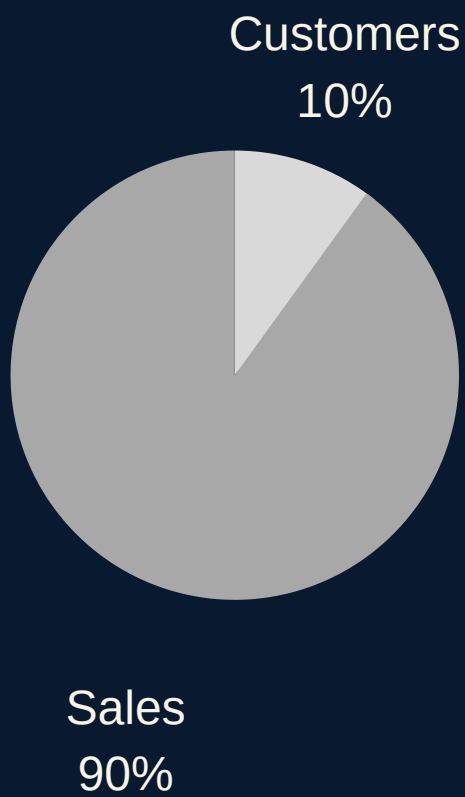


# TRUST IN REVIEWS

IN THE AGE OF THE CONSUMER



## THE 10/90 RULE

10% of customers write reviews, and 90% of consumers rely on them before a purchase.

## CONSUMER TRUST COMPARED

### ADVERTISING

47%

### SOCIAL MEDIA

41%

### REVIEWS

82%

## E-COMMERCE PRODUCT SALES TIED TO REVIEWS



**400**  
**BILLION**

**CHANNEL SIGNAL** 

It's not what customers say to you, it's what they say about you.

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