

The Impact of Trustpilot through the Retail Customer Journey

How Trustpilot improves brand recall, brand affinity and conversion rates by building trust across the UK consumer journey



In partnership with



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Executive Summary

This retail-focused research explores the importance of verified ratings and reviews ('social proof') to the modern consumer, including an analysis of how Trustpilot improves key metrics for retailers including brand recall, brand affinity and conversion rates.

Trustpilot commissioned London Research to carry out a survey of 1,000 UK consumers about the role of social proof in the buying journey, the impact of Trustpilot on decision making, and the use of AI when researching and buying products or services.

The report contains an **in-depth retail case study** based on a fictitious brand and focused on the extent to which trust signals on both retail display ads and websites influence buying decisions.

Trustpilot ratings and reviews are found to have a positive and cumulative impact when deployed in advertising, on websites and throughout the online purchase journey, ensuring brands remain visible and recommended as the way consumers research and buy continues to evolve.

The research demonstrates the importance of a robust, third-party reviews strategy as a vital performance lever for retail companies.

Methodology

Trustpilot commissioned London Research to carry out a survey of 1,000 nationally representative UK consumers in February 2026. The survey included questions about ratings and reviews generally, the impact of Trustpilot specifically, and the use of AI in the retail buying journey.

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

Social proof continues to be central in consumer buying journeys

More than three-quarters (**78%**) of consumers surveyed say they are influenced by customer reviews, and **76%** say the same for consumer star ratings. The vast majority (**81%**) agree that verified reviews are more trustworthy than unverified reviews.

More than four in five (**84%**) consumers agree that a good Trustpilot score makes them more likely to trust a retail brand, and the same percentage (**84%**) agree that a good Trustpilot score makes them more likely to buy from a retail brand.

The research shows an extremely high level of awareness for Trustpilot in the UK, with **83%** of consumers saying they're aware of Trustpilot, compared to **64%** for Google Reviews, **19%** for Feefo, **15%** for Reviews.io and **2%** for Yotpo.



Retail deep dive: understanding the impact of Trustpilot trust signals

London Research created a fictitious company called 'Kinect Home', and measured the impact of Trustpilot on consumer trust, brand affinity, brand recognition and propensity to purchase. In the highly competitive world of retail, it is crucial for brands to demonstrate they are trustworthy and highly rated by customers to mitigate any feelings of uncertainty or risk felt by consumers in the consideration phase of the buying journey.

Trustpilot trust signals – including star ratings, TrustScore and customer testimonials – were found to improve performance across all these metrics. The research shows that consumers are also willing to accept a lower discount when they see social proof verified by Trustpilot.

The research found that UK consumers are **15 times more likely** to click on an advertisement with Trustpilot signals than one without them, and **6.2 times more likely** to do so even when the financial incentive is less attractive.

Brand recall for the retail brand was **23%** higher for consumers who had seen the ad featuring Trustpilot than for those who saw the ad without Trustpilot.

Consumers are **4.6 times** more likely to click on a **Trustpilot** co-branded ad than an ad with a **Reviews.io** logo and stars showing exactly the same information. They are **6.7 times** more likely to click an ad with Trustpilot signals than the equivalent **Feefo** ad, and **7.5 times** more likely to click on the ad featuring Trustpilot than the same ad featuring **Yotpo**.

The Trustpilot logo and stars also have a positive impact on trust (+**8%**), brand affinity (+**9%**), and propensity to convert (+**9%**) when deployed on **websites**.

Shopping and AI: why social proof matters more than ever in the age of GenAI

Verified ratings and reviews are playing a crucial role in building trust in the age of generative AI (GenAI) as models including ChatGPT and Google Gemini become increasingly prominent in the retail consumer buying journey.

Few UK consumers feel confident about buying something solely based on AI-generated content, but they are significantly more likely to trust AI recommendations when Trustpilot ratings and reviews are referenced, according to this research.

Less than half of consumers (**48%**) say they would feel confident making a purchase decision solely based on information provided by an AI summary in the search engine results, while more than half (**57%**) agree they are more likely to trust AI-generated information when Trustpilot ratings and reviews are referenced.

Close to half (**45%**) of UK consumers say that GenAI is now influencing their decision to buy something, a percentage that increases to **70%** for those aged 18-35.

The majority of shoppers aged under 55 regard AI as 'useful' for finding new products and services, comparing features, researching ratings and reviews, narrowing down options, getting the best price, and finding a reputable retailer.

Asked about the use of AI 'agents' to automatically buy products based on a consumer's instructions (e.g. Amazon Buy for Me), **56%** of those who would allow this said the AI would first have to verify that the retailer has a high-star rating (e.g. 4+ or 5 stars) on a third-party reviews platform, and **51%** said the AI must read customer reviews to check for suitability.

Section 1

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

Verified customer reviews play a vital role in the customer journey for consumers looking for social proof and reassurance before making a purchase decision.

The UK Government’s Digital Markets, Competition and Consumers Act 2024 prohibits fake reviews and undisclosed incentives, and sets out duties for businesses and review platforms to comply with the law¹.

It is clear that consumers are savvy about the difference between legitimate and unsubstantiated customer reviews, with **81%** of survey respondents agreeing that verified reviews are more trustworthy than unverified reviews (Figure 1).

