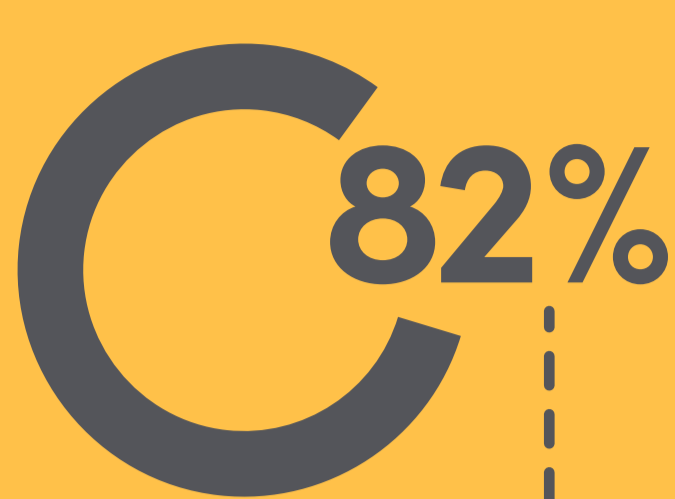
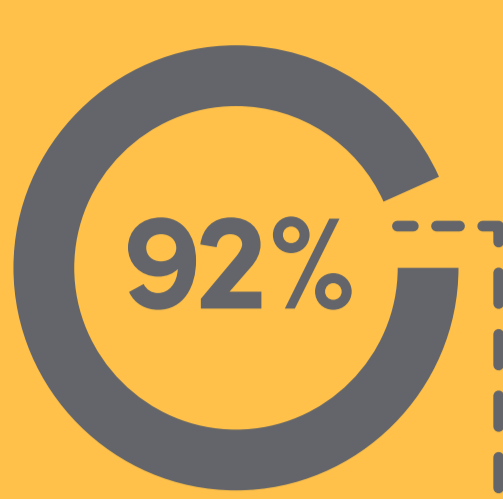


2018 Review Marketing Statistics

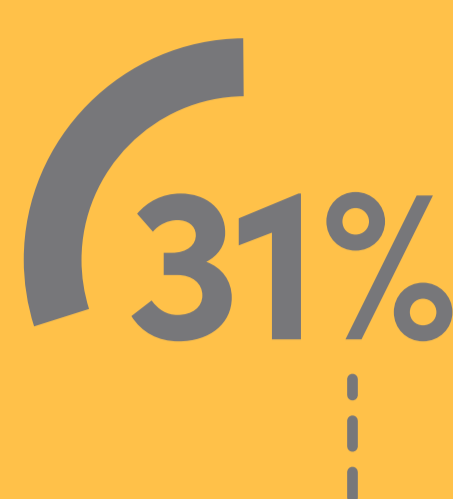
Why are online reviews important?



of Americans say they seek recommendations from friends & family when considering a purchase.



of consumers now read online reviews, that's up from 88% in 2014.



They're likely to spend 31% more on a business with excellent reviews.

How do they help your business?

1

Build consumer trust.

2

Improve local search ranking.

3

Good marketing material - you can share your reviews across social media and your website.

4

Reviews on your website and landing pages can improve conversions.

What do customers look for in reviews?

Star Rating



8 percent said they won't use a business if it doesn't have a 5-star rating.



37 percent want to see a 4-star rating.



42 percent won't purchase from a business with less than three stars.



9 percent will use a business with as low as a 2-star rating.



Only 5 percent of consumers will use a business with a 1-star rating.

Quantity

Only 10% of consumers spend time researching and reading more than 10 reviews (vs. 13% in 2015).

90% of consumers read 10 reviews or less before they feel that they can trust a business.

73% of consumers form an opinion by reading up to six reviews, vs. 64% in 2014.

68% of consumers form an opinion by reading just 1-6 reviews.

40% of consumers form an opinion by reading just one to three reviews vs. 29% in 2014.

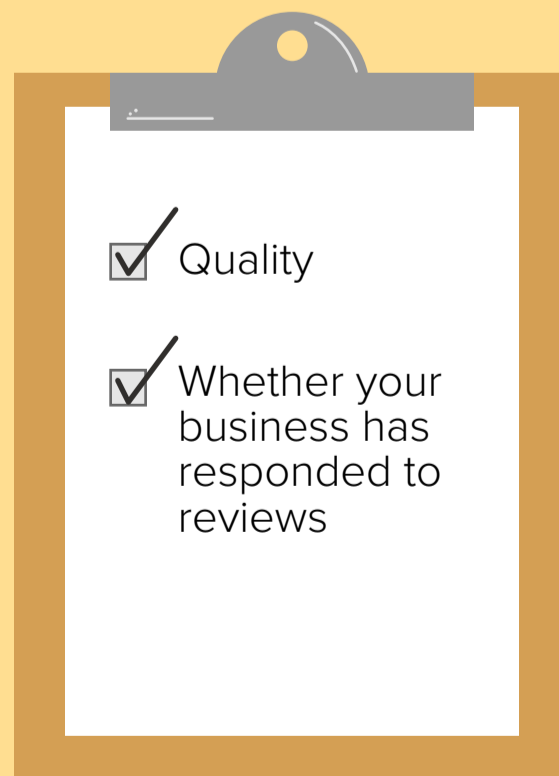
A recent study found that 28 percent of consumers trust a business after reading 2-3 reviews, while 36 percent will trust a business after reading 4-6 reviews. This means that most people will trust your business after reading six or fewer reviews, but they'll form an opinion after reading just one.

88% of consumers form an opinion by reading up to ten reviews vs. 84% in 2014. This means it's important to have a large body of reviews, as customers are reading more reviews now than in all years past.

Recency



said reviews had to be written within the last month to be relevant.



How do you get them?



Remind customers while they're in your business by posting signage that reminds them to check out your reviews on Google, Facebook and Yelp.

Ask customers for email addresses at check-in or check-out and send an email a few days later asking how their experience was.

