

# The Impact of Trustpilot through the Customer Journey

How Trustpilot boosts brand recall, brand affinity, and conversion rates by building trust across the whole buying journey.



In partnership with



# Contents

3	Executive Summary
3	Methodology
7	Introduction – Importance of Verified Ratings and Reviews in the Buyer Journey
9	Benefits of Trustpilot Through the Funnel
12	Impact of Trustpilot on Display Advertising
18	Impact of Trustpilot on Websites
20	Cumulative Impact of Trustpilot
21	Appendix

# Executive Summary

Trustpilot ratings and reviews have a positive and cumulative impact when deployed in advertising, on websites and throughout the online purchase journey, according to new research.

Trustpilot commissioned London Research to survey 1,200 US consumers to understand the effect of showcasing Trustpilot signals on both display ads and website content.

The researchers created a fictitious home internet provider called 'Velocity Home', and measured the impact of Trustpilot on consumer trust, brand affinity, brand recognition, and propensity to purchase. Trustpilot trust signals—including star ratings, TrustScore, and customer testimonials—were found to improve performance across all these metrics. The research also shows that consumers are willing to pay more when they can see social proof verified by Trustpilot.

This report also explores the cost to consumers when they make the wrong decisions about products or services. Almost three-quarters (72%) of consumers have lost money after paying for products or services that turned out to be sub-standard; on average they have lost \$857 in the last 12 months alone.

Three-quarters (76%) of those surveyed say they are influenced by customer reviews, and 72% say the same for customer star ratings. The overwhelming majority of consumers (87%) say they have avoided buying or signing up to something because of poor reviews or poor ratings.

Almost three-quarters (72%) of consumers agree that a good Trustpilot score makes them more likely to trust a brand, and the same percentage agree that a good Trustpilot score makes them more likely to buy from a brand.

The research also found that US consumers are 10 times more likely to click on an advertisement with Trustpilot signals than one without them, and five times more likely to do so even when the price is increased by 20%.

## Methodology

Trustpilot commissioned London Research to carry out a survey of 1,200 nationally representative US consumers in May 2025. The survey included questions about ratings and reviews generally, and also questions specifically about the impact of Trustpilot.

A research technique called conjoint analysis was used to quantify consumer preferences when respondents were shown different combinations from a series of 16 advertisements for a fictitious home internet service provider called Velocity Home.

The ads included star ratings and customer reviews with Trustpilot, Google, Yotpo, and Bazaarvoice stars and logos, and also ads without any references to ratings and reviews or associated brands. Survey respondents were also shown different variations of a mobile website page for Velocity Home, including a version without any Trustpilot trust signals.

After seeing different ads and web page variations with and without Trustpilot, consumers were asked to score the brand on a scale of 1-10 for trust, affinity, and likelihood to click through and sign up.

The methodology is explained further in the [Appendix](#).

## According to the research:

### Trustpilot trust signals improve ad performance

- US consumers are four-and-a-half times more likely to click on an ad with the Trustpilot logo and stars than an ad with no Trustpilot signals.
- Consumers are 10 times more likely to click on a display advertisement showcasing Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial than an ad without Trustpilot.

### Trustpilot social proof outperforms others

- Consumers are 57% more likely to click on a Trustpilot ad with a five-star customer rating, 3,000+ reviews, and a customer testimonial than an ad with a Google logo and stars showing exactly the same information.
- Consumers are six times more likely to click an ad featuring Trustpilot references including a five-star customer rating, 3,000+ reviews, and a customer testimonial than the same ad featuring Yotpo. And they are five times more likely to click on the Trustpilot ad than an equivalent Bazaarvoice ad.

### Trustpilot improves trust, brand affinity, and brand recall

- Consumers shown an ad including Trustpilot references scored the fictitious brand 8.5% higher for trust on average than those who saw the ad without Trustpilot. For brand affinity, i.e., how 'appealing' the brand was, consumers who saw the Trustpilot ad scored the brand 4.9% higher.
- Brand recall for Velocity Home was also higher for consumers who had seen the ad featuring Trustpilot than for those who had seen the brand without any Trustpilot branding (29% vs. 27%, and 61% vs. 59% for unprompted and prompted, respectively).

### Trustpilot review widgets improve website performance

- The Trustpilot logo and stars also have a positive impact on trust (+5.5%), brand affinity (+5.0%), and propensity to convert (+2.3%) when deployed on websites.
- The uplift from Trustpilot trust signals on a website is even more pronounced when consumers have previously seen a digital ad with Trustpilot, demonstrating the cumulative impact of Trustpilot through the customer decision-making funnel.

### Consumers are willing to pay more when there are Trustpilot trust signals

- A display advertisement showcasing Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial performs five times better in terms of its clickthrough rate (CTR) than the equivalent ad with no Trustpilot components, even when the price is increased by 20%.





## Impact of Trustpilot through the Customer Journey:

### The Trustpilot effect in display advertising

US consumers are **10 times more likely** to click on a display ad with Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial than an ad with no Trustpilot references.



#### ★ Customer review

US consumers are **15% more likely** to click through on an ad featuring Trustpilot when it contains a customer review.

#### ★ Trustpilot logo and stars

Consumers are **four-and-a-half times more likely** to click on an ad featuring the Trustpilot logo and five stars than an ad with no Trustpilot references.