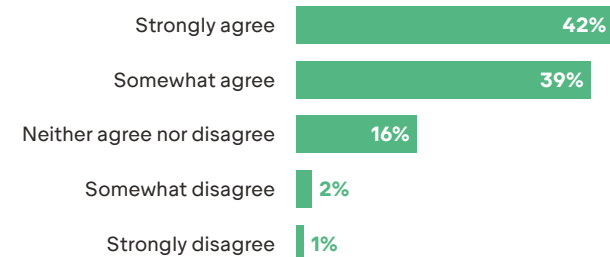
Verified reviews are only published by ratings and reviews companies when they have been checked for authenticity. In the case of Trustpilot, **reviews are marked as verified** only when the reviewer has had a genuine experience with the business. This happens when the business uses Trustpilot’s **automated invitation tools** to invite customers to leave a review without the offer of an incentive, or when the reviewer has given Trustpilot documentation showing their buying or service experience².

Although this research is focused primarily on the retail sector, it also looks more broadly at the importance of ratings and reviews across all categories.

¹ <https://lcf.co.uk/media-centre/blogs/understanding-the-uks-new-crackdown-on-fake-reviews/>
² Consumers must be aged 18 years old or older to write reviews or create a consumer account on Trustpilot.

Figure 1

To what extent do you agree that verified reviews are more trustworthy than unverified reviews?



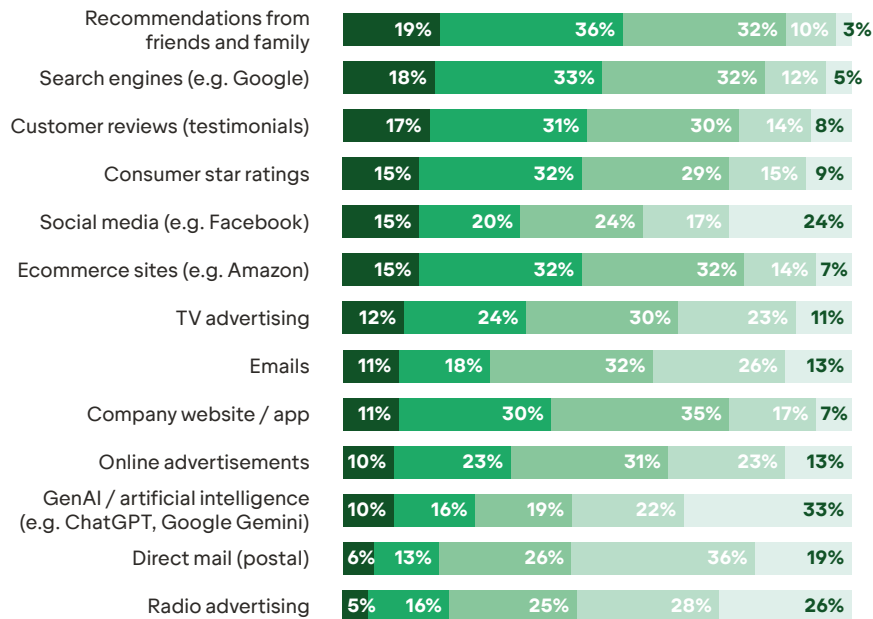
81% of survey respondents agree that verified reviews are more trustworthy than unverified reviews.

Figure 2 shows how important ratings and reviews are to the buying process, along with other key touch points such as recommendations from friends and family, search engines and social media. More than three-quarters (78%) of those surveyed say they are at least occasionally influenced by customer reviews, and 76% say the same for consumer star ratings.

Figure 2

How often do the following sources of information influence your decision to buy something?

● Very often ● Often ● Occasionally ● Rarely ● Never

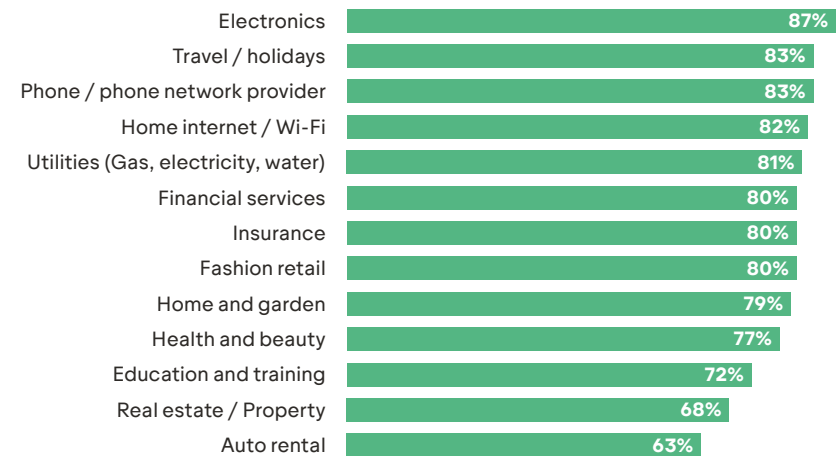


The popularity and usefulness of ratings and reviews allows marketers to harness this social proof across other digital and offline channels, including their own websites and apps, email marketing, social media and TV advertising.

While search engines and personal recommendations remain dominant, 45% of consumers now report that AI tools such as ChatGPT and Google Gemini influence their purchasing decisions to some degree (i.e. at least occasionally), a figure which increases to 70% for under 35s. The use of AI is explored in more detail in Section 3 of this report.

Figure 3

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



Case study



How Trustpilot helped AO become the UK's most trusted electrical retailer

Online electrical retailer AO has been serving the UK market with its delivery business since 2000, and now sells more than 6,000 products, from large appliances to mobile phones.

AO built a reviews toolkit with Trustpilot, integrating the platform across marketing, internal communications and customer service.

AO utilised Trustpilot in its social media campaign featured on Facebook and Instagram, using customer reviews to drive home how AO helped consumers when they needed it most. This encompassed videos, posts and stories amplified through paid media.

