



# The Value of Customer Ratings and Reviews in Australian Advertising

The impact of Trustpilot content on Australian consumer behaviour



In partnership with



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# Executive Summary

This research explores the value of showcasing customer star ratings and reviews in advertising, and in particular the impact of Trustpilot content in digital campaigns. Based on a survey of 1,000 Australian consumers, this London Research study reports on the benefits of using Trustpilot ratings and reviews to build trust and increase propensity to purchase, and the efficacy of Trustpilot compared to its competitors.

The research also looks at the extent to which specific elements of Trustpilot content in online advertisements influence Australian consumers, including the Trustpilot logo and stars, TrustScore, the volume of reviews, and the impact of an authentic customer testimonial.

Looking at the impact of customer ratings and reviews at the broader level within the customer journey, the overwhelming majority of Australian consumers agree that customer reviews (88%) and customer ratings (87%) are useful during the buying decision-making process. And almost two-thirds of Australian consumers (62%) say they're at least occasionally influenced by both customer ratings and customer reviews during the journey to purchase.

Specifically in terms of the impact of Trustpilot, 61% of Australian consumers agree that a good Trustpilot score makes them more likely to buy from a brand, compared to only 9% who disagree.

An even higher proportion (65%) agree that a good Trustpilot score makes them more likely to trust a brand.

To test the value of Trustpilot ratings and reviews in ads, survey respondents were shown a series of digital advertisements for a fictitious personal loans brand, and asked which ads they would be most likely to click through and potentially apply.

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**“This research reflects the recognition of Trustpilot as a symbol of trust to Australian consumers. It highlights how incorporating your Trustpilot stars and ratings in your online and offline advertising, and embedding your Trustpilot reviews in your marketing assets is a proven plus.”**

**Cameron Buckley**  
Regional Director APAC  
Trustpilot

## Methodology

London Research was commissioned by Trustpilot to carry out a survey of 1,000 Australian consumers. The nationally representative survey, carried out in December 2023, included questions about sources of information and touch points used during the buying process, and also questions specifically about Trustpilot. Almost half (49%) of the Australian respondents say they are aware of Trustpilot customer ratings and reviews.

A research technique called conjoint analysis was used to quantify consumer preferences when respondents were shown different combinations from a series of 20 advertisements for a fictitious company called QwikLoans. The ads included star ratings and customer reviews co-branded with Trustpilot, Yotpo and Reviews.io, and also ads without any co-branding.

Survey respondents were asked which of the personal loans ads would most make them want to click through and potentially apply. They were also asked whether they would actually click through on the ad they selected with a view to applying if they were looking to take out a personal loan. The Appendix shows the 20 different ads shown to consumers, and the full results for the conjoint analysis (with relative levels of engagement expressed as percentages).

## According to the research:

- Almost two-thirds (61%) of Australian consumers agree that a good Trustpilot score makes them more likely to buy from a brand, compared to only 9% who disagree.
- Two-thirds (65%) agree that a good Trustpilot score makes them more likely to trust a brand, compared to only 7% who disagree.
- An online advertisement for a personal loan with the Trustpilot logo and stars is three times more persuasive than the same ad without the logo and stars.
- Australian consumers looking for personal loans are 20 times more likely to click a Trustpilot co-branded ad with a five-star customer rating, TrustScore, 3,000+ reviews, and a customer review than an ad with no Trustpilot content.
- A personal loans advert with a five-star Trustpilot score, 3,000+ reviews and customer testimonial performs almost three times as well as the same ad with no Trustpilot components, even when the monthly interest rate is increased from 4% to 5%.
- Australian consumers are twice as likely to click through on an online advertisement with just the Trustpilot logo and stars as the same ad with the Yotpo logo and stars, and 74% more likely to click on it than the equivalent Reviews.io ad.
- And they are six times more likely to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer testimonial than a Yotpo co-branded ad showing exactly the same information.
- They are more than three times more likely to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer testimonial than the equivalent Reviews.io co-branded ad.

## Impact of Trustpilot: the anatomy of a co-branded ad



Australian consumers looking for personal loans are **20 times more likely** to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a verbatim customer review than an ad with no Trustpilot content.

### Customer review

Australian consumers are more than twice as likely to click through on a like-for-like Trustpilot co-branded ad when it contains a customer testimonial (i.e. verbatim customer review).

### Trustpilot

Australian consumers are six times more likely to click a Trustpilot co-branded advertisement than a Yotpo co-branded ad showing exactly the same information (including a five-star rating, 3,000+ reviews, score out of 5), and more than three times more likely than the equivalent Reviews.io ad

### Trustpilot logo and stars

An online advertisement with the Trustpilot logo and stars is three times more persuasive than the same ad without them.