#### ★ TrustScore

US consumers are **16% more likely** to click through on a like-for-like ad leveraging Trustpilot when it specifies the high TrustScore behind the five-star rating.

#### ★ Number of reviews

The ad with 3,000+ reviews performs **49% better** for CTR than the ad without the number of reviews showing only the TrustScore.

#### ★ Trustpilot vs. Google

US consumers are **57% more likely** to click on an ad with Trustpilot references including a five-star customer rating, 3,000+ reviews, and a customer testimonial than the exact same ad with a **Google** logo and stars.

#### ★ Impact on price

The ad featuring Trustpilot trust signals including a five-star Trustpilot score, 3,000+ reviews and customer testimonial performs **five times** as well as the same ad with no Trustpilot components, even when **the price is increased** by 20% on the Trustpilot ad (from \$30 to \$36 per month).

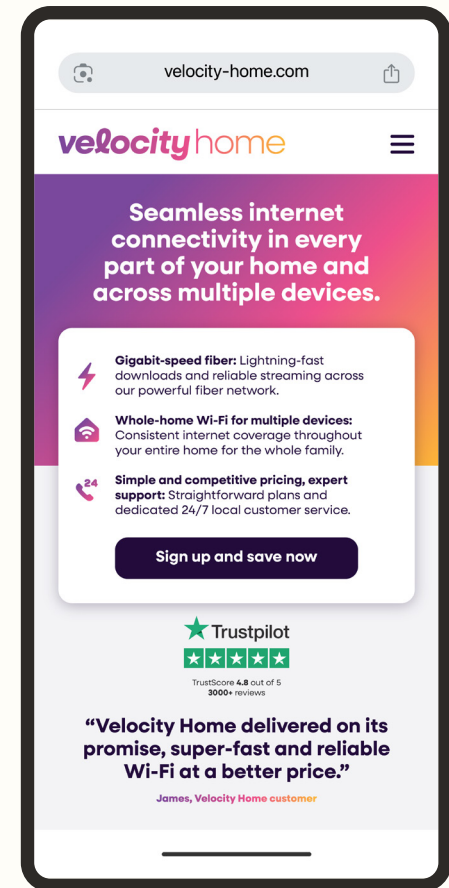
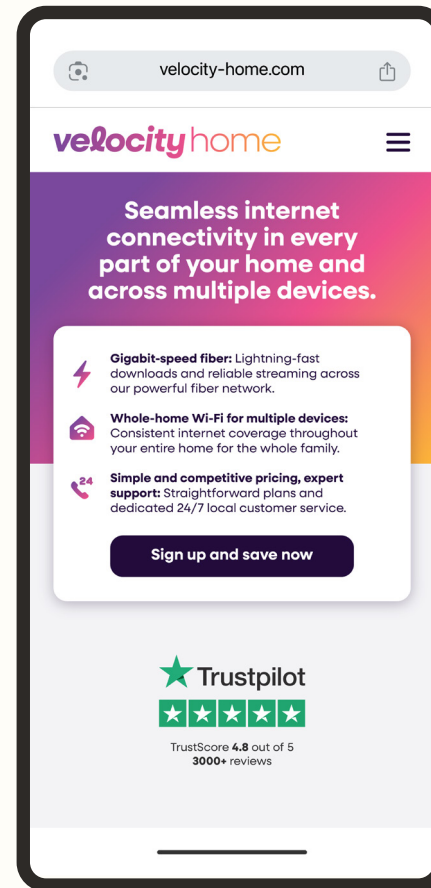
#### ★ Impact on branding

**Brand recall and brand affinity are higher** for those who have seen ads with Trustpilot featured, showing that ads make a bigger impression on consumers when they contain Trustpilot trust signals.

## The Trustpilot effect on websites

The research also shows that the Trustpilot logo and stars have a **positive impact on trust** (+5.5%), **brand affinity** (+5.0%), and **propensity to convert** (+2.3%) when deployed on websites.

**There is a cumulative impact of Trustpilot through the customer journey.** Survey respondents who have previously seen an ad with Trustpilot in addition to the Trustpilot trust signals on the website scored the brand on average **4.3% higher for trust**.



## Section 1

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

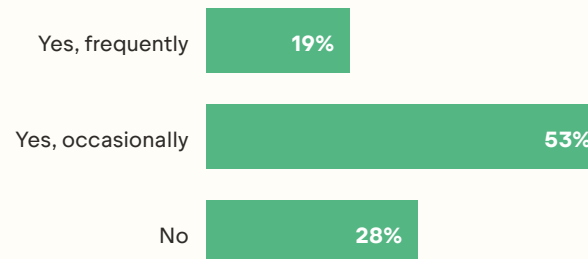
Authentic customer reviews play a vital role in the customer journey for consumers looking for social proof and reassurance before making a purchase decision, and to mitigate the risk of losing money through bad choices or financial scams.

In 2024 alone, US consumers reported losing \$12.5 billion to fraud, according to the Federal Trade Commission (FTC)<sup>1</sup>. This was more than double the equivalent \$5.8m amount lost in 2021.

The survey carried out for this research has found that 72% of consumers have lost money after paying for products or services that turned out to be sub-standard (*Figure 1*), losing an average of \$857 in the last 12 months alone on purchases that haven't met their expectations.

