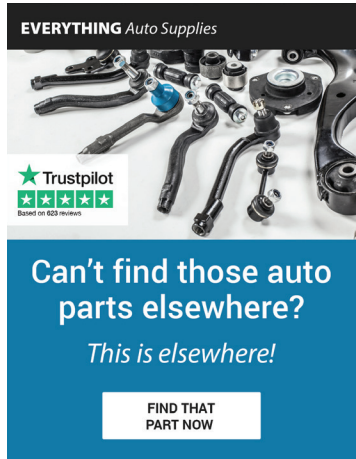
Trustpilot
★★★★★
Based on 10 reviews



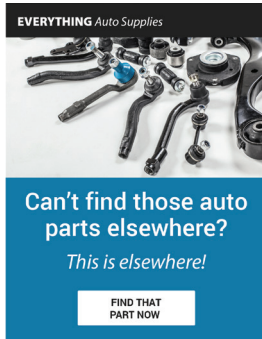
U.S. Results:

Auto / Shopping:

With Trust Mark



Without Trust Mark

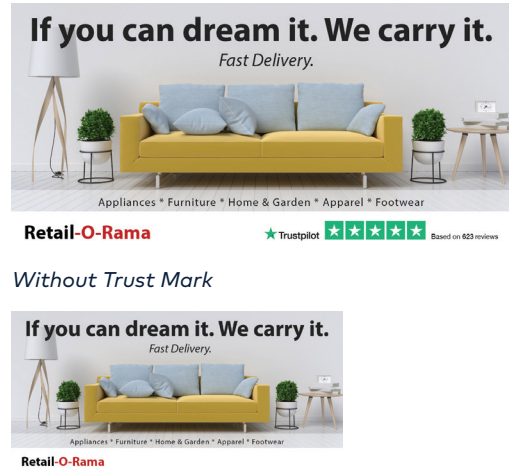


83%
(627/756)

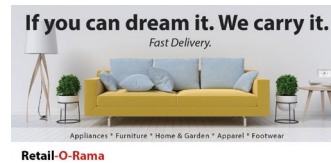
of consumers chose the advertisement with the Trustpilot trust mark

Retail / Ecommerce:

With Trust Mark



Without Trust Mark



85%
(623/735)

of consumers chose the advertisement with the Trustpilot trust mark

Consumer Financials / Payment:

With Trust Mark



Without Trust Mark



82%
(610/743)

of consumers chose the advertisement with the Trustpilot trust mark

Travel / Tourism:

With Trust Mark



Without Trust Mark



90%
(651/727)

of consumers chose the advertisement with the Trustpilot trust mark

U.K. Results:

90% of consumers, on average, find ads more trustworthy with the Trustpilot trust mark

Insurance / Finance:

With Trust Mark

Insurance Discounters

**Same Insurance.
For Less.**

Why pay more for
the same insurance?



★ Trustpilot
★★★★★
Based on 623 reviews

START SAVING
ON INSURANCE

Without Trust Mark

Insurance Discounters

**Same Insurance.
For Less.**

Why pay more for
the same insurance?



START SAVING
ON INSURANCE



Consumer Services:

Without Trust Mark

Too itchy. Too stingy.
Too scary.

Bring on the Bug Terminators

10 Years in Business

1-800-626-XXXX



With Trust Mark

Too itchy. Too stingy.
Too scary.

Bring on the Bug Terminators

10 Years in Business

1-800-626-XXXX

★ Trustpilot
★★★★★
Based on 623 reviews



Auto / Shopping:

With Trust Mark

EVERYTHING Auto Supplies



★ Trustpilot
★★★★★
Based on 623 reviews

**Can't find those auto
parts elsewhere?**

This is elsewhere!

FIND THAT
PART NOW

Without Trust Mark

EVERYTHING Auto Supplies



**Can't find those auto
parts elsewhere?**

This is elsewhere!

FIND THAT
PART NOW

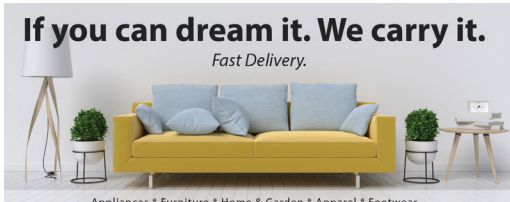


Retail / Ecommerce:

With Trust Mark

If you can dream it. We carry it.

Fast Delivery.



