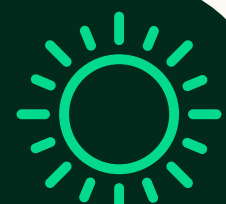
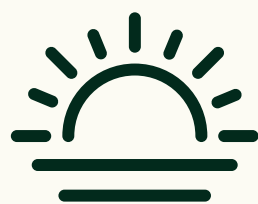
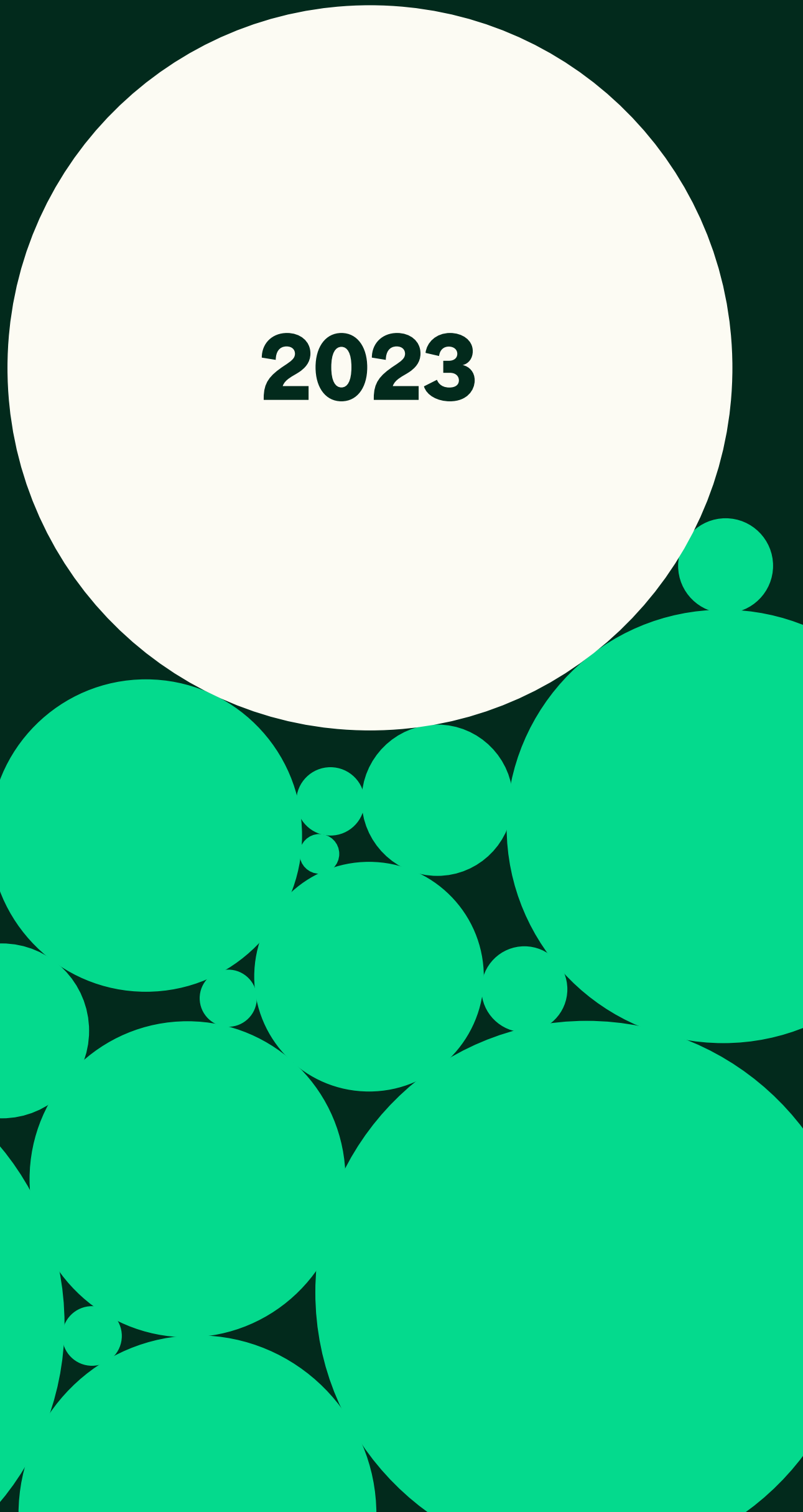