### TrustScore

Australian consumers are 20% more likely to click through on a like-for-like Trustpilot co-branded ad when it specifies the high TrustScore behind the five-star rating.

### Number of reviews

Showing 3,000+ reviews makes the ad 27% more compelling than the same ad just showing the TrustScore without the number of reviews.

## Section 1

# Introduction – Importance of Ratings and Reviews in the Buyer Journey

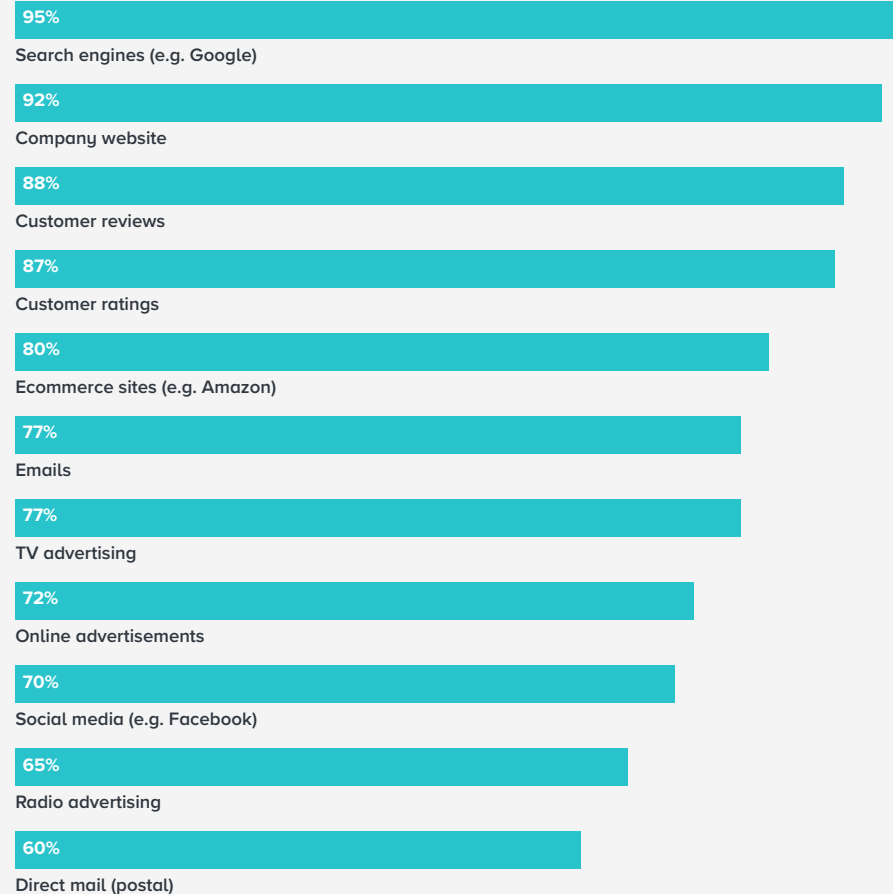
Customer ratings and reviews are an integral part of the journey to purchase for the majority of consumers. They play an increasingly important role in Australia where the annual [Edelman Trust Barometer Report 2023](#) showed average trust in the government, business, non-governmental organisations and media has dipped below the 50% mark for the first time. It means consumers are less trusting than before, particularly in the media which is trusted by only 38%, and social media, trusted by only 27%.

However, the silver lining is that Australians are crystal clear on whom they do trust. Nearly three-quarters (73%) trust co-workers and nearly two-thirds (64%) trust people in their community. While they are mistrustful of the media, they typically trust what they are reading about products and services when they are hearing views from the general public and their peers.

This conclusion is borne out by our research which shows that the overwhelming majority of Australian consumers agree that customer reviews (88%) and customer ratings (87%) are at least 'somewhat useful' during the buying decision-making process (*Figure 1*). Search engines and company websites are the only touch points with higher equivalent percentages.

FIGURE 1

**Proportion of consumers describing sources of information as useful for influencing their decision to buy something**



**Methodology note:** includes combined percentages for 'very useful', 'useful' and 'somewhat useful'.

And it is clear that star ratings and reviews play an important role in influencing buying decisions across a wide range of categories, from travel to financial services, and education to property. For most sectors shown in *Figure 2*, the vast majority of consumers regard them as at least somewhat useful.

*Figure 3* shows how frequently different touch points feature in Australian customer journeys. Almost two-thirds of consumers (62%) say they're at least occasionally influenced by both customer star ratings and customer reviews during the journey to purchase. Once again, star ratings and reviews feature among the top four touch points, along with search engines and company websites.

