

Consumer Research:
**Trustpilot's Impact
on Advertisements**



Independent Study from Sirkin Research

Key Finding:

86% of consumers in the U.S. & U.K.
find ads more trustworthy with
the Trustpilot trust mark



Sirkin Research is focused on conducting consumer research and delivering rich data insights to guide better decision-making for businesses.

Located in Philadelphia, PA, USA, Sirkin research has over 15 years of experience working for the some of the largest global technology and financial brands in the world, including Vesta and BMC Software. The firm's work spans the globe, from Paris to London to New York.



Trustpilot is a leading independent review platform - free and open to all. With more than 45 million reviews of over 220,000 companies, Trustpilot gives people a place to share and discover reviews of businesses, while giving every business the tools to turn consumer feedback into business results. Our mission is to bring consumers and companies together to create ever-improving experiences for everyone.

Research Background:

Sirkin Research was commissioned in August 2018 to assist Trustpilot in measuring the impact of Trustpilot's trust mark and logo. Trust marks are a visual form of communication between consumers and businesses to help bridge the information gap about trustworthiness of a business and are often used by businesses to create credibility for their brand, especially for companies that conduct business on the internet.

Survey Results Summary:

In a side-by-side comparison of ads, one ad with Trustpilot's trust mark and one without the trust mark, consumers were asked to pick the advertisement they trusted more.

The survey concluded that 86% of consumers, in the U.S. and U.K., on average, find ads more trustworthy when the Trustpilot trust mark is present vs. having an advertisement with no trust mark.

The following are the ads used in the research and the corresponding results. (It is important to note that the businesses depicted in the ads were clearly noted in the surveys as fictitious and not intended to represent any actual legal business entity). When the survey was conducted, advertisements were of equal size. For illustrative purposes, the ad chosen most often is enlarged below.

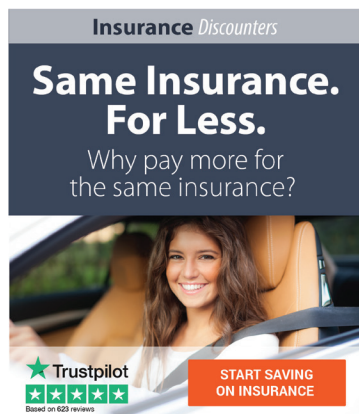


U.S. Results:

85% of consumers, on average, find ads more trustworthy with the Trustpilot trust mark

Insurance / Finance:

With Trust Mark



Without Trust Mark



Consumer Services:

Without Trust Mark



With Trust Mark



U.S. Results:

Auto / Shopping:

With Trust Mark

Without Trust Mark

83%
(627/756)

of consumers chose the advertisement with the Trustpilot trust mark

Retail / Ecommerce:

With Trust Mark

Without Trust Mark

85%
(623/735)

of consumers chose the advertisement with the Trustpilot trust mark

Consumer Financials / Payment:

With Trust Mark

Without Trust Mark

82%
(610/743)

of consumers chose the advertisement with the Trustpilot trust mark

Travel / Tourism:

With Trust Mark

Without Trust Mark

90%
(651/727)

of consumers chose the advertisement with the Trustpilot trust mark

U.K. Results:

90% of consumers, on average, find ads more trustworthy with the Trustpilot trust mark

Insurance / Finance:

With Trust Mark

Insurance Discounters

Same Insurance. For Less.

Why pay more for the same insurance?

Trustpilot
Based on 623 reviews

START SAVING ON INSURANCE

Without Trust Mark

Insurance Discounters

Same Insurance. For Less.

Why pay more for the same insurance?

START SAVING ON INSURANCE

91%
(274/302)

of consumers chose the advertisement with the Trustpilot trust mark

Consumer Services:

Without Trust Mark

Too itchy. Too stingy. Too scary.

Bring on the Bug Terminators

10 Years In Business

1-800-626-XXXX

With Trust Mark

Too itchy. Too stingy. Too scary.