Figure 1

**Have you lost money after paying for products or services which turned out to be sub-standard?**



**Nearly three-quarters (72%) of consumers have lost money on bad products or services, losing on average \$857 in the last year alone.**

<sup>1</sup> <https://www.ftc.gov/news-events/news/press-releases/2025/03/new-ftc-data-show-big-jump-reported-losses-fraud-125-billion-2024>

Ratings and reviews play an important role in influencing buying decisions across a wide range of categories, from electronics to travel, property to auto rental, and home utilities and internet to education and training (*Figure 2*).

For every sector, at least two-thirds of consumers agree that consumer ratings and reviews are to some degree ‘useful’ for influencing their decision to buy products or services, with the highest percentages for electronics (88%) and home internet / Wi-Fi (83%).

Verified reviews

The FTC has led the charge to combat fake reviews with legislation that came into effect in October 2024. Deceptive practices such as financial incentives, suppression of negative reviews, and insider reviews written by company employees are now explicitly illegal.

But despite this legislation, it is clear that consumers are skeptical about the provenance of many reviews they see online, with 93% of consumers we surveyed in strong agreement that verified reviews are more trustworthy than unverified reviews (*Figure 3*).

Verified reviews are only published by ratings and reviews companies when they are known to be based on real customer purchases and experiences. In the case of Trustpilot, [reviews are marked as verified](#) when companies use automated invitation tools to send review requests after a purchase or service experience. If a review is flagged as suspicious, the reviewer may be asked to provide documentation to prove their buying or service experience with the business.

Figure 2

Proportion of respondents describing consumer ratings and reviews as ‘useful’ for influencing their decision to buy products or services.

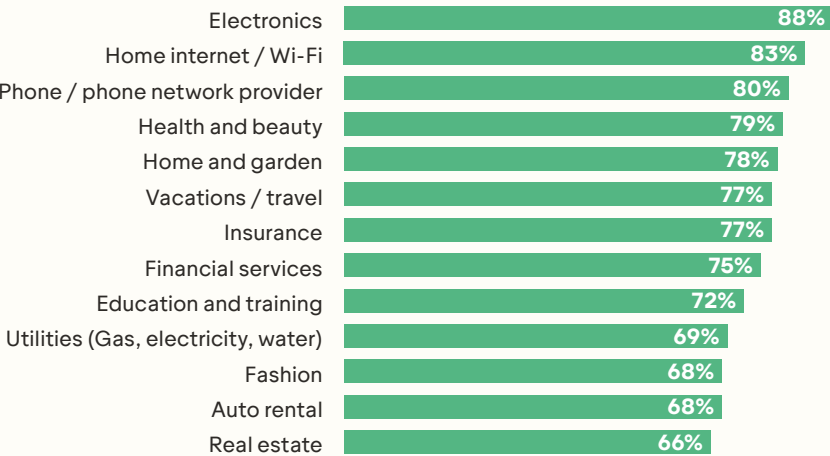
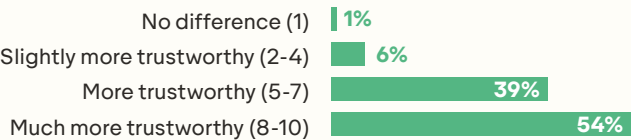


Figure 3

How much more trustworthy are verified reviews compared to unverified reviews?



Note: This question was based on a 10-point scale where 1 is ‘no difference at all’ and 10 is ‘very much more trustworthy’.



## Section 2

# Benefits of Trustpilot Through the Funnel

As part of this research we asked US consumers about the extent to which a good Trustpilot score made them more likely to buy from a brand and to trust a brand. **Seventy-two percent of US consumers agree** a good Trustpilot score makes them more likely to buy from a brand, including 35% who 'strongly agree' that this is the case (*Figure 4*).

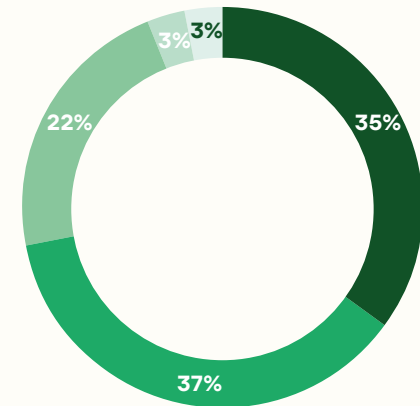
The propensity to buy something from a company is very closely linked to the level of trust in that brand. The same percentage of consumers (72%) agree that a good Trustpilot score makes them more likely to trust a brand (*Figure 5*).

**72% of US consumers agree a good Trustpilot score makes them more likely to buy from a brand.**

**Figure 4**

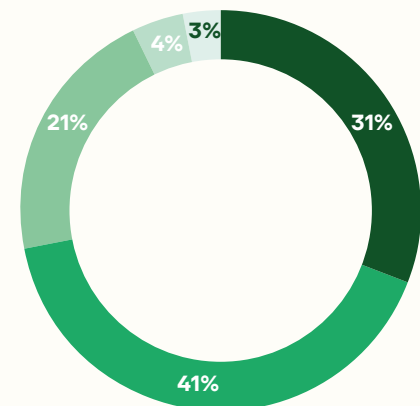
To what extent do you agree that a good Trustpilot score makes you more likely to buy from a brand?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

**Figure 5**

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

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree



## Impact of Trustpilot on trust, brand affinity, and brand recall


In order to understand the impact of Trustpilot more extensively, London Research created a fictitious brand called Velocity Home to test and quantify the notion that Trustpilot has a positive impact on trust, brand affinity, and propensity to buy.