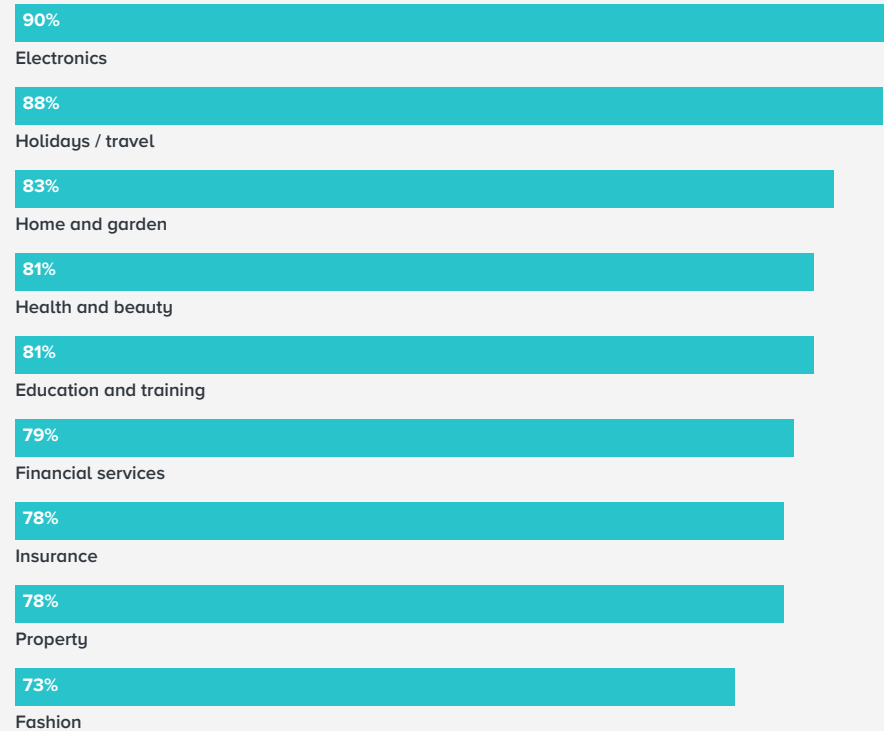
It is also clear that consumers are influenced by a greater number of online and offline touch points before they make a decision to purchase something. Ecommerce sites, social media, digital advertising, TV advertising, radio and direct mail are among the other sources of information Australian consumers are influenced by.

As the customer journey has become increasingly complex and non-linear, with consumers using multiple devices across multiple touch points, advertisers need to respond accordingly.

Brands need to understand how different touch points and channels work together to build trust and positively impact the decision-making process. Given the popularity and usefulness of ratings and reviews, it makes sense for marketers to understand how they can be harnessed across other channels, including both online and offline advertising, as well as across their own digital properties and email campaigns.

**FIGURE 2**

### Proportion of consumers describing ratings and reviews as useful for influencing their decision to buy products or services



**Methodology note:** includes combined percentages for 'very useful', 'useful' and 'somewhat useful'.

The instant connection between a high trust score and a reputable business has been central to [Airtasker](#)'s international expansion plans. The business, which connects people offering services with those who need them, started in Australia where it relied on positive customer reviews and ratings to show customers it is a highly reputable business they should try, and hopefully carry on using.

*"As more and more users research the reputation of Airtasker's brand online before posting their first task, ensuring that our Trustpilot score was representative of the quality of the Airtasker experience was imperative,"* says Douglas Toy, UK & Ireland Country Manager at Airtasker.

This became increasingly important as the business expanded its service into new cities across Europe and the US.

*"With each new city launch comes a wave of new users who are experiencing using Airtasker for the very first time,"* Toy says. *"To give these new users the confidence to try Airtasker for the very first time, we decided to work with Trustpilot to build trust based on the thousands of positive reviews we've received from existing customers."*