Bring on the Bug Terminators

10 Years In Business

1-800-626-XXXX

Trustpilot
Based on 623 reviews

89%
(268/302)

of consumers chose the advertisement with the Trustpilot trust mark

Auto / Shopping:

With Trust Mark

EVERYTHING Auto Supplies

Trustpilot
Based on 623 reviews

Can't find those auto parts elsewhere?

This is elsewhere!

FIND THAT PART NOW

Without Trust Mark

EVERYTHING Auto Supplies

Can't find those auto parts elsewhere?

This is elsewhere!

FIND THAT PART NOW

88%
(267/302)

of consumers chose the advertisement with the Trustpilot trust mark

Retail / Ecommerce:

With Trust Mark

If you can dream it. We carry it.

Fast Delivery.

Appliances * Furniture * Home & Garden * Apparel * Footwear

Retail-O-Rama

Trustpilot
Based on 623 reviews

Without Trust Mark

If you can dream it. We carry it.

Fast Delivery.

Appliances * Furniture * Home & Garden * Apparel * Footwear

Retail-O-Rama

89%
(268/302)

of consumers chose the advertisement with the Trustpilot trust mark

U.K. Results:

Consumer Financials / Payment:

With Trust Mark



A hand holding a stack of US dollar bills. The advertisement includes a Trustpilot logo with a 4.5-star rating (based on 623 reviews) and the text: "Need cash quick? You're 5 minutes away from cash flowing. CashHose offers payday loans, personal loans and small business loans. Call for Free Quote 1800-987-XXXX". The CashHose logo is at the bottom.

Without Trust Mark



A hand holding a stack of US dollar bills. The advertisement includes the text: "Need cash quick? You're 5 minutes away from cash flowing. CashHose offers payday loans, personal loans and small business loans. Call for Free Quote 1800-987-XXXX". The CashHose logo is at the bottom.

90%
(272/302)

of consumers chose the advertisement with the Trustpilot trust mark

Travel / Tourism:

With Trust Mark



A couple taking a selfie on a boat in Venice. The advertisement includes the text: "YOUR ONE STOP PLACE FOR ITALIAN TRAVEL AND TOURISM. Vivi Bene! (Live well). Based on 623 reviews. Trustpilot". The Travel Uno logo is at the bottom.

Without Trust Mark



A couple taking a selfie on a boat in Venice. The advertisement includes the text: "YOUR ONE STOP PLACE FOR ITALIAN TRAVEL AND TOURISM. Vivi Bene! (Live well)". The Travel Uno logo is at the bottom.

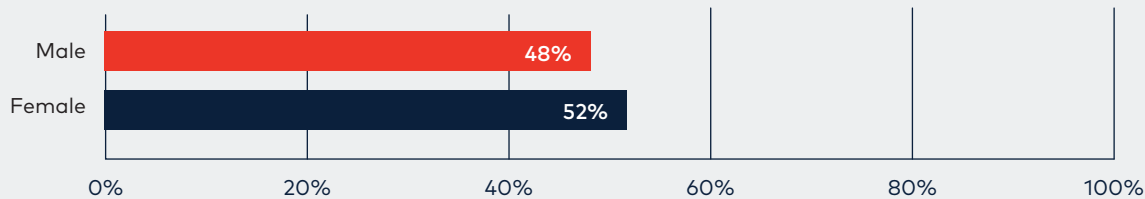
91%
(276/302)

of consumers chose the advertisement with the Trustpilot trust mark

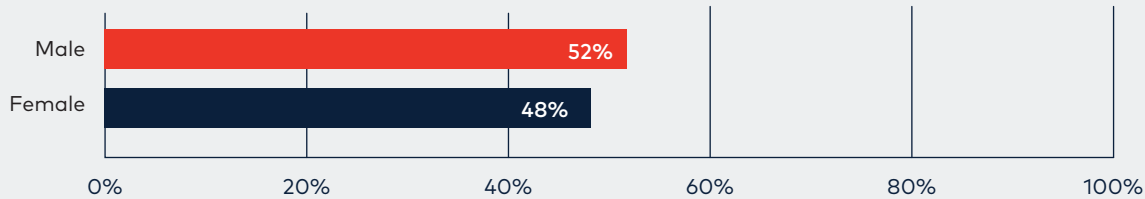
Methodology of Five Star Trust Mark:

