

New Research: Ratings & Reviews Matter

ResellerRatings 

Your customers are talking about you whether you like it or not. Consumer reviews are 12x more trusted than descriptions that come from manufacturers* and 88% of customers trust online reviews as much as personal recommendations.** New research from ForeSee shows that ratings and reviews have a huge impact on shopping behaviors during the holiday season, and all year round.

*Source: eMarketer **Source: Search Engine Land



CONSUMERS RELY ON
RATINGS AND REVIEWS

77%

of shoppers read
online ratings and
reviews before
making a purchase*

LEVERAGE BRAND AND PRODUCT REVIEWS

Brand reviews and product reviews are now both critically important. You can't survive with only one or the other.

87%

of shoppers are more likely to buy from a **company** that has positive online ratings and reviews*

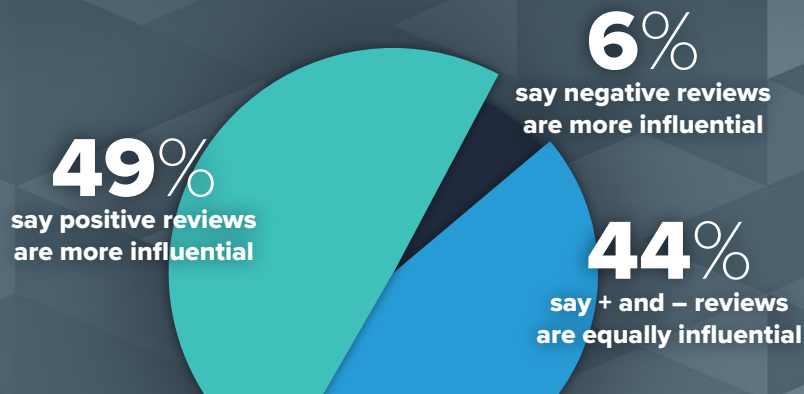
90%

of shoppers are more likely to buy a **product** that has positive online ratings and reviews*

POSITIVE REVIEWS INFLUENCE SHOPPERS MORE

Reviews can lead new customers to your brand and products, or they can turn them away. Are you doing everything you can to get a representative sample, which generally leads to better reviews and higher star ratings? Are you responding to negative reviews to try to recapture dissatisfied customers?

***ForeSee asked holiday shoppers whether negative or positive reviews were more influential:**



**RATINGS & REVIEWS CAN MAKE
A DIFFERENCE IMMEDIATELY**

Three ways ratings and reviews can boost retail sales immediately:

- 1 Start collecting brand and product reviews.** It doesn't take long to start proactively collecting, analyzing, answering, and syndicating reviews. You can see the results in as little as a week or two.
- 2 Increase traffic to your site.** Experience up to a 20% bump in traffic when ratings and reviews show up in your Google brand and product ads.
- 3 Improve online conversion rates.** One online review per product can result in a 10% increase in conversions; in comparison, thirty reviews per product can generate a 25% boost in conversions.

To learn how you can start collecting brand and product reviews in less than one week, contact sales@resellerratings.com

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