Appliances * Furniture * Home & Garden * Apparel * Footwear

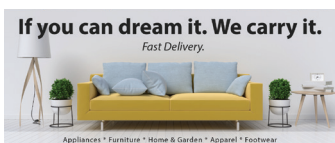
Retail-O-Rama

★ Trustpilot
★★★★★
Based on 623 reviews

Without Trust Mark

If you can dream it. We carry it.

Fast Delivery.



Appliances * Furniture * Home & Garden * Apparel * Footwear

Retail-O-Rama



U.K. Results:

Consumer Financials / Payment:

With Trust Mark



Need cash quick?
You're 5 minutes away from cash flowing.

CashHose offers payday loans, personal loans and small business loans.

Call for Free Quote
1800-987-XXXX

CashHose

★ Trustpilot
Based on 623 reviews

Without Trust Mark



Need cash quick?
You're 5 minutes away from cash flowing.

CashHose offers payday loans, personal loans and small business loans.

Call for Free Quote
1800-987-XXXX

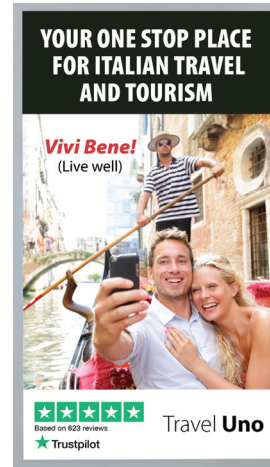
CashHose

90%
(272/302)

of consumers chose the advertisement with the Trustpilot trust mark

Travel / Tourism:

With Trust Mark



YOUR ONE STOP PLACE FOR ITALIAN TRAVEL AND TOURISM

Vivi Bene!
(Live well)

★ ★ ★ ★ ★
Based on 623 reviews
★ Trustpilot

Travel Uno

Without Trust Mark



YOUR ONE STOP PLACE FOR ITALIAN TRAVEL AND TOURISM

Vivi Bene!
(Live well)

Travel Uno

91%
(276/302)

of consumers chose the advertisement with the Trustpilot trust mark

Additional Key Finding:

The Trustpilot logo alone, without any stars, carries significant brand building power in advertisements.



89%

89% of consumers in the U.K., on average, find ads more trustworthy with only the Trustpilot logo.

74%

While the brand power of Trustpilot's mark in the U.S. is less than that in the U.K., an astonishing 74% of consumer in the U.S. also find ads more trustworthy with only the Trustpilot logo.

Research Background:

To separate the influence of the Trustpilot logo from the Trustpilot trust mark, which includes both the Trustpilot logo and the stars earned by a company from the reviews collected from their customers, Sirkin Research replicated the survey. But rather than doing a side-by-side comparison of advertisements with a Trustpilot trust mark present, the trust mark was replaced with only the Trustpilot logo and then compared to the same ad without a Trustpilot logo.

Example: U.K.


Insurance / Finance:

With Trustpilot Logo

Insurance Discounters

**Same Insurance.
For Less.**

Why pay more for
the same insurance?



★ Trustpilot


START SAVING
ON INSURANCE

Without Trustpilot Logo

Insurance Discounters

**Same Insurance.
For Less.**

Why pay more for
the same insurance?



START SAVING
ON INSURANCE

92%
(92/100)

of consumers chose the advertisement with the Trustpilot logo.

U.K. Summarized Results

Advertisement:	Results:
Insurance / Finance	92% (92/100) chose the ad with Trustpilot logo
Consumer Services	91% (92/100) chose ad with Trustpilot logo
Auto / Shopping	91% (92/100) chose the ad with Trustpilot logo
Retail / Ecommerce	84% (85/101) chose the ad with Trustpilot logo
Consumer Financials / Payment	85% (86/101) chose the ad with Trustpilot logo
Travel / Tourism	89% (89/100) chose the ad with Trustpilot logo

U.S. Summarized Results

Advertisement:	Results:
Insurance / Finance	78% (91/116) chose the ad with Trustpilot logo
Consumer Services	79% (95/120) chose ad with Trustpilot logo
Auto / Shopping	69% (81/118) chose the ad with Trustpilot logo
Retail / Ecommerce	76% (89/117) chose the ad with Trustpilot logo
Consumer Financials / Payment	69% (81/117) chose the ad with Trustpilot logo
Travel / Tourism	74% (86/116) chose the ad with Trustpilot logo

Methodology Trust Mark:

Sirkin Research was commissioned by Trustpilot to conduct a survey of 777 consumers in the United States and 302 consumers in the United Kingdom. Of those consumers surveyed, using a consumer research panel (SurveyMonkey Audience), 87%, on average, chose the advertisement with the Trustpilot trust mark. The survey participants were at least 18 years of age with a minimum income of \$25,000 USD annually.