For the first experiment the survey sample was split into two groups with each shown a different ad, with and without Trustpilot trust signals as shown here.

Consumers shown the Trustpilot signals scored the brand **8.5% higher for trust** on average than those who saw the ad without Trustpilot.

For **brand affinity**, i.e., how ‘appealing’ the brand was, consumers who saw the Trustpilot ad scored the brand 4.9% higher.

**Brand recall**—both unprompted and prompted—was also higher for consumers who had seen the ad featuring Trustpilot than for those who had seen the brand without any Trustpilot trust signals (29% vs. 27%, and 61% vs. 59% for unprompted and prompted, respectively).



**Consumers shown the Trustpilot signals scored the brand 8.5% higher for trust on average than those who saw the ad without Trustpilot.**

**Brand recall is higher when consumers have seen an ad with Trustpilot trust signals.**

## Case study



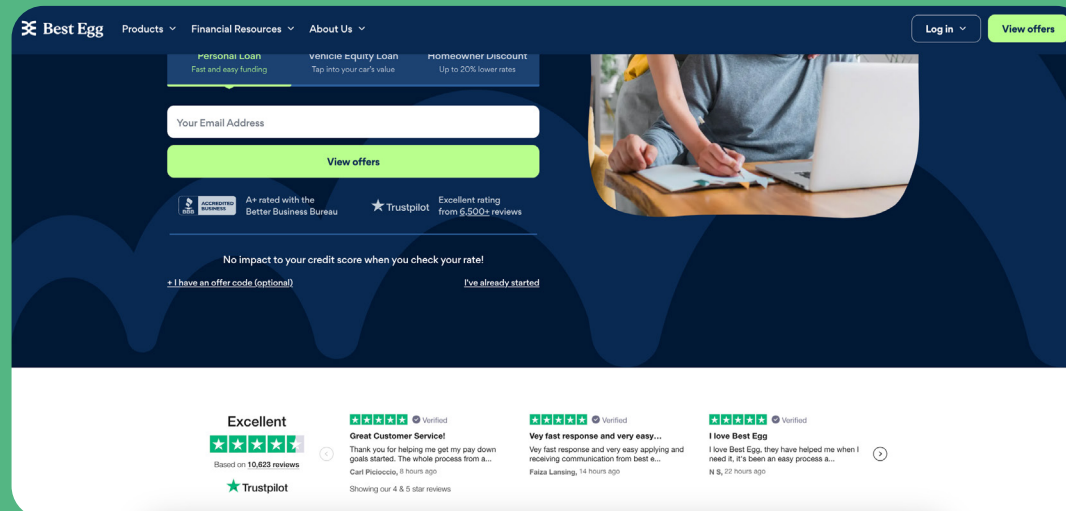
# Best Egg

Best Egg, a company whose products such as loans, credit cards, and financial health tools help consumers navigate their financial lives, is a good example of a company that has seen a commercial uplift as a result of utilizing Trustpilot signals throughout the customer journey.

The company recognized the importance of social proof, and deployed Trustpilot stars and customer reviews both in their advertising and across their whole website.

**“Once Trustpilot assets were added to our prospecting campaigns, the assets produced a CTR of 1.75%, which is above our average rate of 1.5%. Since launching the test with Trustpilot, one asset in particular is a top performer across Facebook regarding CTR, spend, and impressions.”**

Abbie Cessna  
Senior Digital Marketing Manager  
Best Egg



## Section 3

# Impact of Trustpilot on Display Advertising

As well as the 50:50 display advertising experiment outlined in the previous section, London Research also used conjoint analysis to quantify the impact of Trustpilot at a more granular level.

Survey respondents were shown a series of 16 advertisements for Velocity Home, including the two ads used in the previous experiment. As part of this methodology all consumer respondents taking the survey were shown 10 different screens featuring three of the 16 ads, and asked to indicate in each instance which ad would most make them want to click through to sign up.

The research shows that consumers are **four-and-a-half times more likely** to click on the ad featuring the Trustpilot logo and five stars than the ad with no Trustpilot references.

The same consumers are **10 times more likely** to click on the ad with a Trustpilot five-star customer rating, 3,000+ reviews, and a customer testimonial than the ad without Trustpilot.



Consumers are four-and-a-half times more likely to click on the ad with the Trustpilot logo and stars than the ad with no Trustpilot signals.



Consumers are 10 times more likely to click on a display ad with a Trustpilot five-star customer rating, 3,000+ reviews, and a customer testimonial than the ad without Trustpilot.

## Customer Review

It is clear from the experiences of companies such as BestEgg that the use of customer testimonials in marketing can have a very positive effect on their commercial outcomes.

The research shows that US consumers are **15% more likely** to click through on an ad when it contains a customer review in addition to the Trustpilot stars and logo, and **five times more likely** to click on an ad with a testimonial than one with no Trustpilot references.