# A Day in the Life of a Marketer Working in Financial Services



# Fueling trust, growth and insight in the financial sector



**2023**

While the United States is trying to tame inflation, the Federal Reserve has raised interest rates eleven times<sup>1</sup> since March 2022 — with rates currently sitting at an overwhelming 22-year high.<sup>2</sup> Despite rapidly declining consumer confidence and decreased demand for services, there's increased pressure<sup>3</sup> on financial service organizations to overcome and improve.

Banks need to make sure customers know they can count on them. Sophie, a Marketing Director, took the first step by creating a Trustpilot account. Now she wants to harness it to boost business performance, drive increased conversion rates and improve overall marketing efforts.

1 - <https://www.nytimes.com/2023/06/14/business/what-to-know-about-the-feds-meeting-today.html>

2 - <https://www.wsj.com/articles/federal-reserve-raises-interest-rates-to-22-year-high-3c3e499c>

3 - <https://www.cnn.com/2023/07/06/mortgage-demand-drops-as-interest-rates-rise.html>



# Spend the day with Sophie

...a Marketing Director at a large banking organization, and see how easy it is to incorporate Trustpilot into your marketing efforts to boost credibility, build trust and ultimately see powerful results.

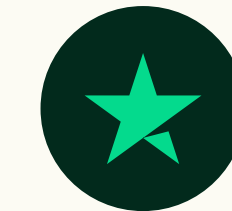




# First things first – coffee

## Effortless impact: Trustpilot website widgets for higher conversion rates.

Over her morning coffee, Sophie opens Trustpilot **Competitive Monitoring** and sees that the bank's biggest competitors are garnering more negative reviews than ever.