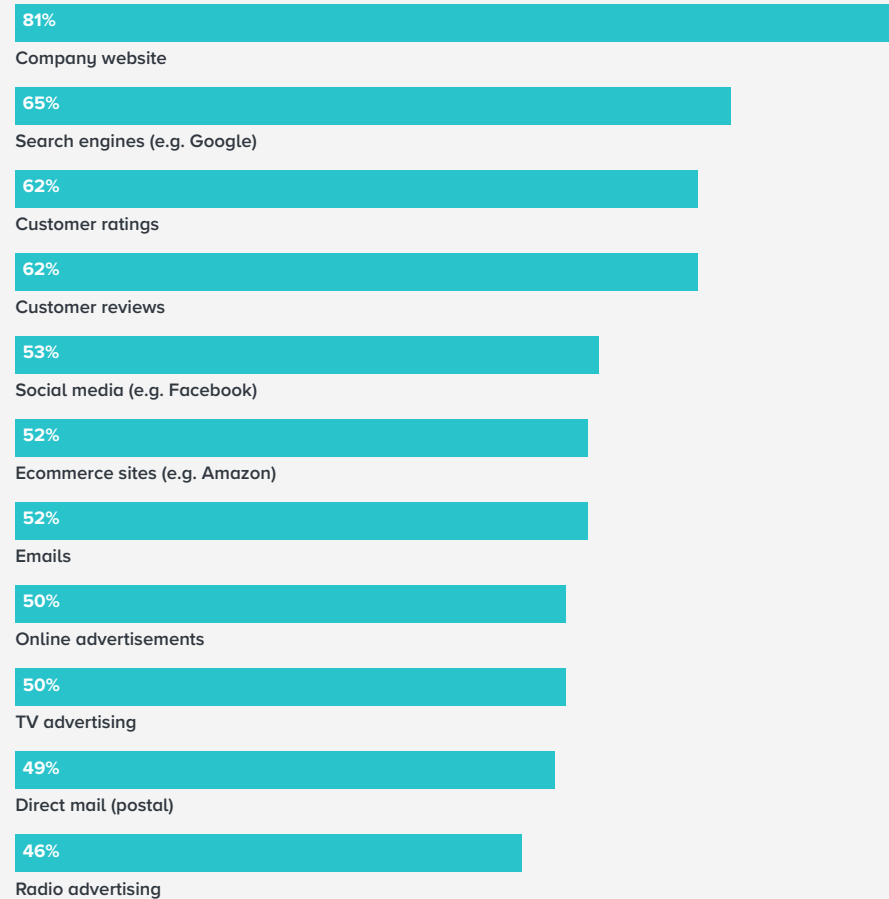
[Groupon](#) is another company using ratings and reviews effectively across its marketing activities. Groupon partnered with Trustpilot to boost its trust rating because the business believes review performance is just as important as the company's financial results. It is by asking more customers for their feedback that Groupon has been able to identify and address issues, demonstrating its commitment to improving its service.

*"It's the customer reviews and satisfaction insights that really drive the change in the business,"* says Adam Lindsey, Senior Director of Operations at Groupon.

*"That's why we partnered with Trustpilot. We'd rather have 10x more feedback so we know and can fix issues. If we don't know something is going wrong, we can't fix it. Now we can, between Trustpilot and our satisfaction surveys."*

FIGURE 3

### Proportion of consumers saying touch points influence their decision to buy something at least occasionally



**Methodology note:** includes combined percentages for 'very often', 'often' and 'occasionally'.

## Section 2

## Benefits of Trustpilot Content Through the Funnel

The trust created by adding Trustpilot stars and scores to digital advertising is not just good for brand image, it is also a core component in driving sales.

Sixty-one percent of Australian consumers agree a good Trustpilot score makes them more likely to buy from a brand, compared to only 9% who disagree (*Figure 4*).

The propensity to buy something from a company is very closely linked to the level of trust in that brand. An even higher percentage of consumers (65%) agree that a good Trustpilot score makes them more likely to trust a brand (*Figure 5*).

The survey showed that around half (49%) of Australian consumers are aware of Trustpilot ratings and reviews, though the sample for *Figure 4* and *Figure 5* includes all 1,000 Australian consumers, irrespective of whether they were aware of Trustpilot.

Brands using Trustpilot report increased awareness among new potential customers. It also helps with converting those who are weighing up their options, as well as aiding retention among those considering churning. [Insurance.com.au](https://www.insurance.com.au) needed to engage its customers online after a major digital transformation. By inviting clients to share their experiences, the business has not only managed to achieve a 4.3 trust rating – 19% higher than insurance’s global average – it has been able to adapt to client feedback and show those in the consideration phase that it is a brand that can be trusted to care.