**US consumers are 15% more likely to click through on an ad when it contains a customer review in addition to the Trustpilot logo and stars.**



**Consumers are five times more likely to click on an ad with the Trustpilot logo, stars and testimonial than one with no Trustpilot references.**

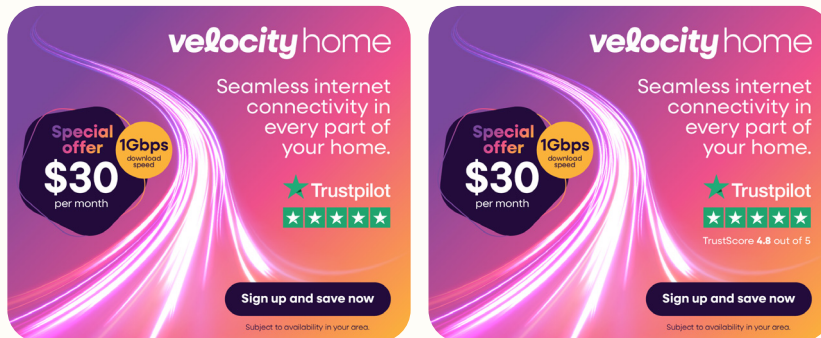


## TrustScore

The Trustpilot **TrustScore** is calculated on a scale of 1 to 5, based on time span, frequency, and a Bayesian average.

Including the TrustScore as well as stars in advertising creative also has an incremental impact, according to the research.

US consumers are **16% more likely** to click through on a like-for-like ad when it specifies the high TrustScore behind the five-star rating. The ad with a 4.8 score performs two-and-a-half times better for CTR than the ad with a 4.2 score, the research also found.



US consumers are 16% more likely to click through on a like-for-like ad when it specifies the high TrustScore behind the five-star rating.

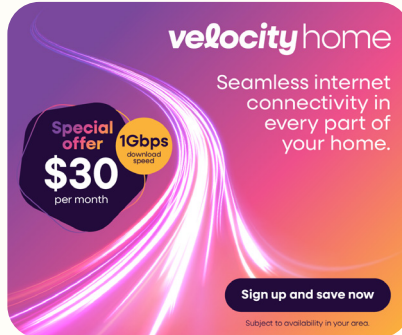


The ad with a 4.8 score performs two-and-a-half times better in terms of CTR than the ad with a 4.2 score.

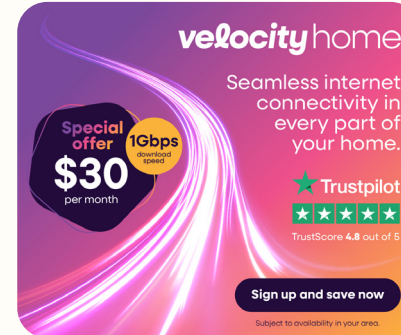
## Number of Reviews

An aim of the research was to test the hypothesis that consumers want to know about the number of reviews a company has, in order to gain reassurance that positive experiences are widespread and not based on a small sample. A Trustpilot five-star advert with a 4.8 score showing 500+ reviews is **six-and-a-half times as compelling** as an ad with no Trustpilot trust signals, according to our research.

The consumer research also shows that a Trustpilot five-star advert with 500+ reviews performs **25% better** than an almost identical ad including the Trustpilot logo, stars, and TrustScore, but without the number of reviews. The same ad with 3,000+ reviews performs **49% better**.



A Trustpilot five-star advert with a 4.8 score showing 500+ reviews is six-and-a-half times as compelling as an ad with no Trustpilot signals.



The same ad with 3,000+ reviews performs 49% better than the identical ad without the number of reviews.

### Impact on Higher Price

The impact of Trustpilot is so significant that it can offset higher pricing or, according to other studies carried out by London Research, a lower discount or cash incentive.

This research found that the home internet advert with a five-star Trustpilot score, 3,000+ reviews, and customer testimonial **performs five times as well** for CTR as the same ad with no Trustpilot trust signals, even when the price is increased by 20% from \$30 to \$36 per month on the Trustpilot ad.



**The advertisement with Trustpilot assets performs five times as well as the same ad without Trustpilot, even when the price is increased by 20%.**



## Performance vs. others

As part of this research Trustpilot performance was also tested against three other brands associated with ratings and reviews: Google, Yotpo, and Bazaarvoice.

US consumers are **57% more likely** to click an ad with a five-star Trustpilot rating, 3,000+ reviews, and a customer testimonial than an ad with the **Google** logo and stars showing exactly the same information.

US consumers are **six times more likely** to click a Trustpilot ad with a five-star customer rating, 3,000+ reviews, and a customer testimonial than the same **Yotpo** ad. And they are **five times more likely** to click on the Trustpilot ad than an equivalent **Bazaarvoice** ad.



