



In partnership with



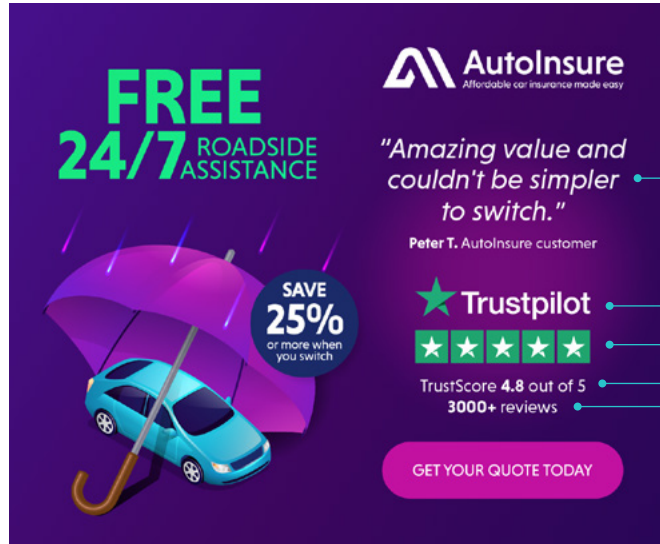
How Trustpilot Stars Shine Brighter than the Competition

When it comes to advertising, Trustpilot stars and reviews are key to high-performance digital creative

London Research surveyed 1,000 US consumers to measure the impact of ratings and reviews in advertising. This infographic shows how Trustpilot co-branded ads outperform those with Google or Yotpo content, and breaks down how these ads increase propensity to purchase.

The anatomy of a co-branded Trustpilot ad

US consumers are **10 times more likely** to click a Trustpilot co-branded ad with a five-star customer rating, a high number of reviews, and a customer testimonial.

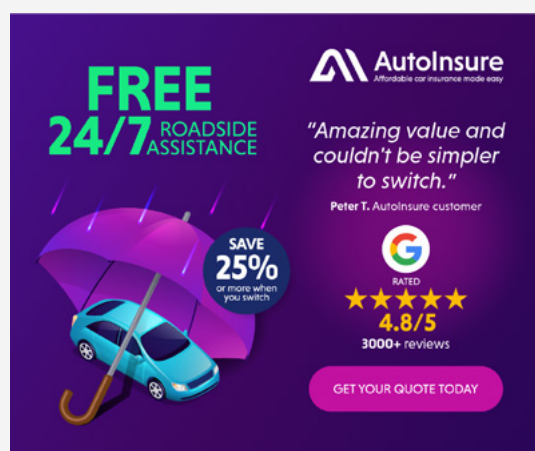


Trustpilot content improves consumers' likelihood to buy

- Customer review **+65% click-through**
- Trustpilot logo and stars **+131% click-through**
- TrustScore **+16% click-through**
- Number of reviews **+33% click-through**

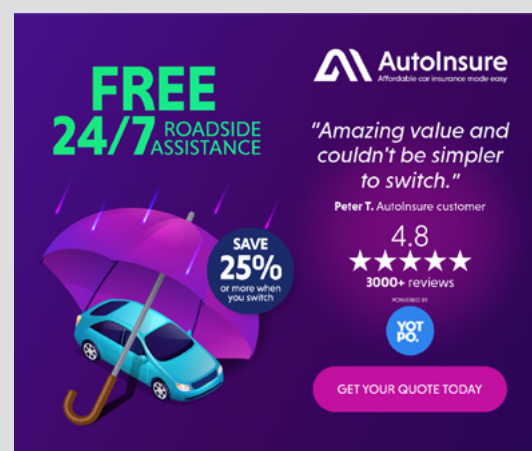
US consumers are **38% more likely** to click a Trustpilot ad than the same ad co-branded with Google.

US consumers are **three-and-a-half times more likely** to click a Trustpilot ad than the same ad co-branded with Yotpo.



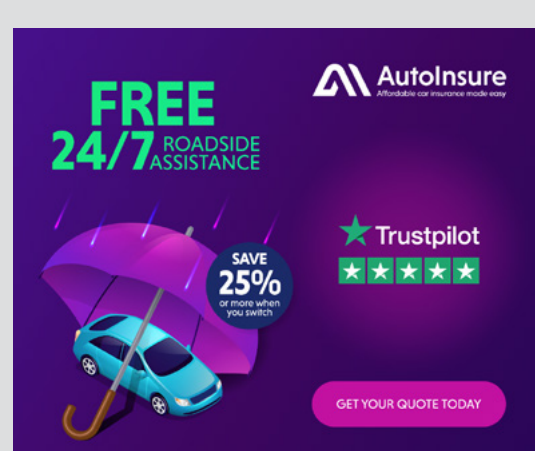
+38%

+239%



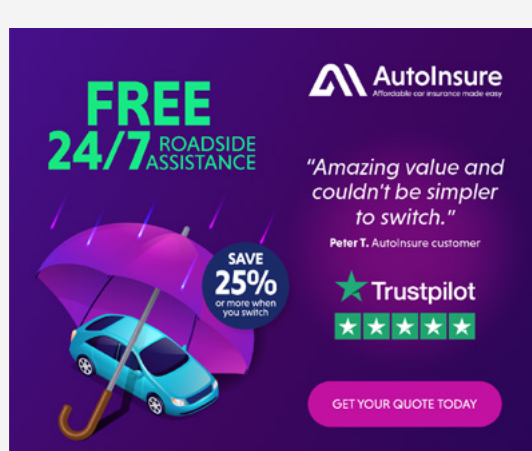
The Trustpilot logo and stars make an ad nearly **two-and-a-half times more persuasive**.

US consumers are **65% more likely** to click an ad with a customer review.