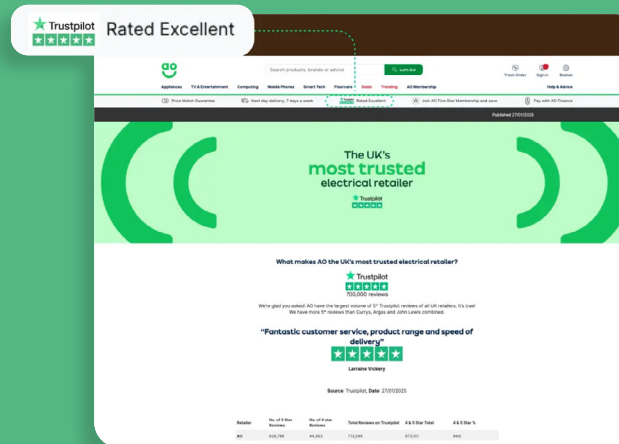
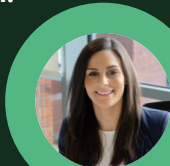
On the AO website, the Trustpilot star rating appears in a banner at the top of the homepage and within pop-ups as users explore. AO also has a dedicated review page, highlighting the full scope of their Trustpilot social proof, and receiving 6K impressions over the last year.

With almost 1 million Trustpilot reviews and a 4.9 average star rating (as of March 2026), a Kantar research study found a 10 percentage-point (pp) increase in AO brand confidence, perceived worth, and the feeling

that it meets category needs among 35-64-year-olds when Trustpilot was included in the creative. Among 18-34-year-olds there was an even larger 33pp increase in trust resulting from the AO Trustpilot creative.

“We see this in our repeat purchase rates; once customers try AO, they stick with us. An intangible unique selling proposition (USP) like trust can be difficult to quantify and communicate, which is where Trustpilot comes in.”

Vicky Monk
Director of Customer & Brand
AO



Section 2

Deconstructing the Impact of Trustpilot in Retail

How Trustpilot improves the retail customer journey

Trustpilot improves ad performance

- UK consumers are **5.8 times more likely** to click on a display advertisement for a retail brand with the Trustpilot logo and stars than an ad with no Trustpilot signals.
- Consumers are **15 times more likely** to click on a retail ad 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 ratings and reviews competitors

- Consumers are **4.6 times 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 **Reviews.io** logo and stars showing exactly the same information.
- Consumers are **6.7 times more likely** to click an ad with Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial than the same ad featuring **Feefo**. And they are **7.5 times more likely** to click on the ad featuring Trustpilot than an equivalent ad featuring **Yotpo**.

Trustpilot improves trust, brand affinity and brand recall

- Consumers who saw the ad featuring Trustpilot signals scored the brand **8.1% higher for trust** on average than those who saw the ad without the Trustpilot references. For **brand affinity**, i.e., how 'appealing' the brand was, consumers who saw the Trustpilot ad scored the brand **5.7% higher**.
- **Brand recall** was also significantly higher (**+23%**) for consumers who had seen the ad featuring Trustpilot than for those who had seen the brand without Trustpilot.

Trustpilot review widgets improve website performance

- The Trustpilot logo and stars also have a **positive impact on trust (+8%), brand affinity (+9%), and propensity to convert (+9%)** when deployed on **websites**.
- The impact on trust from the Trustpilot logo, stars and reviews widget is more pronounced (+2%) when consumers have previously seen a digital ad featuring Trustpilot signals, demonstrating the **cumulative impact of Trustpilot through the customer retail decision-making funnel**.

Consumers are willing to pay more when there are Trustpilot signals

- A retail display advertisement showcasing Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial performs **6.2 times better** in terms of its clickthrough rate (CTR) than the equivalent ad with no Trustpilot components, even when **the discount is decreased** by 25% on the Trustpilot ad, meaning there is less pressure on retailers to offer price reductions.

Consumers are **23% more likely** to recall the retailer brand if they've seen the ad featuring Trustpilot.

The Trustpilot effect in online retail advertising

Consumers are **15 times more likely** to click on a retail display ad with Trustpilot signals including a five-star rating, 3,000+ reviews, and a customer testimonial than an ad with no Trustpilot references.

20%
off your first
kitchen appliance
purchase

KINECT HOME

Total Dependability in Every Detail

“Incredible value once again from Kinect Home, and with the peace of mind that comes with their 5-year warranty and price match guarantee.”
Chris P, Kinect Home customer

Trustpilot
TrustScore 4.8 out of 5
3000+ Reviews

[Shop Kinect Home](#)

AuraChef

★ Customer review

UK consumers are **10% more likely** to click through on an ad featuring Trustpilot when it contains a customer review.

★ Trustpilot logo and stars

Consumers are **5.8 times more likely** to click on an ad featuring the Trustpilot logo and five stars than an ad with no Trustpilot references.

★ TrustScore

UK consumers are **39% more likely** to click through on a like-for-like ad leveraging Trustpilot when it shows the TrustScore.

★ Number of reviews

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

★ Trustpilot vs. competitors

UK consumers are **4.6 times more likely** to click on a retail ad with Trustpilot references including a five-star rating, 3,000+ reviews, and a customer testimonial than exactly the same ad with a **Reviews.io** logo and stars. They are, respectively, **6.7 and 7.5 times more likely** to click on Trustpilot-branded ads than the equivalent **Feefo** and **Yotpo** ads.

★ Impact on price

The ad showcasing Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial performs **6.2 times** as well for CTR as the equivalent ad with no Trustpilot components, even when **the discount is decreased** by 25% on the Trustpilot ad, meaning there is less pressure on retailers to reduce prices.