**US consumers are 57% more likely to click an ad featuring Trustpilot than an ad with the Google logo and stars showing the same information.**



**Consumers are six times more likely to click a Trustpilot ad than the same ad with the Yotpo stars and logo.**



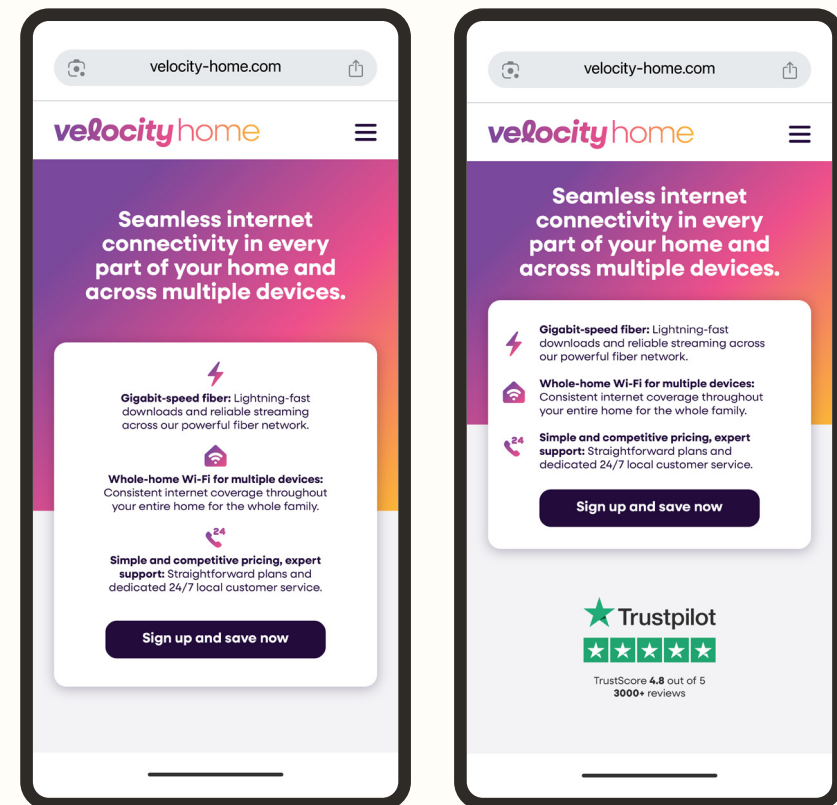
**Consumers are five times more likely to click an ad with Trustpilot assets than the same ad with the Bazaarvoice logo and stars.**

## Section 4

# Impact of Trustpilot on Websites

A key focus of this research was to understand the impact of Trustpilot when used on company websites, and not just when deployed in display advertising. US survey respondents were shown different variations of a mobile website page for Velocity Home, including a version without Trustpilot.

The research found that the Trustpilot logo and stars have a **positive impact on trust** (+5.5%), **brand affinity** (+5.0%), and **propensity to convert** (+2.3%) when deployed **on websites**.



Trustpilot trust signals have a positive impact on trust, brand affinity, and likelihood to convert when used on websites.



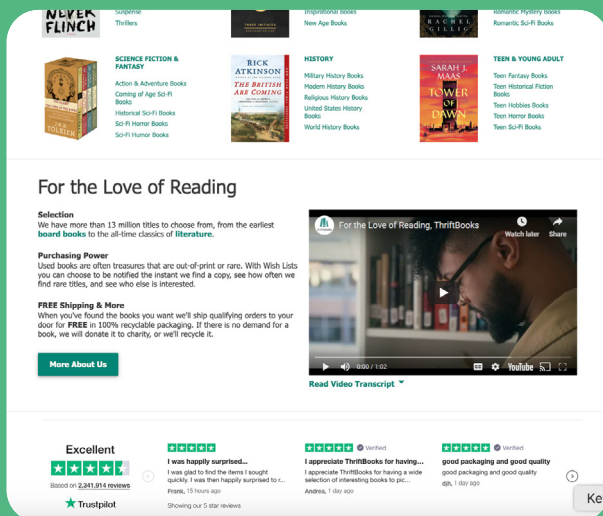
## Case study

## ThriftBooks

Independent bookseller ThriftBooks is the most reviewed business in North America with more than 2.3 million reviews and a 4.7 TrustScore which is 'excellent'.

The company features its customer reviews prominently on its homepage and throughout its website, helping to convert customers who might be in two minds about making a purchase.

ThriftBooks had an increase in organic traffic of 125% and 180% in revenue growth the year after implementing Trustpilot, compared to an 80% annual gain the year before they started using the platform.

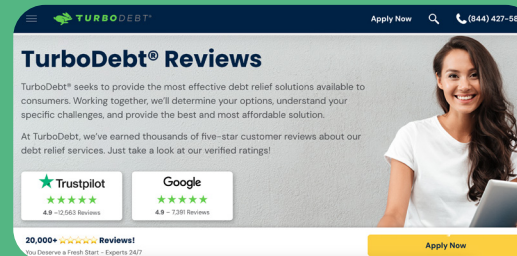


## Case study

## TurboDebt

In an industry notorious for scamming and dubious business practices, TurboDebt is another company that has recognized the importance of building trust and credibility for its debt relief services.

The business increased its conversion rates by 14% after adding the Trustpilot review widget to its 'Apply Now' landing page.



