



The Cumulative Power of Trustpilot

How Trustpilot influences US behavior to drive conversions by building trust through the whole buyer journey

Trust in brands is increasingly important for the 288 million online buyers in the US*.

The risk of over-paying, financial scams, or bad purchase decisions can be mitigated by customer reviews and social proof.

Trustpilot commissioned London Research to understand the impact for brands using trust signals in their digital advertising and throughout the online purchase journey.

The research across 1,200 US consumers shows the positive effect of Trustpilot on trust, brand affinity, brand recognition, and propensity to purchase.



Impact of Trustpilot on display advertising

Seamless internet connectivity in every part of your home.

Special offer **\$30** per month

1Gbps download speed

Sign up and save now

Subject to availability in your area.

10x more likely to click

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.

velocity home

"The whole family is happy, the Wi-Fi works perfectly even when we're all at home streaming."

Jennifer, Velocity Home customer

Trustpilot

★★★★★

TrustScore **4.8** out of 5

3000+ reviews

Sign up and save now

Subject to availability in your area.

Trust +8.5%

Consumers shown an ad including Trustpilot references scored the brand higher for trust on average.

Brand affinity +4.9%

Consumers also thought the brand was more appealing when they had seen the Trustpilot ad.

Higher brand recall

Consumers were also more likely to remember the name of the advertiser if they'd seen the Trustpilot signals.

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★★★★★

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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 **4.5 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.

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"The whole family is happy, the Wi-Fi works perfectly even when we're all at home streaming."

Jennifer, Velocity Home customer

Google

3000+ reviews

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Subject to availability in your area.

+57% CTR

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.

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Jennifer, Velocity Home customer

Trustpilot

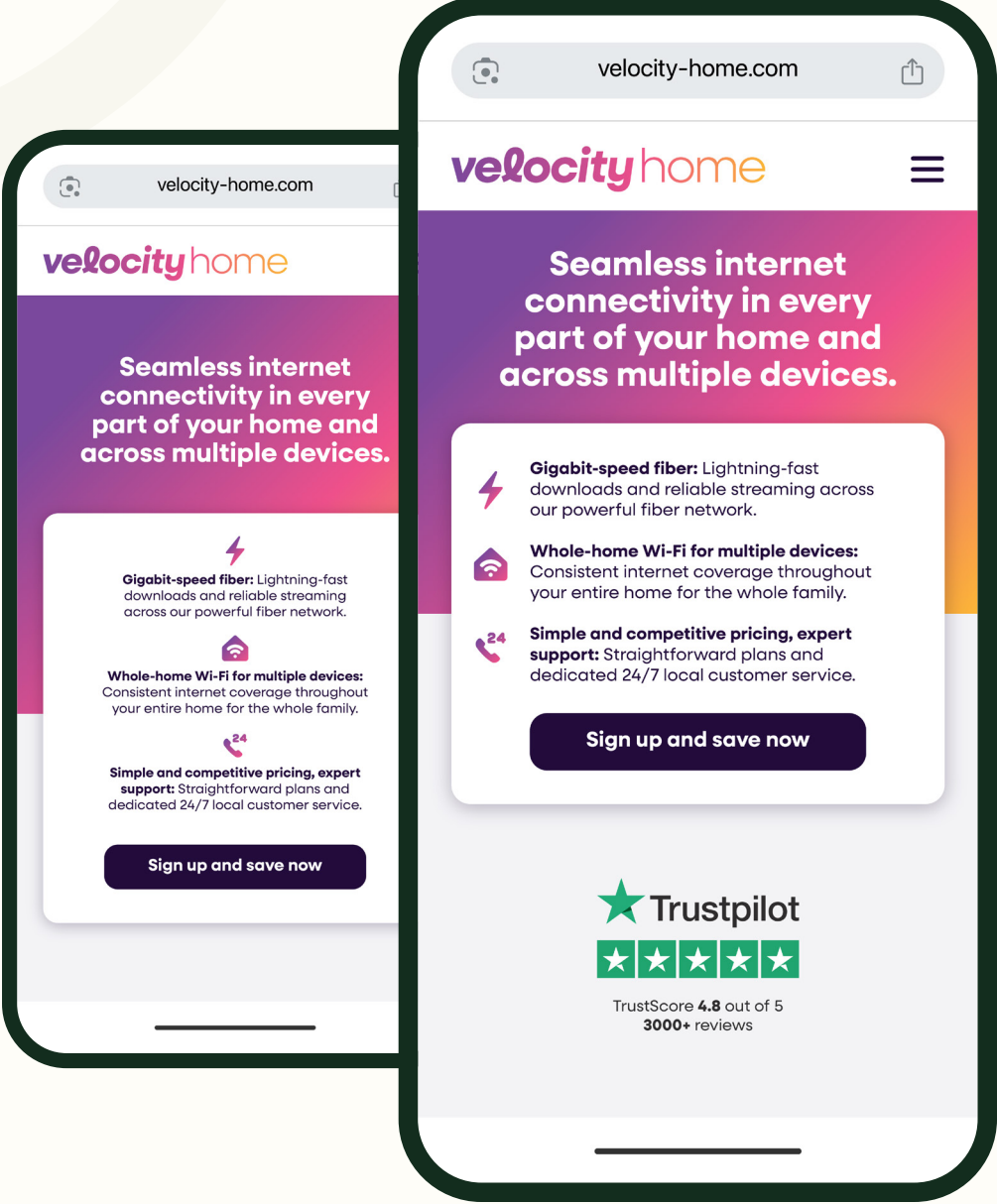
★★★★★

TrustScore **4.8** out of 5

3000+ reviews

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The Trustpilot effect on website performance

The research also shows that the Trustpilot logo and stars have a positive impact on trust, brand affinity, and propensity to convert when deployed on websites.

- **Trust +5.5%**
- **Brand affinity +5.0%**
- **Likelihood to convert +2.3%**

Full customer journey impact

- **Trust +4.3%**

Trustpilot has a cumulative impact 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 higher for trust.

What our customers say

"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®

"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

[Download the report](#)

London Research was commissioned by Trustpilot to carry out a survey of 1,200 nationally representative US consumers in May 2025. Download the report for more information about the research and methodology.

*Source: SellersCommerce / Statista