★ Impact on branding

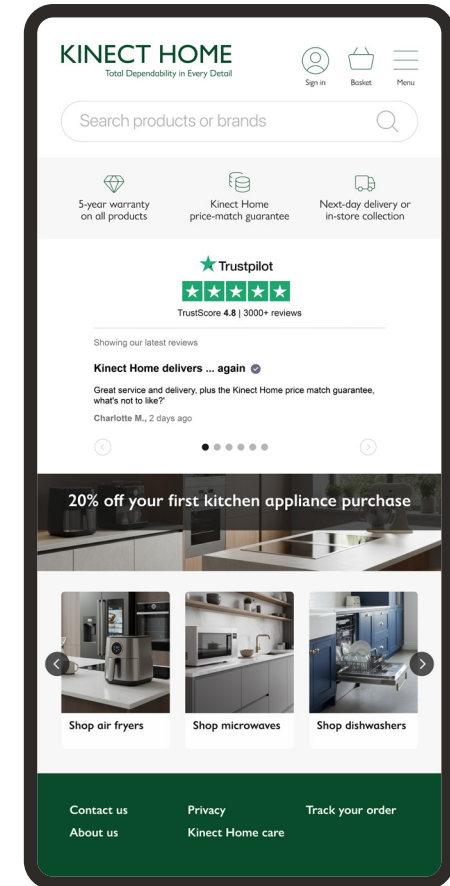
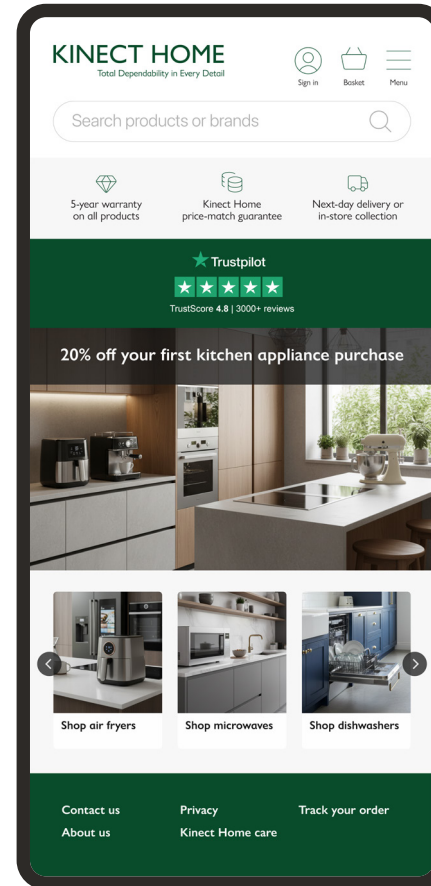
Brand recall for Kinect Home is 23% higher for those who have seen ads with Trustpilot featured, showing that ads make a bigger impression on consumers when they contain Trustpilot trust signals.

The Trustpilot effect on websites

The research shows that the Trustpilot logo and stars also have a **positive impact on trust (+8%)**, **brand affinity (+9%)**, and propensity to convert (+9%) when deployed **on websites**.

There is a cumulative impact of Trustpilot through the retail customer journey. Survey respondents who have previously seen an ad with Trustpilot signals in addition to the Trustpilot references on the **website scored the brand 2% higher for trust**.

The Trustpilot logo and stars have a **positive impact on trust (+8%)**, **brand affinity (+9%)**, and **propensity to convert (+9%)** when deployed on **websites**.



Benefits of Trustpilot

As part of this research UK consumers were asked about the extent to which a good Trustpilot score made them more likely to **buy** from a retail brand and to **trust** a retail brand. **84%** of UK consumers agree a good Trustpilot score makes them more likely to buy from a retail brand, including **48%** 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. Exactly the same percentage of consumers (**84%**) agree that a good Trustpilot score makes them more likely to trust a brand (*Figure 5*), including in this instance **47%** who strongly agree.

84% of UK 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

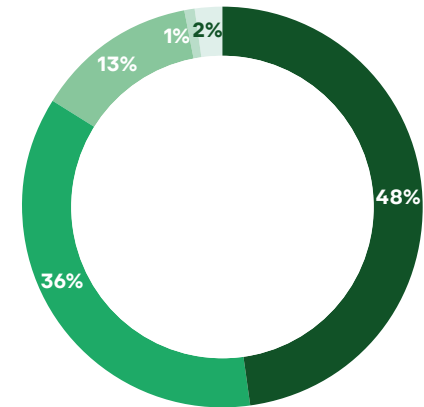
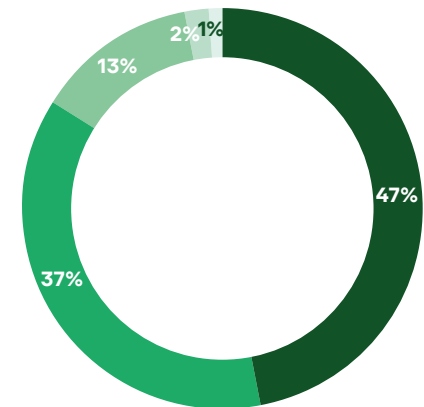


Figure 5

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, Propensity to Purchase, Brand Affinity and Brand Recall

To explore Trustpilot's influence within the retail sector, London Research created a fictitious retail brand selling home appliances called Kinect Home.

The aim of the research was to test and quantify the notion that the use of Trustpilot in marketing has a positive impact on trust, brand affinity and propensity to make a purchase.

In the world of relatively high-ticket retail, where an air fryer, washing machine or fridge can cost a significant sum of money, the risk felt by the consumer can be a barrier to purchase especially when they can't physically touch the product. Trust acts as an important psychological bridge between interest and purchase.