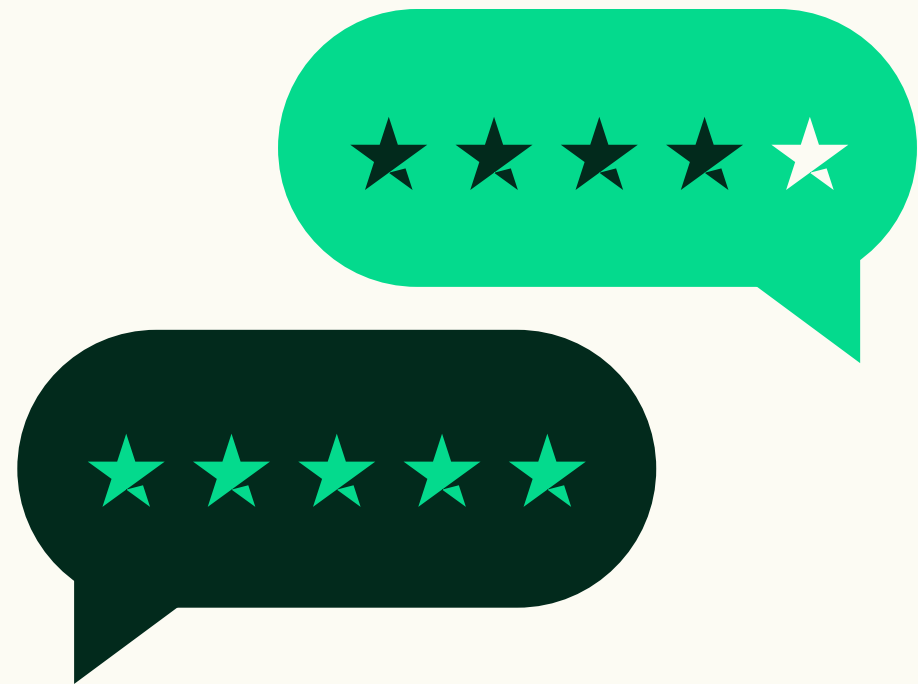


**She decides to capitalize on this opportunity by looking into where her bank outperforms the competition.**

### Competitor - TrustScore

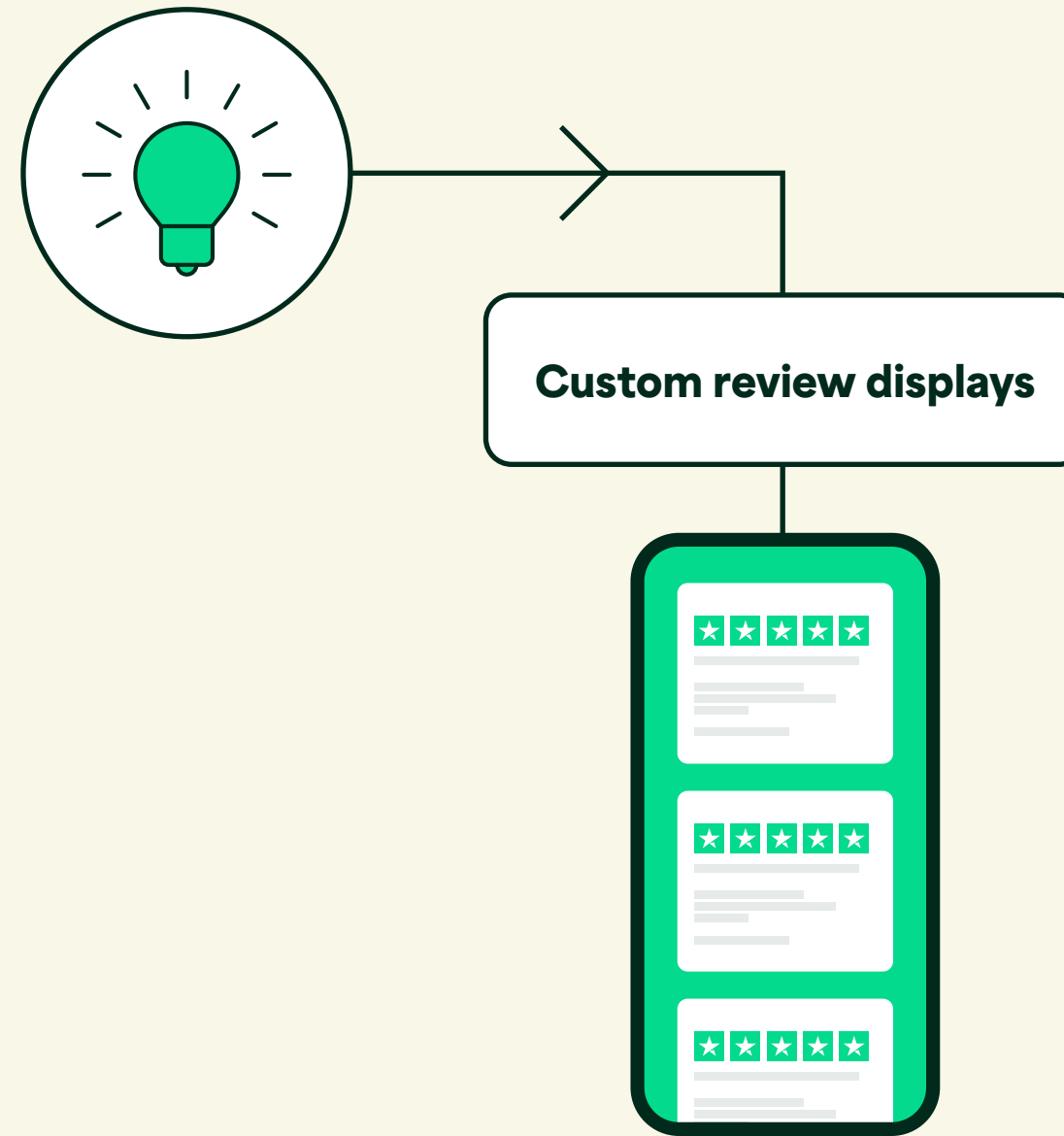