FIGURE 4

**To what extent do you agree that a good Trustpilot score makes you more likely to buy from a brand?**

61%

Agree

30%

Neither agree nor disagree

9%

Disagree

FIGURE 5

**To what extent do you agree that a good Trustpilot score makes you more likely to trust a brand?**

65%

Agree

28%

Neither agree nor disagree

7%

Disagree

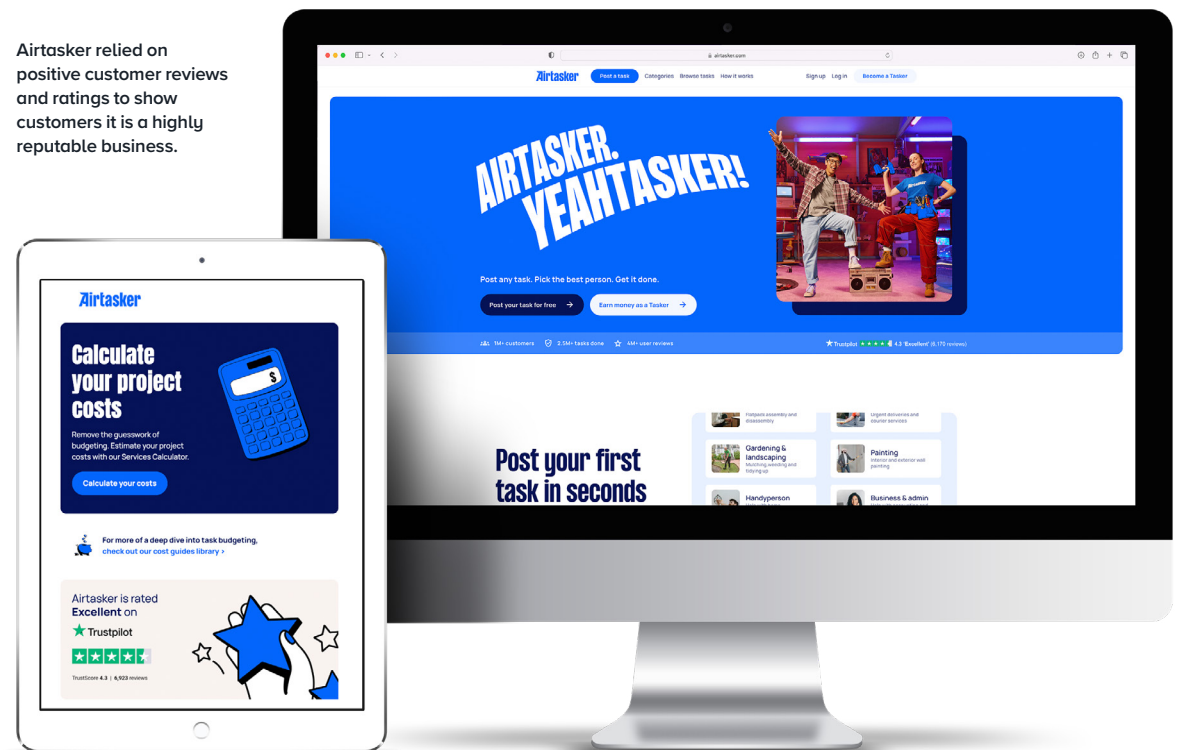


Avner Kooperman, CMO at insurance.com.au, says: *“Trustpilot gives happy customers a place to share their experiences. Without it, we’d have to handle customer support on less controllable channels like social media comments and unverified reviews. We’re constantly looking at the insights module to find ways we can improve. We feed all the insights back to our customer service team so they can optimise the customer service experience based on the trends and feedback coming through Trustpilot.”*

Health supplement business, MitoQ, is another brand benefiting from using Trustpilot customer reviews. The company’s Head of Customer Acquisition, Shaun Price, says the use of social proof points is key to helping achieve growth in a world where paid advertising is becoming more expensive.

*“When I say a proof point, I’m looking for something that validates my decision that this product is going to do for me what I want it to do. The most efficient method is consumer reviews because that’s what people respond well to.”*

Airtasker relied on positive customer reviews and ratings to show customers it is a highly reputable business.



## Section 3

# Impact of Trustpilot

## Logo with Star Rating

We have seen that consumers say they're more likely to trust and buy from a brand with a high Trustpilot rating.

A key objective of our research was to understand the impact of different Trustpilot content elements, namely the logo and stars, TrustScore (out of five), number of reviews, and an actual verbatim quote from a named customer ('James B.').

As part of our proprietary research, consumers were shown a series of digital advertisements for a personal loan, and asked which ads they would be most likely to click through with a view to applying.

The research found that an online advertisement for personal loans with the Trustpilot logo and stars is three times more persuasive than the same ad without them.

An even more emphatic finding from the research was that Australian consumers looking to buy something are 20 times more likely to click a Trustpilot co-branded ad with a five-star customer rating, high TrustScore, 3,000+ reviews, and a customer testimonial (compared with a baseline ad with no Trustpilot branding).

As well as seeking to understand the overall impact of the full suite of Trustpilot content and the logo and stars on their own, we also wanted to explore the relative impact of different content components, namely the customer review, the TrustScore at different levels, and the volume of reviews. We also compared the performance of Trustpilot ads with similar ads featuring Yotpo and Reviews.io branding.

Access cash within an hour

**QwikLoans**  
Personal loans made easy

4% fixed monthly fee

Easy online application with fast cash transfer.

Apply today

Terms and conditions apply.

vs.

Access cash within an hour

**QwikLoans**  
Personal loans made easy

4% fixed monthly fee

Easy online application with fast cash transfer.