Sirkin Research was commissioned by Trustpilot to conduct a survey of 777 consumers in the United States and 302 consumers in the United Kingdom. Of those consumers surveyed, using a consumer research panel (SurveyMonkey Audience), 86%, on average, chose the advertisement with the Trustpilot trust mark. The survey participants were at least 18 years of age with a minimum income of \$25,000 USD annually.

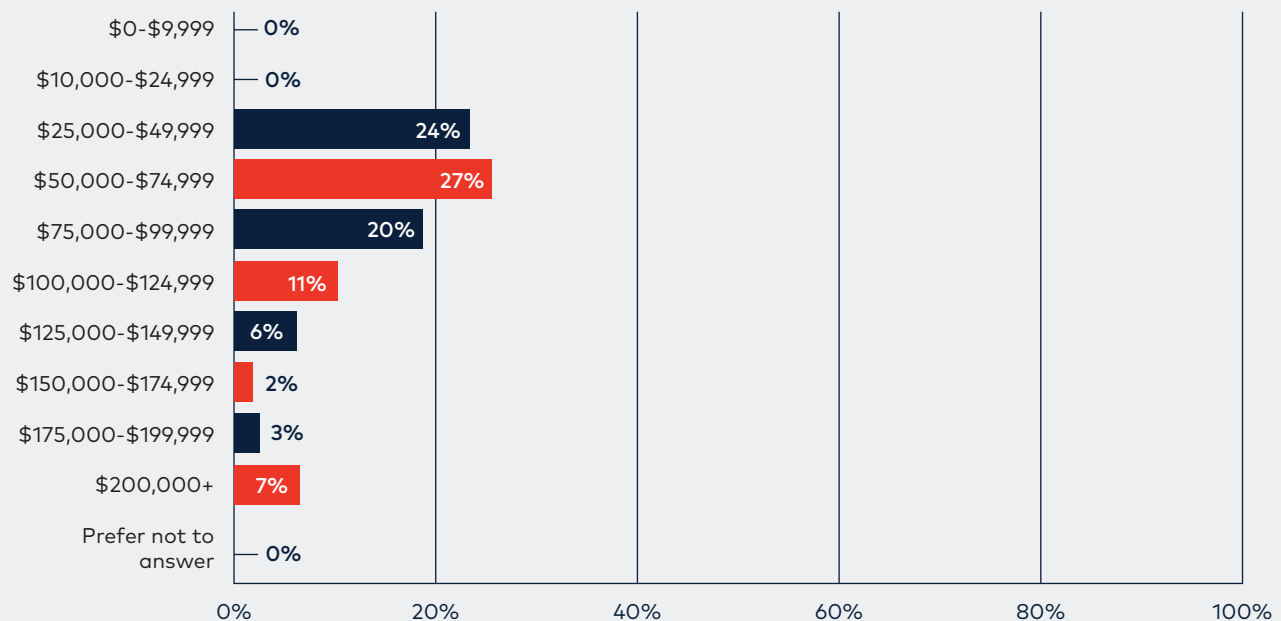
Gender (U.S.)



Gender (U.K.)



Household Income (U.S.)



Household income not available in the U.K.

Additional Key Findings #1:

The Trustpilot logo alone, without any stars, carries significant brand building power in advertisements.



89% of consumers in the U.K., on average, find ads more trustworthy with only the Trustpilot logo.



While the brand power of Trustpilot's mark in the U.S. is less than that in the U.K., an astonishing 74% of consumer in the U.S. also find ads more trustworthy with only the Trustpilot logo.

Research Background:

To separate the influence of the Trustpilot logo from the Trustpilot trust mark, which includes both the Trustpilot logo and the stars earned by a company from the reviews collected from their customers, Sirkin Research replicated the survey. But rather than doing a side-by-side comparison of advertisements with a Trustpilot trust mark present, the trust mark was replaced with only the Trustpilot logo and then compared to the same ad without a Trustpilot logo.