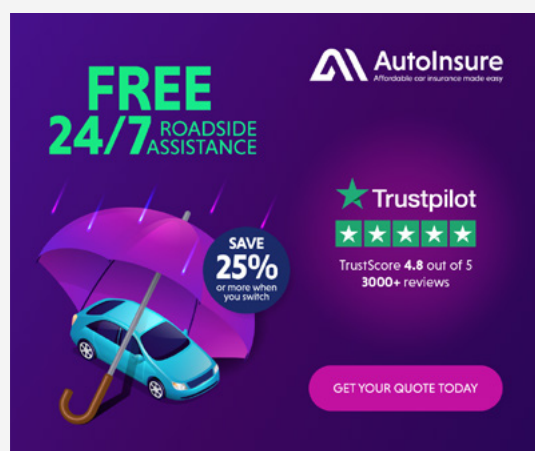
+131%

+65%



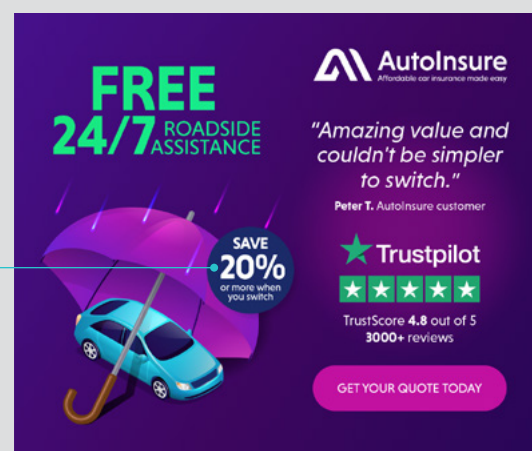
A Trustpilot five-star ad with 3,000+ reviews **performs 33% better** than the same ad without the number of reviews.

Trustpilot content can offset a higher price or weaker promotion. This ad easily **outperforms the same ad with a 25% discount but no Trustpilot content**.



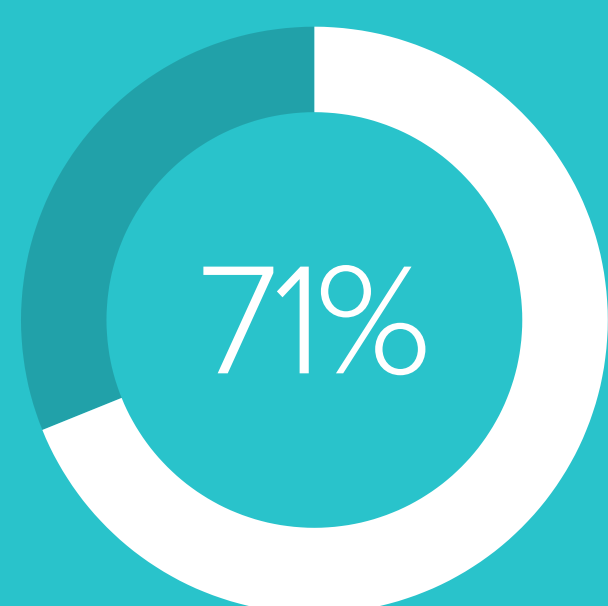
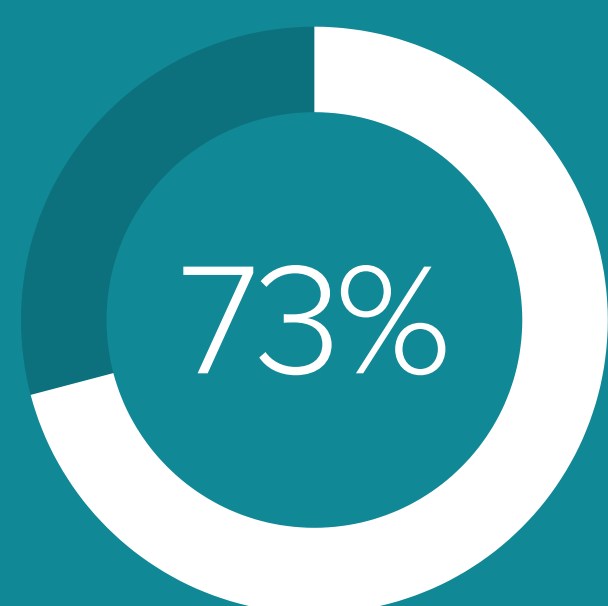
+33%

+138%



Almost three-quarters (73%) of US consumers agree that a good Trustpilot score makes them more likely to trust a brand.

71% agree that a good Trustpilot score makes them more likely to buy from a brand.



“The current perceptions of the debt relief industry can breed skepticism about companies like ours, which is why we’ve made obtaining legitimate business reviews a top priority. We know Trustpilot is a reliable channel among our clients, and we’ve seen up to a 14% increase in conversion rate since adding their review widget to our landing page.”



Josh Stamel
Founder & CEO
TurboDebt

“Trustpilot reviews and ratings provide endless content for our social media team to use as part of their content calendar. A daily supply of positive reviews allow us to keep our social marketing fresh and we believe sharing the experience of our customers helps us reinforce our messaging.”



Theodore Mello
Data Scientist
NHCash.com, LLC

“Having another layer of third-party validation, and a neutral platform where users can go and express how they’ve been feeling about their experience with TaxSlayer Pro, shows prospective customers out there who might be hesitant to switch that they can trust our product.”



Sabrina Fulmer
Director of Product Marketing
TaxSlayer Pro



Research Powered Content



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London Research was commissioned by Trustpilot to carry out a survey of 1,000 US consumers in July 2022. Conjoint analysis was used to quantify consumer preferences when respondents were shown different combinations from a series of 20 advertisements for a fictitious car insurance brand.