**Trustpilot**  
★★★★★

Apply today

Terms and conditions apply.

The Trustpilot logo and stars make an ad **three times more persuasive** than an ad without any Trustpilot content.

Access cash within an hour

**QwikLoans**  
Personal loans made easy

4% fixed monthly fee

Easy online application with fast cash transfer.

Apply today

Terms and conditions apply.

vs.

Access cash within an hour

**QwikLoans**  
Personal loans made easy

4% fixed monthly fee

Easy online application with fast cash transfer.

*"Super straightforward to apply online, and the money was in my account really quickly!"*  
James B. QwikLoans customer

**Trustpilot**  
★★★★★  
TrustScore 4.8 out of 5  
3000+ reviews

Apply today

Terms and conditions apply.

Consumers are **20 times more likely** to click a Trustpilot co-branded ad with the full suite of components, including testimonial, high score, and high number of reviews.

## Customer Review

The power of an authentic testimonial to build trust and sway a prospective customer into a purchase should not be underestimated. Australian consumers are more than **twice as likely** to click through on a Trustpilot co-branded ad when it contains a customer review.

### Impact of Trustpilot

Access cash within an hour

QwikLoans  
Personal loans made easy

4% fixed monthly fee

Trustpilot  
★★★★★

Apply today

Terms and conditions apply.

vs.

Access cash within an hour

QwikLoans  
Personal loans made easy

4% fixed monthly fee

*"Super straightforward to apply online, and the money was in my account really quickly."*

James B. QwikLoans customer

Trustpilot  
★★★★★

Apply today

Terms and conditions apply.

Australian consumers are more than **twice as likely** to click through on a Trustpilot co-branded ad with a verbatim customer review.

## Trustscore

Australian consumers are 20% more likely to click through on a like-for-like Trustpilot co-branded ad when it specifies the high TrustScore behind the five-star rating.

The ad with a 4.8 score performs 41% better than the ad with a 4.2 score, though the ad with a 4.2 score is still two-and-a-half times more compelling than the basic ad with no co-branding.

Access cash within an hour

QwikLoans  
Personal loans made easy

4% fixed monthly fee

Trustpilot  
★★★★★  
TrustScore 4.8 out of 5

Apply today

Terms and conditions apply.

vs.

Access cash within an hour

QwikLoans  
Personal loans made easy

4% fixed monthly fee

Trustpilot  
★★★★☆  
TrustScore 4.2 out of 5

Apply today

Terms and conditions apply.

Australian consumers are **20% more likely** to click through on a like-for-like Trustpilot co-branded ad when it shows the actual five-star TrustScore.

An ad with a 4.8 score **performs 41% better** than the ad with a 4.2 score.

## Number of Reviews

A Trustpilot five-star advert with a 4.8 score showing 500+ reviews is more than four times as compelling as an ad with no Trustpilot branding, according to our research.

Our consumer research also shows that a Trustpilot five-star advert with 500+ reviews performs 17% better than an almost identical ad including the Trustpilot logo and stars, but without the number of reviews. The same ad with 3,000+ reviews performs 27% better.

### Impact of Trustpilot

**Access cash within an hour**

**QwikLoans**  
Personal loans made easy

**4% fixed monthly fee**

Easy online application with fast cash transfer.

**Apply today**

Terms and conditions apply.

vs.

**Access cash within an hour**

**QwikLoans**  
Personal loans made easy

**4% fixed monthly fee**

**Trustpilot**  
★★★★★  
TrustScore 4.8 out of 5  
500+ reviews

**Apply today**

Terms and conditions apply.

A Trustpilot five-star advert with a 4.8 score showing 500+ reviews is **more than four times as compelling** as an ad with no Trustpilot branding.

**Access cash within an hour**

**QwikLoans**  
Personal loans made easy

**4% fixed monthly fee**

**Trustpilot**  
★★★★★  
TrustScore 4.8 out of 5  
3000+ reviews

**Apply today**

Terms and conditions apply.

vs.

**Access cash within an hour**

**QwikLoans**  
Personal loans made easy

**4% fixed monthly fee**

**Trustpilot**  
★★★★★  
TrustScore 4.8 out of 5  
3000+ reviews

**Apply today**

Terms and conditions apply.

A Trustpilot five-star advert with 3,000+ reviews **performs 27% better** than the same ad without the number of reviews.

## Impact on Higher Price

The research found that a personal loans advert with a five-star Trustpilot score, 3,000+ reviews and customer testimonial performs almost three times as well as the same ad with no Trustpilot components, even when the interest rate is increased from 4% to 5%.

This can translate into significant revenue or cost savings for businesses either wishing to increase pricing or reduce incentives and discounts.