**“Reputation management is a key focus for us as we continue to rapidly expand and build our brand. And because there are still many people that are skeptical about companies like ours in the debt relief industry, we’ve made obtaining legitimate business reviews a top priority.”**



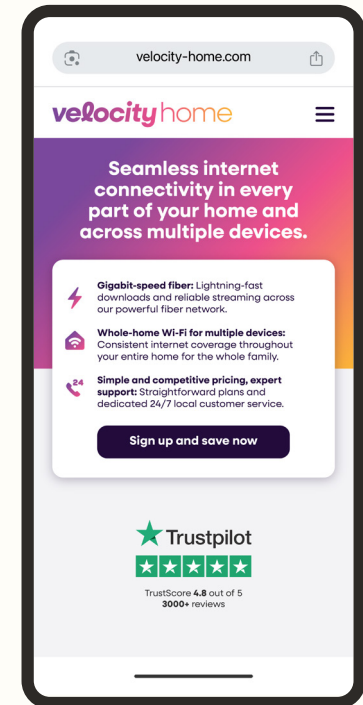
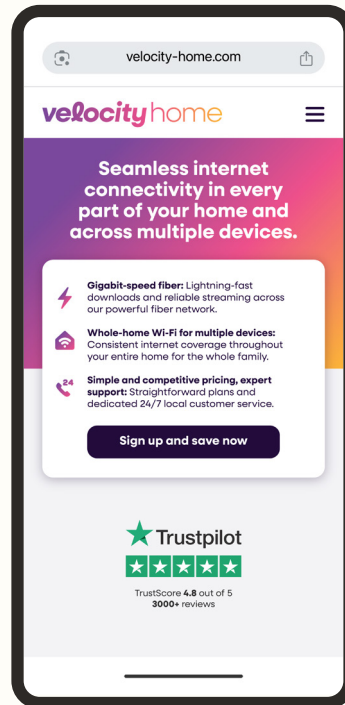
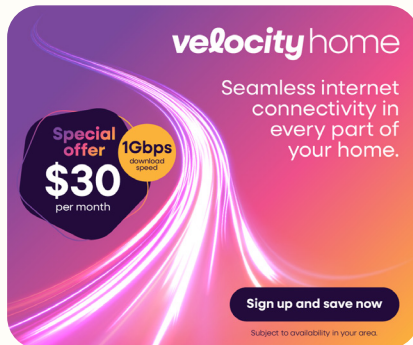
Wes Silver  
Director of SEO  
TurboDebt

## Section 5

# Cumulative Impact of Trustpilot

The uplift from Trustpilot signals on a website is even more pronounced when consumers have previously seen a digital ad with Trustpilot trust signals, demonstrating the **cumulative impact of Trustpilot through the customer decision-making funnel**.

Survey respondents who had previously seen the ad featuring Trustpilot in addition to the Trustpilot references on the website (the right-hand combination below) score the brand on average **4.3% higher for trust** than those who had originally seen the digital ad without Trustpilot.



Consumers score the website higher for trust when they have previously seen Trustpilot trust signals in the digital ad.

# Appendix

## Experiment 1

### 50:50 survey split, display advertising

Half the respondents were shown a Velocity Home digital ad with Trustpilot references, and half were shown the same ad without Trustpilot.

Respondents were then asked questions about trust, affinity (appeal), and likelihood to click with a view to signing up with the brand (on a 10-point scale). They were also asked if they could remember the name of the company they had previously been shown in order to test the impact of Trustpilot on brand recall.

	Based on the ad shown, to what extent do you <b>trust</b> this brand? <small>Where 1 is no trust at all and 10 is complete trust</small>	Based on the ad shown, how much does this brand <b>appeal</b> to you? <small>Where 1 is extremely unappealing and 10 is extremely appealing</small>	If you were considering a new home internet provider, <b>how likely would you be to actually click</b> on the ad with a view to signing up? <small>Where 1 is very unlikely and 10 is very likely</small>	Can you <b>recall</b> the name of the home internet brand we just showed you? <small>(Unprompted)</small>	Which of the following was the correct name for the home internet brand we showed you earlier in this survey? <small>(Prompted, selected correctly from 5 options)</small>
Experiment 1	Mean score	Mean score	Mean score	Percentage (correct)	Percentage (correct)
Cohort 1 (n=600) - No Trustpilot	5.9	6.1	5.9	27%	59%
Cohort 2 (n=600) - With Trustpilot (fully co-branded ad)	6.4	6.4	6.2	29%	61%

## Experiment 2

### Mobile website testing

Survey respondents were shown different variations of a mobile website page for Velocity Home, including a version without any Trustpilot trust signals.

	Based on the information shown, to what extent do you <b>trust</b> this brand?	Based on the information shown, how much does this brand <b>appeal</b> to you?	Based on the information shown, and assuming you are in the market for a new home internet provider, <b>how likely would you be to sign up</b> ?
Experiment 2	Mean score out of 10	Mean score out of 10	Mean score out of 10
Cohort 1: Website image with no Trustpilot	6.17	6.17	6.16
Cohort 2: Website image with Trustpilot	6.51	6.48	6.30
Cohort 3: Website image including review (version A)	6.51	6.44	6.35
Cohort 4: Website image including review (version B)	6.39	6.45	6.23

The table below shows how the website performs better on trust when consumers have seen the digital ad with Trustpilot in experiment 1 (i.e., the cumulative benefit)

