



Increase
conversion rates



Reduce
cart abandonment



Speed
path to purchase



Motivate shoppers into making confident purchases with the C2C Score from Channel Signal.

Inspire online shoppers to click the buy button by serving up verified, unbiased reviews during the checkout process. It's simple with Channel Signal's Consumer2Consumer Score—or C2C Score—the industry's most comprehensive and accurate product review metric.

As the only independent aggregator and verifier of online product reviews, the Channel Signal platform collects, cleans, and validates millions of reviews from major sites to create our powerful C2C Score.

The C2C score transforms costly cart abandonment into improved sales via a seamless, superior shopping experience. Our easy-to-understand consumer-generated score is displayed right at the buy button. It effectively eliminates the need for shoppers to leave your site in search of reviews and helps keep them there to complete the transaction.

The C2C Score gives your customers instant confidence when it matters most – at the **buy button**.

72% of shoppers rely on real reviews
We help earn trust in your brand

91% of buyers read and consider reviews before purchasing
The C2C Score is a trusted visual cue for faster, more confident decisions

74% of consumers fill their cart and take off
Keeping them on your site reduces cart abandonment

25% increase in conversion rates
versus the industry average of 2.6%

CONSUMER 2 CONSUMER SCORE

Turn reviews into revenue. Learn more at ChannelSignal.com