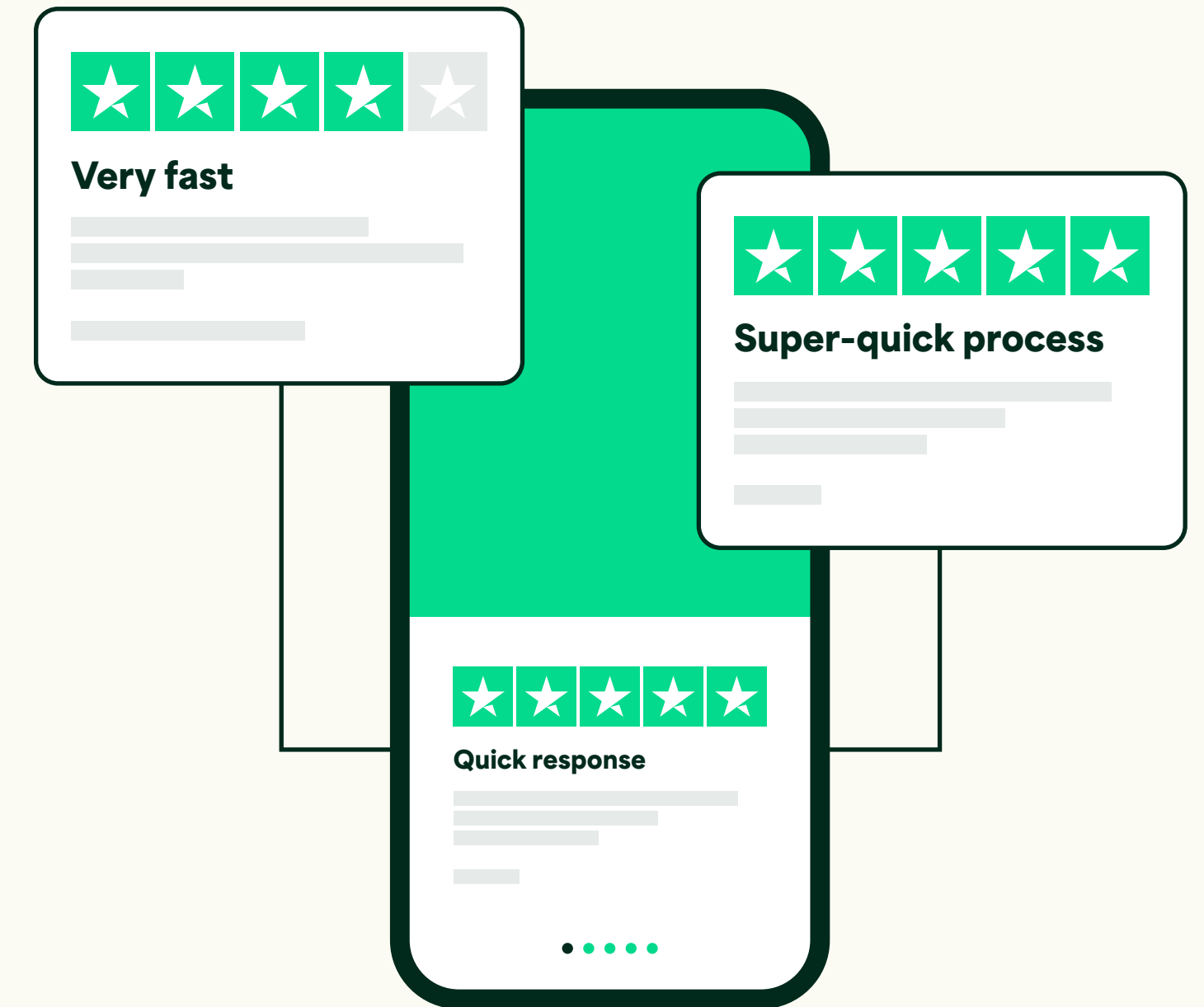
## 1. Spots the opportunity

Sophie sees that customers are praising the bank in Trustpilot reviews for its helpful and friendly customer service.