The survey participants were at least 18 years of age with a minimum income of \$25,000 USD annually. The survey consisted of 101 participants in the U.K. and 120 in the U.S.

Example: U.K.

Insurance / Finance:

With Trustpilot Logo

Insurance Discounters
**Same Insurance.
For Less.**
Why pay more for the same insurance?
★ Trustpilot
START SAVING ON INSURANCE

Without Trustpilot Logo

Insurance Discounters
**Same Insurance.
For Less.**
Why pay more for the same insurance?
START SAVING ON INSURANCE



92% of consumers chose the advertisement with the Trustpilot logo.

U.K. Summarized Results

Advertisements	TP	Total	%
Insurance/Finance	87	100	87%
Consumer Services	93	102	91%
Auto/Shopping	88	101	87%
Retail/Ecommerce	88	101	87%
Consumer Financials/Payment	86	101	85%
Travel/Tourism	92	101	91%

U.S. Summarized Results

Advertisements	TP	Total	%
Insurance/Finance	84	104	81%
Consumer Services	87	109	80%
Auto/Shopping	77	107	72%
Retail/Ecommerce	81	105	77%
Consumer Financials/Payment	78	105	74%
Travel/Tourism	80	105	76%

Additional Key Findings #2:

82% of consumers in the U.S. & U.K., on average, find ads more trustworthy with the Trustpilot trust mark, even when there are only four stars. This is only a modest decrease compared to the original trust mark five star survey, which was 86%, on average.



88% of consumers in the U.K., on average, find ads more trustworthy with the Trustpilot trust mark and only four stars (vs. five stars on the original survey).



77% of consumers in the U.S., on average, find ads more trustworthy with the Trustpilot trust mark and only four stars (vs. five stars on the original survey).

Research Background:

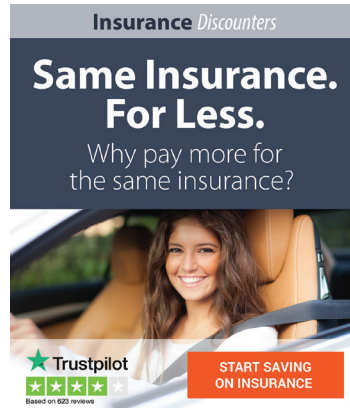
To better understand the how the number of stars influences the trustworthiness of an advertisement, the original survey was conducted in the same manner as the original five star survey; but rather than show the trust mark with five stars, only four stars were presented.

The survey participants were at least 18 years of age with a minimum income of \$25,000 USD annually. The survey consisted of 102 participants in the U.K. and 109 in the U.S.

Example: U.K.

Insurance / Finance:

With Trust mark and four stars



Without Trust mark and four stars



87%
(87/100)

of consumers chose the advertisement with the Trustpilot trust mark and four stars.

U.K. Summarized Results

Advertisement:	Results:
Insurance / Finance	92% (92/100) chose the ad with Trustpilot logo
Consumer Services	91% (92/100) chose ad with Trustpilot logo
Auto / Shopping	91% (92/100) chose the ad with Trustpilot logo
Retail / Ecommerce	84% (85/101) chose the ad with Trustpilot logo
Consumer Financials / Payment	85% (86/101) chose the ad with Trustpilot logo
Travel / Tourism	89% (89/100) chose the ad with Trustpilot logo

U.S. Summarized Results

Advertisement:	Results:
Insurance / Finance	78% (91/116) chose the ad with Trustpilot logo
Consumer Services	79% (95/120) chose ad with Trustpilot logo
Auto / Shopping	69% (81/118) chose the ad with Trustpilot logo
Retail / Ecommerce	76% (89/117) chose the ad with Trustpilot logo
Consumer Financials / Payment	69% (81/117) chose the ad with Trustpilot logo
Travel / Tourism	74% (86/116) chose the ad with Trustpilot logo