The more expensive the purchase, the more intense the cognitive process it triggers. Consumers aren't necessarily just buying a product; they are hoping for peace of mind that if something goes wrong, the company will address the problem and won't just disappear. High Trustpilot scores act as social proof, mitigating any fear that they might be making a mistake.

For the first experiment the survey respondents were split into two groups with each shown a different ad featuring an air fryer, with and without Trustpilot trust signals as shown here.

Consumers shown the Trustpilot signals scored the brand **8.1% higher for trust** on average than those who saw the ad without Trustpilot, and also scored **6.8% higher on propensity to purchase**.

For **brand affinity**, i.e., how 'appealing' the retail brand was, consumers who saw the Trustpilot ad scored the brand **5.7% higher**.

Brand recall 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 **(+23%)**.

KINECT HOME
Total Dependability in Every Detail

20% off your first kitchen appliance purchase

5-year warranty and price-match guarantee

Shop Kinect Home

"Incredible value once again from Kinect Home, and with the peace of mind that comes with their 5-year warranty and price match guarantee."
Chris P, Kinect Home customer

Trustpilot
TrustScore 4.8 out of 5
3000+ Reviews

Shop Kinect Home

Consumers shown the Trustpilot signals scored the brand 8.1% higher for trust on average than those who saw the ad without Trustpilot.

Brand recall 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 (+23%).

Deeper Dive into the 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 trust signals at a more granular level.

Survey respondents were shown a series of 16 advertisements for Kinect 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 (shown in the [Appendix](#)), and asked to indicate in each instance which ad would most make them want to click through to make a purchase. 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 appliance.

The research shows that consumers are **5.8 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 **15 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 **5.8 times more likely** to click on the ad with the Trustpilot logo and stars than the ad with no Trustpilot signals.



Consumers are **15 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

The use of customer testimonials in retail marketing can have a very positive effect on business outcomes.

The research shows that UK consumers are **10% more likely** to click through on an ad when it contains a customer review in addition to the Trustpilot stars and logo, and **6.4 times more likely** to click on an ad with a testimonial than one with no Trustpilot references.



UK consumers are 10% more likely to click through on an ad when it contains a customer review in addition to the Trustpilot logo and stars.



Consumers are 6.4 times more likely to click on an ad with the Trustpilot logo, stars and testimonial than one with no Trustpilot references.

TrustScore

A **Trustpilot TrustScore** is the overall measurement of reviewer satisfaction, based on all the service and location reviews a business receives on Trustpilot. A star rating is the visualisation of the TrustScore. TrustScores are calculated on a scale of 1 to 5, and based on time span, frequency and a Bayesian (weighted) average.

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

UK consumers are **39% 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 **98% better** for CTR than the ad with a 4.2 score, the research also found.



UK consumers are **39% 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 **98% better** for CTR than the ad with a 4.2 score.

Number of Reviews

Another aim of the research was to test the hypothesis that consumers want to know about the number of reviews to gain reassurance that positive experiences are very widespread and not based on a small sample. A Trustpilot five-star retail advert with a 4.8 score showing 500+ reviews is **10.7 times as compelling** as an ad with no Trustpilot trust signals, according to the research.

The research also shows that a Trustpilot five-star advert with 500+ reviews performs **32% better** for CTR 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 49% better** than the same ad without the number of reviews.



A Trustpilot five-star advert with a 4.8 score showing 500+ reviews is 10.7 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 Price

The advertising for Kinect Home also featured a discount for a consumer's first kitchen appliance purchase, either 20% at the standard offer or 15% as a less generous offer.

The impact of Trustpilot is so significant that it can offset a lower discount on a retail purchase, the equivalent to a higher price point.

This research found that the retail advert with a five-star Trustpilot score, 3,000+ reviews and a customer testimonial **performs 6.2 times as well** for CTR as the same ad with no Trustpilot trust signals, even when the discount is decreased by 25%.

20% off your first kitchen appliance purchase

KINECT HOME
Total Dependability in Every Detail

5-year warranty and price-match guarantee

AuroChef Shop Kinect Home

15% off your first kitchen appliance purchase

KINECT HOME
Total Dependability in Every Detail

"Incredible value once again from Kinect Home, and with the peace of mind that comes with their 5-year warranty and price match guarantee."
Chris P, Kinect Home customer

★ Trustpilot
★★★★★
TrustScore 4.8 out of 5
3000+ Reviews

AuroChef Shop Kinect Home

The advertisement with Trustpilot performs 6.2 times as well for CTR as the same ad without Trustpilot, even when the discount is decreased by 25%



Performance vs. other ratings and reviews companies

As part of this research Trustpilot performance was tested against three other ratings and reviews companies, Reviews.io, Yotpo and Feefo.

UK consumers are **4.6 times more likely** to click an ad with a five-star Trustpilot rating, 3,000+ reviews, and a customer testimonial than an ad with the **Reviews.io** logo and stars showing exactly the same information.

UK consumers are **7.5 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 **6.7 times more likely** to click on the Trustpilot ad than an equivalent **Feefo** ad.

The strong performance of Trustpilot reflects the strength of the brand in the market. The London Research survey found that **83%** of UK consumers are aware of **Trustpilot** compared to **19%** for **Feefo**, **15%** for **Reviews.io** and **2%** for **Yotpo**.



UK consumers are 7.5 times more likely to click an ad featuring Trustpilot than an ad with the Yotpo logo and stars showing exactly the same information.



UK consumers are 4.6 times more likely to click a Trustpilot ad with a five-star customer rating, 3,000+ reviews, and a customer testimonial than the same Reviews.io ad.