Separate studies carried out by London Research have shown similar results for a higher price (in the case of a fictitious SIM card company), a reduced welcome reward (in the case of a banking company) and smaller discount (for a car insurance company).

## Impact of Trustpilot

The image shows two side-by-side advertisements for QwikLoans, separated by a vertical line with a 'vs.' label. Both ads feature a smiling man in a light blue shirt sitting at a desk with a laptop and a smartphone. The background is a dark blue gradient.

**Left Ad (4% fee):**

- Headline: "Access cash within an hour"
- QwikLoans logo: "Personal loans made easy"
- Interest rate: "4% fixed monthly fee" (in a dark blue circle)
- Text: "Easy online application with fast cash transfer."
- Button: "Apply today" (in a yellow rounded rectangle)
- Footnote: "Terms and conditions apply."

**Right Ad (5% fee):**

- Headline: "Access cash within an hour"
- QwikLoans logo: "Personal loans made easy"
- Interest rate: "5% fixed monthly fee" (in a dark blue circle)
- Text: "Super straightforward to apply online, and the money was in my account really quickly."
- Customer name: "James B. QwikLoans customer"
- Trustpilot logo and five green stars
- TrustScore: "TrustScore 4.8 out of 5 3000+ reviews"
- Button: "Apply today" (in a yellow rounded rectangle)
- Footnote: "Terms and conditions apply."

Consumers are almost **three times as likely** to click a Trustpilot co-branded ad showing a five-star customer rating, high number of reviews, and a customer testimonial, than the ad with no Trustpilot branding, even with a higher interest rate.



## Performance Against Competitors

As part of this research, London Research also compared the level of consumer engagement with similar personal loans advertisements co-branded with Trustpilot, Yotpo, and Reviews.io. An online advertisement for personal loans with just the Trustpilot logo and stars is more than twice as effective as the same ad with the Yotpo logo and stars, and 74% more effective than the equivalent ad for Reviews.io.

Australian consumers are six times more likely to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer testimonial than a Yotpo co-branded ad showing exactly the same information.

The study also found that shoppers are more than three times more likely to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer testimonial than an equivalent Reviews.io co-branded ad.

The research suggests that the association of Trustpilot as a symbol of trust for Australian consumers outweighs that of these review platform competitors.

Cameron Buckley, Regional Director APAC at Trustpilot, said: *“Thousands of businesses in Australia have chosen Trustpilot as their reviews partner. By co-branding with Trustpilot in their advertising, they are benefiting from increased consumer awareness and trust in their business.”*

## Impact of Trustpilot

The figure displays eight advertisements for OwikLoans, comparing the effectiveness of Trustpilot, Yotpo, and Reviews.io. Each advertisement features a man smiling while using a laptop and a smartphone, with a badge indicating a 4% fixed monthly fee. The Trustpilot ads include a testimonial from James B., a five-star rating, and 3,000+ reviews. The Yotpo ad features a four-star rating and 3,000+ reviews. The Reviews.io ad shows a 4.8 rating and 3,000+ reviews. All ads include an 'Apply today' button and 'Terms and conditions apply' text.

The personal loans ad with the Trustpilot logo and stars is more than **twice as effective** as the equivalent ad with the Yotpo logo and stars.

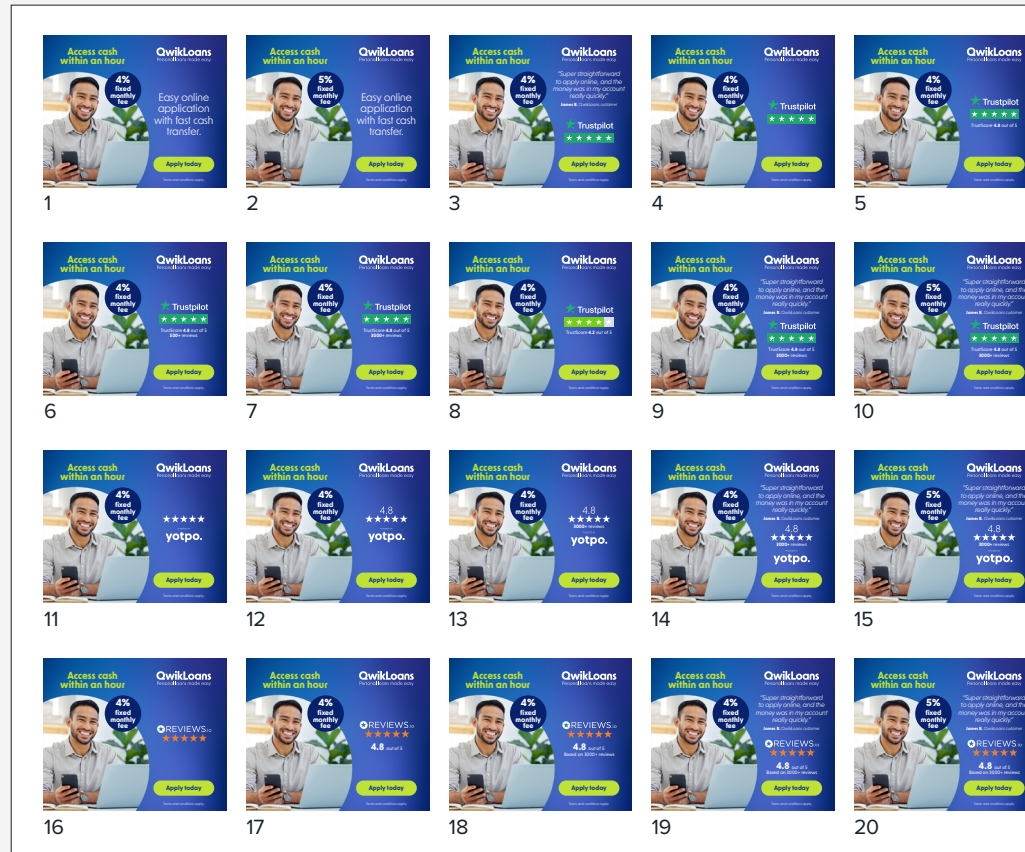
The personal loans ad with the Trustpilot logo and stars is **74% more effective** than the equivalent ad with the Reviews.io logo and stars.