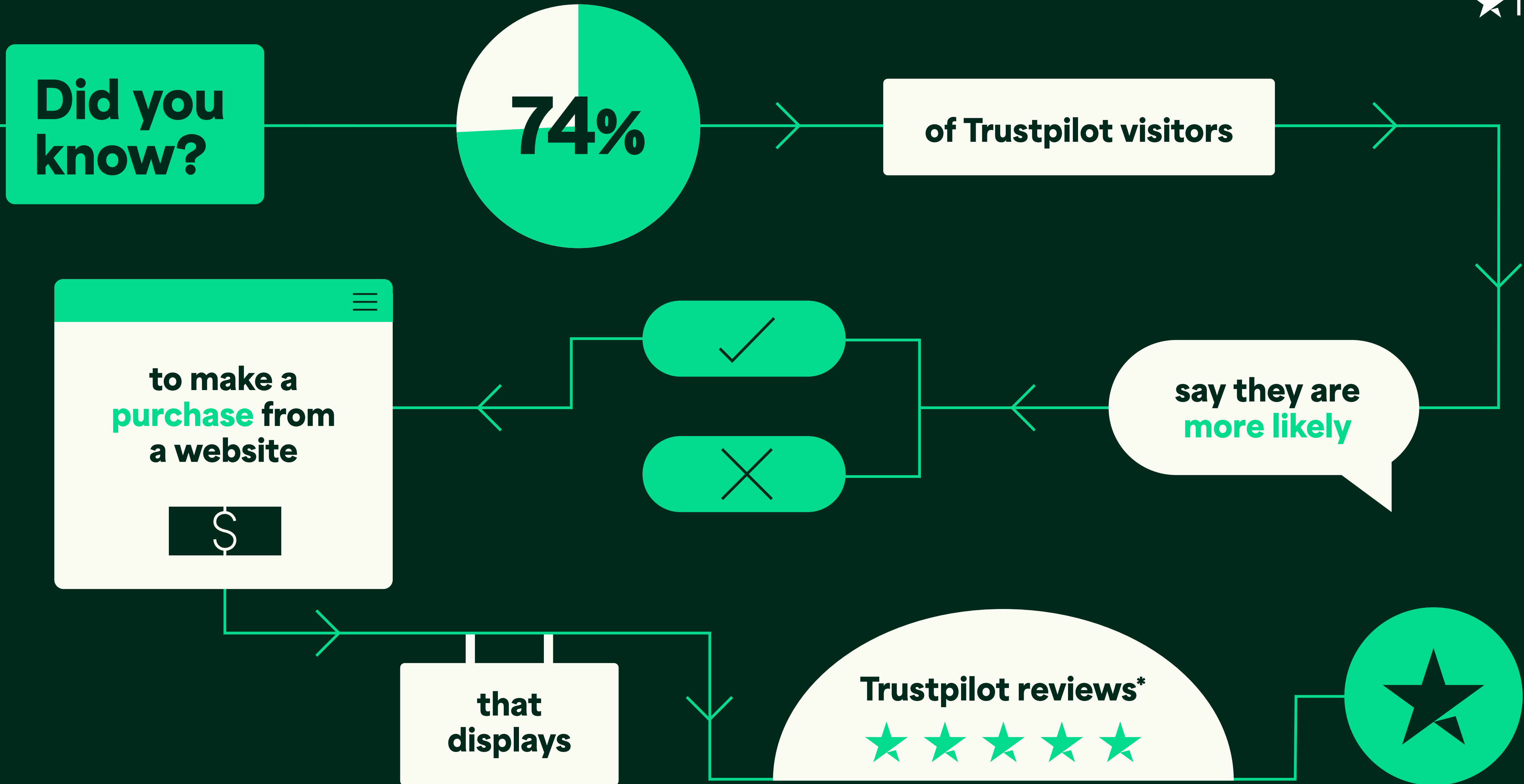
## 2. Realizes the best response

She decides to implement **TrustBox widgets**, which allow her to create custom review displays.