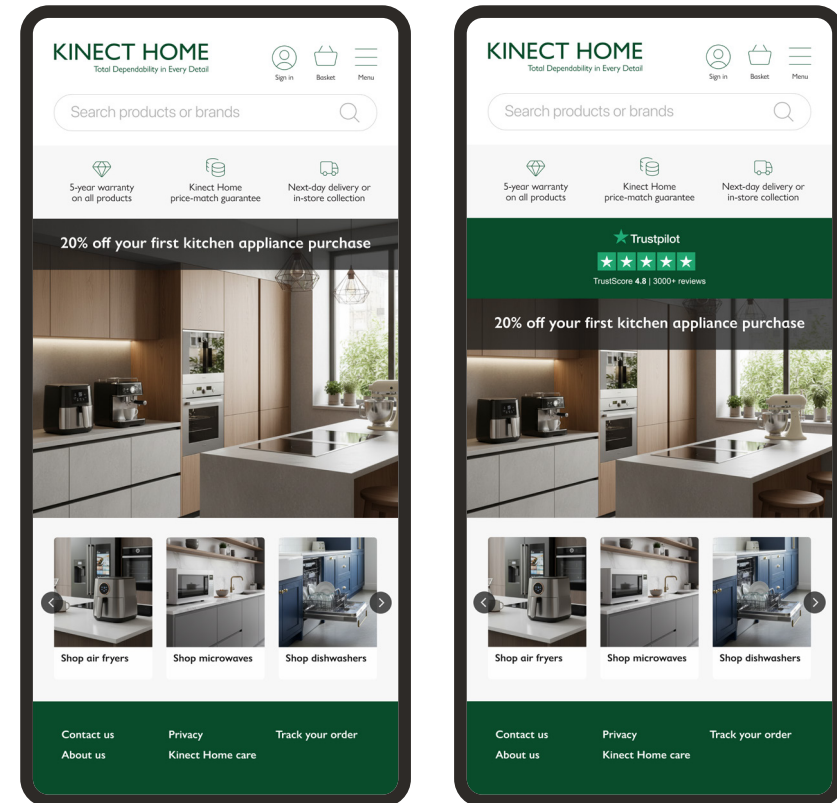
Consumers are 6.7 times more likely to click on the Trustpilot ad than an equivalent Feefo ad.

Impact of Trustpilot on Websites

Consumers on a journey to buy a retail product often land on the retail brand's website after clicking through on an online advertisement like the ones already shown for Kinect Home in this report.

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

The research found that the Trustpilot logo and stars have a **positive impact on trust (+8%)**, **brand affinity (+9%)**, and **propensity to convert (+9%)** when deployed on websites.

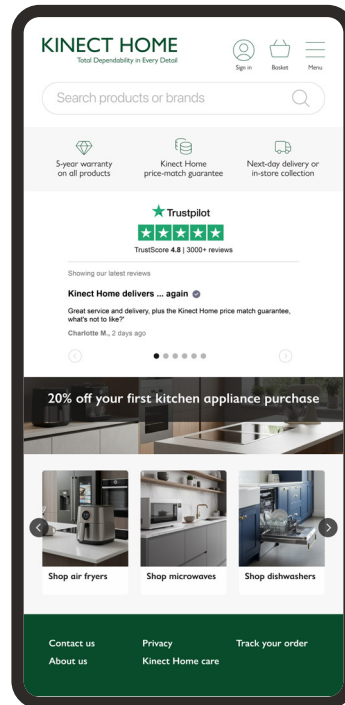


Trustpilot trust signals have a positive impact on trust, brand affinity, and likelihood to convert when used on websites.

Cumulative Impact of Trustpilot

The uplift from Trustpilot signals on a retail 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 signals on the website score the brand on average **2% higher for trust** than those who had originally seen the digital ad without any Trustpilot signals.



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



Case study

HARTS OF STUR

How Trustpilot built trust and drove awareness for Harts of Stur

Harts of Stur is a fourth-generation family-owned business with a century of retail experience. Recognised as a top online retailer, the company specialises in cookware, kitchenware and kitchen electrics, offering an extensive range of premium products at competitive prices.

Since featuring Trustpilot branding across its marketing channels and customer journey, including TrustBox widgets and the company TrustScore on its website, Harts of Stur has established itself as a trusted and popular seller, resulting in more purchases and brand awareness.

The retailer's Google Ads featuring Trustpilot have resulted in 100K impressions. Their TrustBox widgets displayed on the product, category, home, and search pages have also led to 200M TrustBox impressions over a year.

“Product Reviews on Trustpilot are incredibly beneficial. Ecommerce stores, like ours, see a direct correlation between the number of Product Reviews and sales. More reviews lead to higher consumer confidence; customers are more likely to buy a coffee machine from us if they see numerous positive reviews.”

Matt Price, Ecommerce Manager, Harts of Stur

Case study



How Buy It Direct improved conversions by 15% with Trustpilot

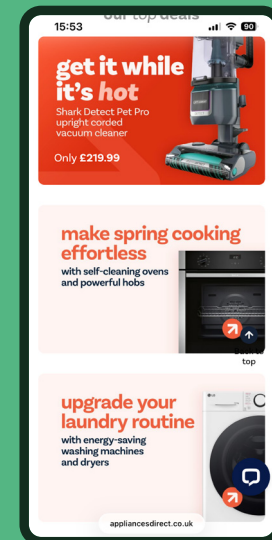
The Buy It Direct Group is a leading UK-based online retailer specialising in home appliances, electronics and furniture. Its portfolio of 12 brands includes Appliances Direct, Laptops Direct and Better Bathrooms.

Since first partnering with Trustpilot in 2017, the company has utilised Trustpilot across its websites, including displaying widgets on its home and product pages.