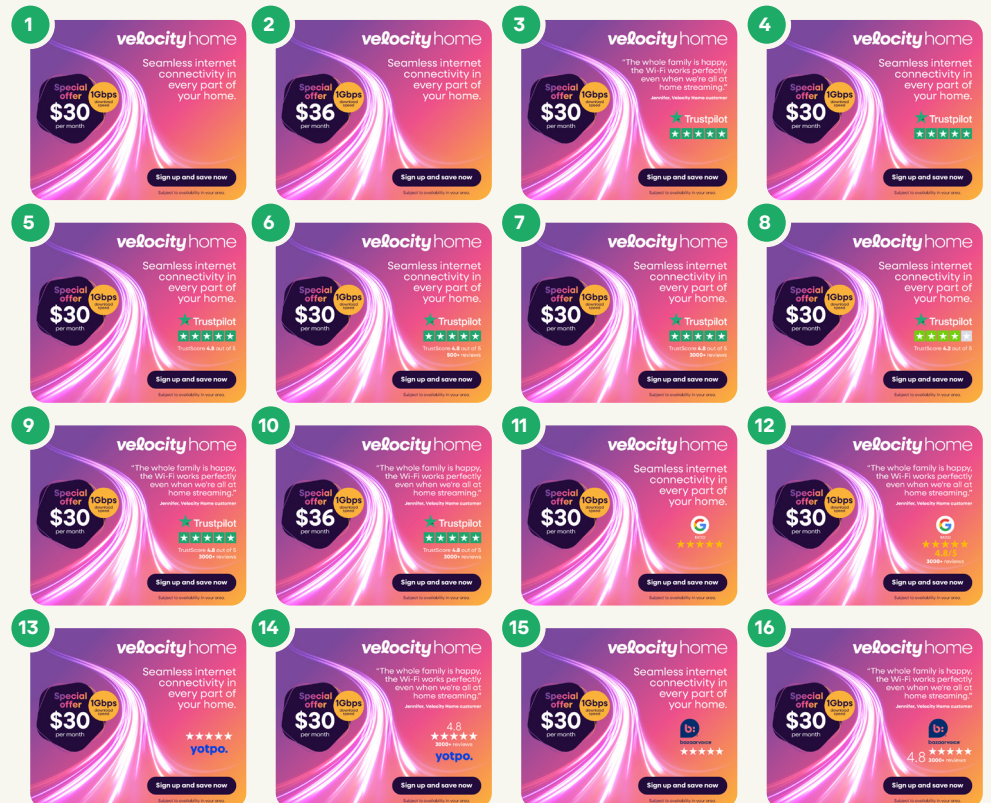
Experiment 1 (display ad)	Experiment 2 (website)	Trust (mean score)
Cohort 1 - No Trustpilot	Cohort 1: Image with no Trustpilot	6.17
Cohort 1 - No Trustpilot	Cohort 2: Image with Trustpilot	6.33
Cohort 2 - With Trustpilot	Cohort 2: Image with Trustpilot	6.60

### Experiment 3

#### Conjoint analysis, display advertising

A survey-based research technique called conjoint analysis was used to quantify consumer preferences when respondents were shown different combinations from a series of 16 display ad advertisements. Respondents were also asked if they would actually click through on their preferred ads to sign up if they were in the market for a new home internet provider.

Rank		Percentage score	Logo	Price	Stars	Score	Number of reviews	Customer review
1	Creative 9	15.4	Trustpilot	Low	5	4.8	3000+	Yes
2	Creative 7	11.8	Trustpilot	Low	5	4.8	3000+	No
3	Creative 6	9.9	Trustpilot	Low	5	4.8	500+	No
4	Creative 12	9.8	Google	Low	5	4.8	3000+	Yes
5	Creative 10	8.0	Trustpilot	High	5	4.8	3000+	Yes
6	Creative 5	7.9	Trustpilot	Low	5	4.8	None	No
7	Creative 3	7.8	Trustpilot	Low	5	None	None	Yes
8	Creative 4	6.8	Trustpilot	Low	5	None	None	No
9	Creative 11	5.8	Google	Low	5	None	None	No
10	Creative 8	3.2	Trustpilot	Low	4	4.2	None	No
11	Creative 16	3.1	Bazaarvoice	Low	5	4.8	3000+	Yes
12	Creative 15	2.9	Bazaarvoice	Low	5	None	None	No
13	Creative 13	2.5	Yotpo	Low	5	None	None	No
14	Creative 14	2.5	Yotpo	Low	5	4.8	3000+	Yes
15	Creative 1	1.5	None	Low	None	None	None	No
16	Creative 2	1.2	None	High	None	None	None	No





Trustpilot is a leading online review platform – free and open to all. With more than 238 million reviews of over 980,000 domains, Trustpilot gives people a place to share and discover reviews of businesses, and we give every company the tools to turn consumer feedback into business results.

Our mission is to bring people and businesses closer together to create ever-improving experiences for everyone. Trustpilot reviews are seen more than 9 billion times each month by consumers worldwide. Trustpilot is headquartered in Copenhagen, with operations in London, Edinburgh, New York, Denver, Melbourne, Berlin, Vilnius, Milan, and Amsterdam. Trustpilot's 900 employees represent more than 50 different nationalities.

[Learn more](#)



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 with technology companies and agencies seeking to tell a compelling story based on robust research and insightful data points.

[Learn more](#)