## 3. Takes action with Trustpilot

After a quick chat with her dedicated Trustpilot Customer Success Manager, Sophie sets the widget to only display four and five-star reviews that mention quick response times — highlighting social proof of the bank's reliability.



\*Based on an internal survey of 4,027 Trustpilot visitors in May 2018

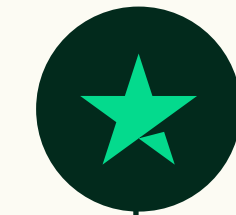


# Riding that mid-morning rush

## Making an impact: Trustpilot reviews for effective campaign ads.

Sophie makes her way to a campaign analytics meeting to discuss their recent multi-channel campaign, which included:

- ★ Email
- ★ Search engine marketing
- ★ Social media

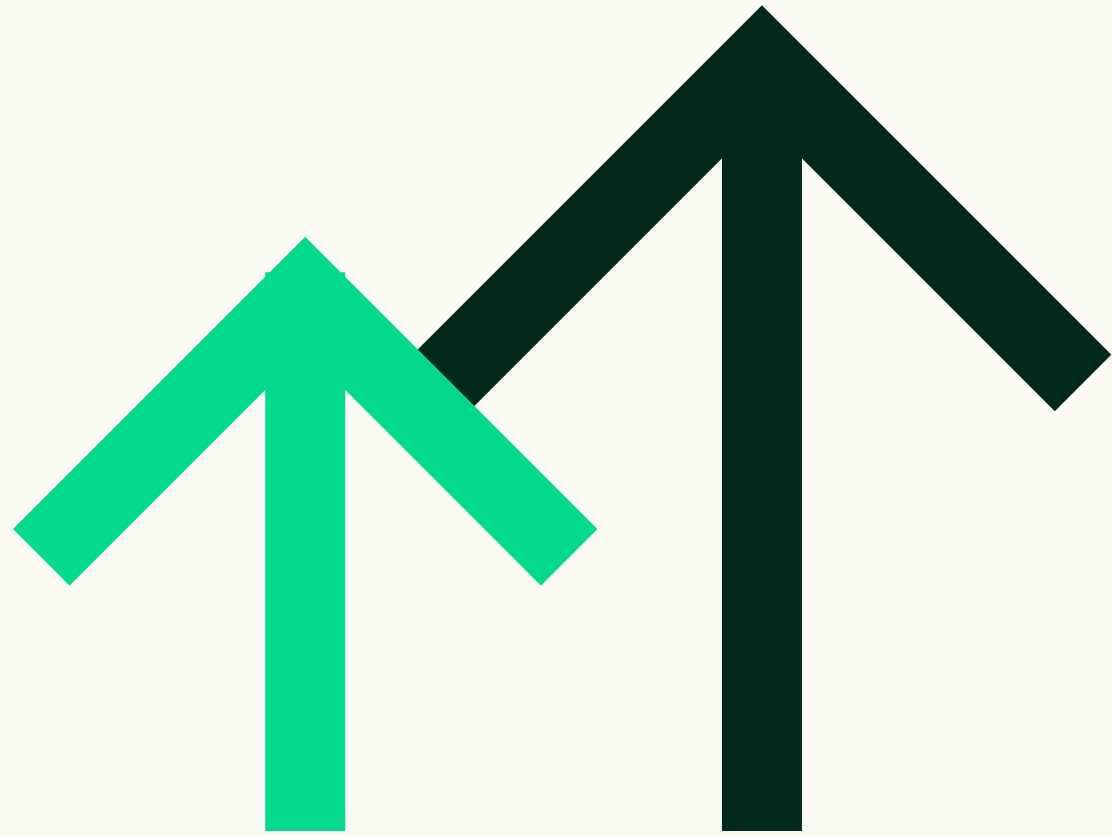


While this was the first time they'd incorporated Trustpilot reviews into their ads, setting it all up was easy enough thanks to a few handy templates and a quick conversation with her friendly Customer Success Manager.