The company now benefits from a reduced website bounce rate, a 15% uplift in conversion rates, product refinement and development. These results are attributed to harnessing trusted customer feedback and increased organic traffic from more user-generated content.

“The integration of Trustpilot has been instrumental in reinforcing Buy It Direct's customer-centric approach.”

Paul Sims
Chief Operating Officer
Buy It Direct Group



Section 3

How Consumers are Using AI for Purchasing Decisions

While AI is fast becoming a new shop window for retail discovery, consumers are still peering through the glass with some scepticism. This research shows that reviews are a powerful tool to mitigate concerns around the trustworthiness of AI-driven information.

The research examines the extent to which GenAI is influencing the consumer buying journey, building on *Figure 2* which showed its influence relative to other sources of information and touch points. Many consumers are now being influenced by AI without necessarily even being aware of it, with Google for example using AI Overviews by default for many shopping-related queries.

Figure 6 shows the perceived usefulness of AI tools for different aspects of the buying journey, from researching products and features, to finding the right retailer. The majority of consumers find AI useful across a range of use cases within the buying journey, including comparing features (**76%**) and finding the best price (**75%**), researching ratings and reviews (**73%**) and narrowing down options (**73%**).

The research also found that younger consumers overwhelmingly regard AI as useful for all these pre-purchase steps on the buying journey. As an example, **89%** of under 35s regard AI as useful for finding new products or services, compared to **55%** of those aged 55 or above.

This will definitely be a trend for retailers to keep an eye on given the purchasing power of these younger demographics.

Figure 6

Proportion of respondents saying that AI tools such as ChatGPT and Google Gemini are 'useful' during the following stages of the buying journey



While the vast majority of consumers find AI useful for their decision-making in the retail context, only **14%** of consumers feel 'very confident' making a purchase decision based solely on an AI summary (*Figure 7*). This highlights the need for social proof as an anchor to verify AI-driven recommendations.

The importance of verified third-party signals in the context of AI-driven information is reinforced by *Figure 8*. More than half of consumers (**57%**) agree that they are more likely to trust AI (e.g. ChatGPT, Google Gemini or AI-powered search engine results) when Trustpilot ratings and reviews are referenced.

More than half of consumers (57%) agree that they are more likely to trust AI when Trustpilot ratings and reviews are referenced.

Figure 7

How confident would you feel making a purchase decision solely based on information provided by an AI summary in the search engine results?

- Very confident
- Quite confident
- Neither confident nor unconfident
- Not very confident
- Very unconfident

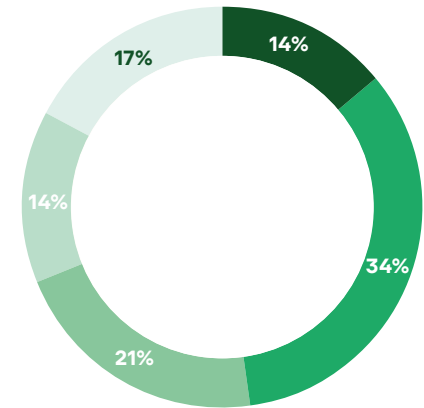
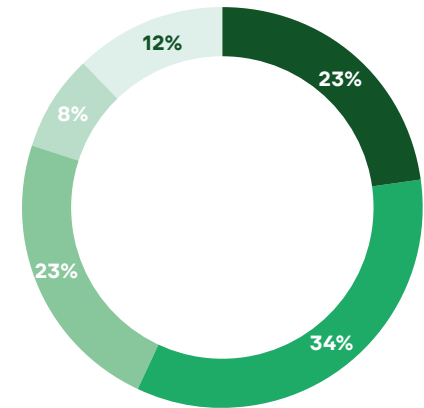


Figure 8

Do you agree you are more likely to trust AI information (e.g. ChatGPT, Google Gemini or AI-powered search engine results) when Trustpilot ratings and reviews are referenced?

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



Consumer attitudes to AI shopping agents

A recent development in the world of retail is the concept of ‘agentic commerce’ and the ability of AI agents to buy products automatically based on consumer instructions and saved payment information. For those who said they would potentially allow this (just over half of consumers), 56% said the AI would first have to verify that the retailer has a high-star rating (e.g. 4+ or 5 stars) on a third-party reviews platform, and 51% said the AI must read customer reviews to check for suitability (*Figure 9*).

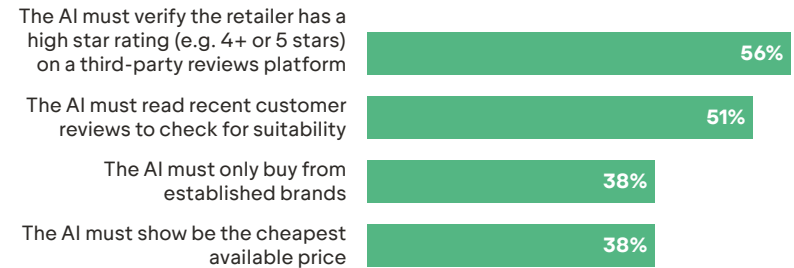
In summary, while GenAI offers retailers a powerful new way to engage shoppers during the research phase, its effectiveness and ultimate success are intrinsically linked to the presence of authentic, verified social proof.

Trustpilot saw a 80% increase in Google Search impressions year-on-year following the introduction of AI Overviews in 2024. Trustpilot experienced a 246% increase in ChatGPT citations from June to August 2025, emphasising its growing role in the consumer buying journey.

Brands that can successfully harness Trustpilot signals as part of their [Answer Engine Optimisation \(AEO\) strategies](#) will not only build greater trust with consumers, but also significantly improve their chances of converting AI-assisted research into actual sales.