Australian consumers are **six times more likely** to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer testimonial than a Yotpo co-branded ad showing exactly the same information.

Australian consumers are more than **three times more likely** to click on the co-branded Trustpilot ad with a five-star customer rating, 3,000+ reviews, and a customer testimonial than an equivalent Reviews.io ad.

# Appendix

The Appendix shows the 20 different ads shown to consumers, and the full results for the conjoint analysis (with relative levels of engagement expressed as percentages).



Creative	Logo	Price	Stars	Score	Number of Reviews	Verbatim	% Attractiveness
1	None	Low	None	None	None	No	1.3
2	None	High	None	None	None	No	1.2
3	Trustpilot	Low	5	None	None	Yes	9.4
4	Trustpilot	Low	5	None	None	No	4.0
5	Trustpilot	Low	5	4.8	None	No	4.8
6	Trustpilot	Low	5	4.8	500+	No	5.6
7	Trustpilot	Low	5	4.8	3000+	No	6.1
8	Trustpilot	Low	4	4.2	None	No	3.4
9	Trustpilot	Low	5	4.8	3000+	Yes	26.1
10	Trustpilot	High	5	4.8	3000+	Yes	3.7
11	Yotpo	Low	5	None	None	No	1.7
12	Yotpo	Low	5	4.8	None	No	1.9
13	Yotpo	Low	5	4.8	3000+	No	2.0
14	Yotpo	Low	5	4.8	3000+	Yes	4.3
15	Yotpo	High	5	4.8	3000+	Yes	3.2
16	Reviews.io	Low	5	None	None	No	2.3
17	Reviews.io	Low	5	4.8	None	No	2.7
18	Reviews.io	Low	5	4.8	3000+	No	3.0
19	Reviews.io	Low	5	4.8	3000+	Yes	8.1
20	Reviews.io	High	5	4.8	3000+	Yes	5.1

## About us



London Research is focused on producing research-based content for B2B audiences. We are based in London, but our approach and outlook are very much international. We work predominantly, but not exclusively, with marketing technology (martech) vendors and agencies seeking to tell a compelling story based on robust research and insightful data points.

As part of Communitize Ltd, we work closely with our sister companies Digital Doughnut (a global community of more than 1.5 million marketers) and Demand Exchange (a lead generation platform), both to syndicate our research and generate high-quality leads.



**Build trust, grow and improve your business. Reach more customers, earn their trust and keep them loyal for life with the platform trusted by millions.**

Trustpilot was founded in 2007 with a vision to create an independent currency of trust.

A digital platform that brings businesses and consumers together to foster trust and inspire collaboration. We are free to use, open to everybody, and built on transparency.

Trustpilot hosts reviews to help consumers shop with confidence and deliver rich insights to help businesses improve the experience they offer. The more consumers use our platform and share their own opinions, the richer the insights we offer businesses, and the more opportunities they have to earn the trust of consumers, from all around the world.

Over 238 million consumer reviews of businesses and products of over 980,000 domains have been posted on Trustpilot, and those numbers are growing by more than one review per second.

Trustpilot has over 850 employees and is headquartered in Copenhagen, with operations in New York, Denver, London, Edinburgh, Melbourne, Berlin, Vilnius, Milan, and Amsterdam.