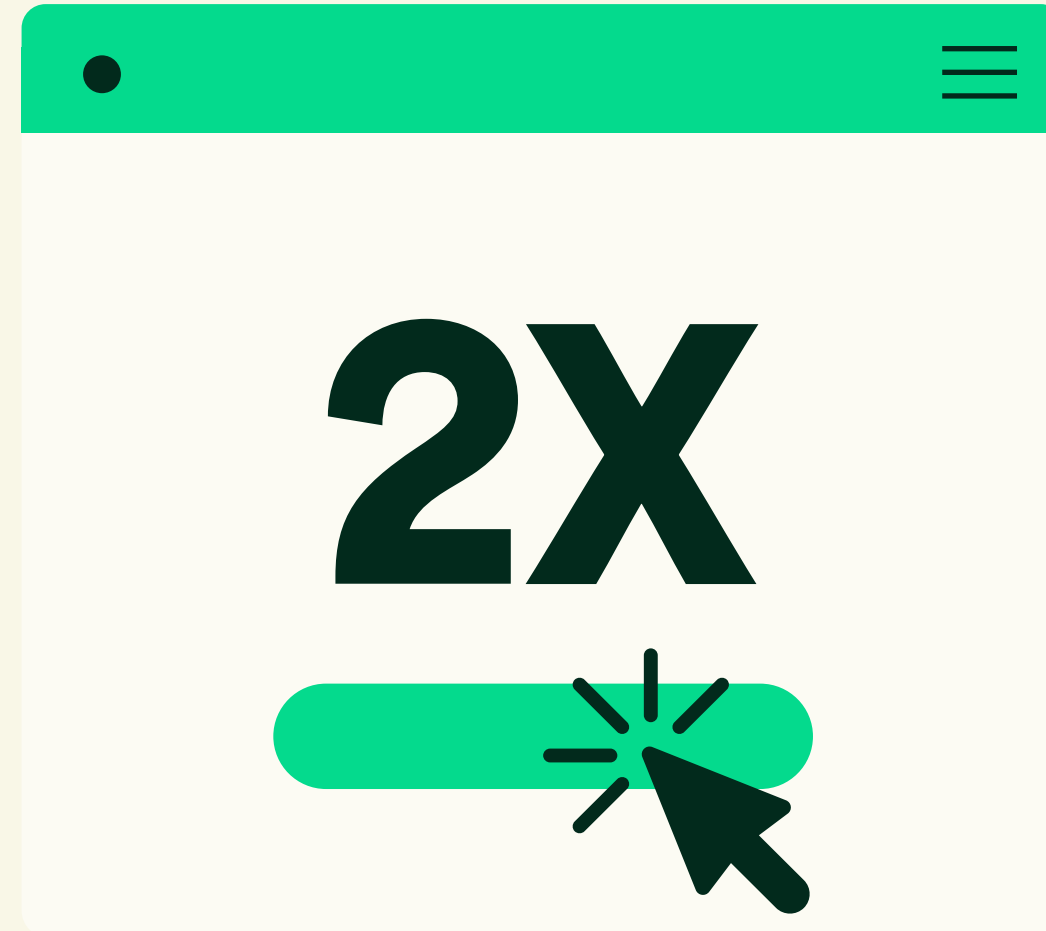
The results are in:



## Higher click-through

Retargeting emails sent to customers with incomplete loan applications saw increased click-through rates after Trustpilot reviews were incorporated into them.