Figure 9

AI ‘agents’ will soon be able to automatically buy products based on a consumer’s instructions (e.g. Amazon Buy for Me). Which of the following would be a mandatory requirement before you allowed an AI agent to make a purchase on your behalf?



Conclusion

This London Research report demonstrates how showcasing Trustpilot signals is a powerful performance lever for retailers seeking to turn consumer interest into actual sales. The study demonstrates that verified ratings and reviews are no longer just a 'nice-to-have' feature but a critical driver of measurable business outcomes across the entire UK retail consumer journey.

More than four in five (**84%**) consumers agree that a good Trustpilot score makes them more likely to **trust** a retail brand, and the same percentage (**84%**) agree that a good Trustpilot score makes them more likely to **buy** from a retail brand.

Measurable impact on key metrics

The research highlights a significant uplift in three core areas when Trustpilot signals - including star ratings, TrustScores, and customer testimonials - are prominently displayed:

★ Brand recall

Trustpilot trust signals make a lasting impression, increasing unprompted brand recall by **23%** compared to advertisements without reference to Trustpilot.

★ Brand affinity

Consumers view brands as significantly more appealing when they are associated with Trustpilot. The study found a **5.7%** increase in brand affinity for display ads and a **9%** increase when Trustpilot is showcased on websites.

★ Conversion rates

Trust signals directly mitigate any perceived consumer concerns or risk. UK consumers are **15 times more likely** to click on display ads featuring a full suite of Trustpilot signals (stars, review count, and testimonials) than those without any Trustpilot trust signals.

Trustpilot also serves as a vital anchor of credibility as shoppers move toward AI-driven discovery. With over half of consumers (**57%**) stating they are more likely to trust AI-generated information when Trustpilot reviews are referenced, the platform acts as a bridge between emerging technology and the ever present consumer need for verified social proof.

Appendix

Experiment 1

50:50 survey split, display advertising

Half the respondents were shown a Kinect 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 making a purchase (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 trust this retail 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 appeal to you? <small>Where 1 is extremely unappealing and 10 is extremely appealing</small>	If you were considering a new home appliance, how likely would you be to actually click on the ad with a view to making a purchase? <small>Where 1 is very unlikely and 10 is very likely</small>	Can you recall the name of the retailer we just showed you? <small>(Unprompted)</small>	Which of the following was the correct name for the retail 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=500) - No Trustpilot	6.28	6.27	6.00	22%	65%
Cohort 2 (n=500) - With Trustpilot (fully co-branded ad)	6.79	6.63	6.41	27%	68%

Experiment 2

Mobile website testing

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

	Based on the information shown, to what extent do you trust this retail brand?	Based on the information shown, how much does this retail brand appeal to you?	Based on the information shown, and assuming you are in the market for a new home appliance, how likely would you be to make a purchase?
Experiment 2 (n=250 per cohort)	Mean score out of 10	Mean score out of 10	Mean score out of 10
Cohort 1: Website image with no Trustpilot	6.35	6.25	6.06
Cohort 2: Website image with Trustpilot	6.88	6.82	6.61
Cohort 3: Website image with Trustpilot (including review)	6.87	6.79	6.57
Cohort 4: Website image with Trustpilot (including review as TrustBox widget)	6.80	6.76	6.56

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	6.35
Cohort 1 - No Trustpilot	Cohort 2: Image with Trustpilot (including TrustBox widget with review)	6.73
Cohort 2 - With Trustpilot	Cohort 2: Image with Trustpilot (including TrustBox widget with review)	6.84

Experiment 3

Conjoint analysis, display advertising

A 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 kitchen appliance.

Rank		Percentage score	Logo	Discount	Stars	Score	Number of reviews	Customer review
1	Creative 9	18	Trustpilot	20%	5	4.8	3000+	Yes
2	Creative 7	14.5	Trustpilot	20%	5	4.8	3000+	No
3	Creative 6	12.8	Trustpilot	20%	5	4.8	500+	No
4	Creative 5	9.7	Trustpilot	20%	5	4.8	None	No
5	Creative 3	7.7	Trustpilot	20%	5	None	None	Yes
6	Creative 10	7.4	Trustpilot	15%	5	4.8	3000+	Yes
7	Creative 4	7	Trustpilot	20%	5	None	None	No
8	Creative 8	4.9	Trustpilot	20%	4	4.2	None	No
9	Creative 12	3.9	Reviews.io	20%	5	4.8	3000+	Yes
10	Creative 11	2.8	Reviews.io	20%	5	None	None	No
11	Creative 16	2.7	Feefo	20%	5	4.8	3000+	Yes
12	Creative 14	2.4	Yotpo	20%	5	4.8	3000+	Yes
13	Creative 15	2.1	Feefo	20%	5	None	None	No
14	Creative 13	2	Yotpo	20%	5	None	None	No
15	Creative 1	1.2	None	20%	None	None	None	No
16	Creative 2	0.9	None	15%	None	None	None	No





Trustpilot began in 2007 with a simple yet powerful idea that is more relevant today than ever — to be the universal symbol of trust, bringing consumers and businesses together through reviews. Trustpilot is open, independent, and impartial — we help consumers make the right choices and businesses to build trust, grow and improve.

Today, we have 330 million active reviews and over 60 million monthly active users across the globe, with 149 billion annual Trustpilot brand impressions, and the numbers keep growing. We have more than 1,000 employees and we're headquartered in Copenhagen, with operations in Amsterdam, Denver, Edinburgh, Hamburg, London, Melbourne, Milan and New York.

[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.

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