

# The Unexpected Business Benefit of Trustpilot Reviews

Trustpilot reviews don't just make your business look good. Reviews deliver on the objectives you're aiming to meet — more clicks, higher conversion rates and increased traffic to your site.

True story.

## Grow consumer confidence by working with a trusted brand

**89%**

of consumers in the UK and US check reviews online before making purchases

...creating a huge opportunity to use reviews to win over new customers.<sup>1</sup>

**41.5m**

monthly site visitors across the world

...make Trustpilot a reliable source that can drive increased reach and visibility for your brand.<sup>2</sup>

**100%**

of reviews on Trustpilot are screened by our automatic fake detection software.<sup>3</sup>

So you can be certain that your business is getting a real and fair assessment.

## Supporting growth by driving increased marketing ROI

**35%**

improved click-through rate when review stars show up in search engine results

meaning you're more likely to get eyes on your brand and clicks to your site

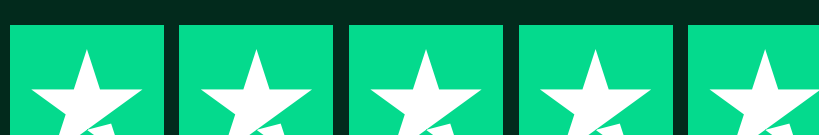
when you incorporate Trustpilot reviews.<sup>4</sup>



Ads are

**2.5x**

more persuasive when the Trustpilot logo and stars are featured



...helping drive more traffic from your marketing efforts and increasing your brand's ROI.<sup>5</sup>

**23%**

increase in the website conversion rate...

when business customers start using Trustpilot stars and review content



...on their websites and in their marketing campaigns.<sup>6</sup>

**Incorporating Trustpilot reviews into your marketing strategy is not only a no-brainer business move, it's also incredibly easy to do.**

Want to find out how to get started?

[Request a platform demo](#)

1 - [https://cdn2.hubspot.net/hubfs/2749863/2019-trustpilot/The%20Critical%20Role%20of%20Reviews%20in%20Internet%20Trust%20\(UK\)%20-%20final.pdf](https://cdn2.hubspot.net/hubfs/2749863/2019-trustpilot/The%20Critical%20Role%20of%20Reviews%20in%20Internet%20Trust%20(UK)%20-%20final.pdf)

2 - <https://business.trustpilot.com/partners>

3 - <https://cdn.trustpilot.net/trustsite-consumersite/trustpilot-transparency-report-2022.pdf>

4 - <https://speero.com/post/do-review-stars-on-google-help-click-through-rate-original-study>

5 - <https://business.trustpilot.com/marketing/ratings-in-advertising-report-for-businesses>

6 - (Median increase experienced by 28 customers across Trustpilot case studies between 2018-2021)