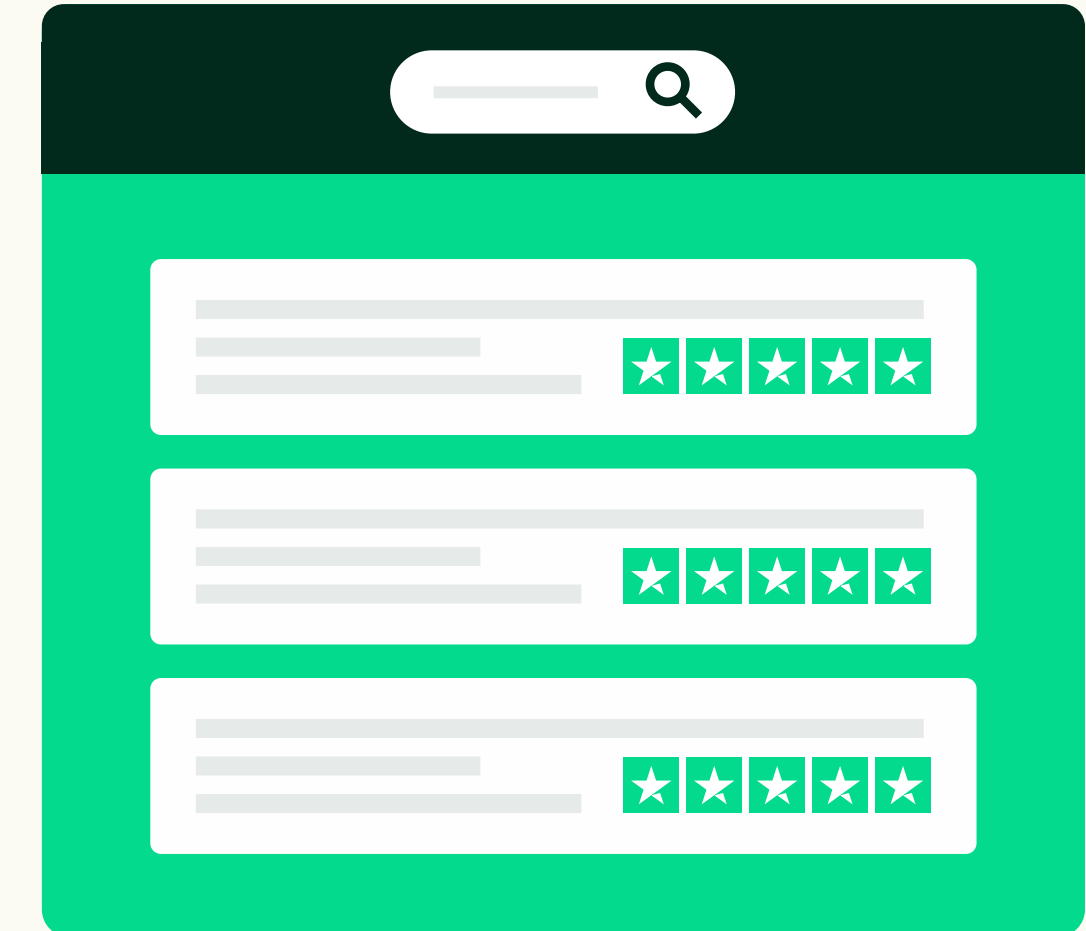
See how Trustpilot helped LendingTree raise click-through rates and ROI



## Increased conversion

Social media ads generated nearly double their usual conversion rates once they featured Trustpilot reviews.

Read how TurboDebt achieved higher conversion with Trustpilot



## More website visits

Visits from paid search engine ads increased thanks to Trustpilot's partnership with Google — ads now feature Google Seller Rating stars, increasing trust, and making them stand out from the competition.

Find out how LendingTree drove higher website traffic with Trustpilot



**Sophie is impressed with the findings and decides to continue incorporating reviews into future marketing campaigns.**



**Sophie joins 25,000 business customers who are using Trustpilot reviews to drive growth at their organization.**





A smiling woman with dark hair, wearing a light-colored button-down shirt, stands in a city street. She is holding a white folder with a grey cover. The background shows modern buildings and a red car.

# To wrap up

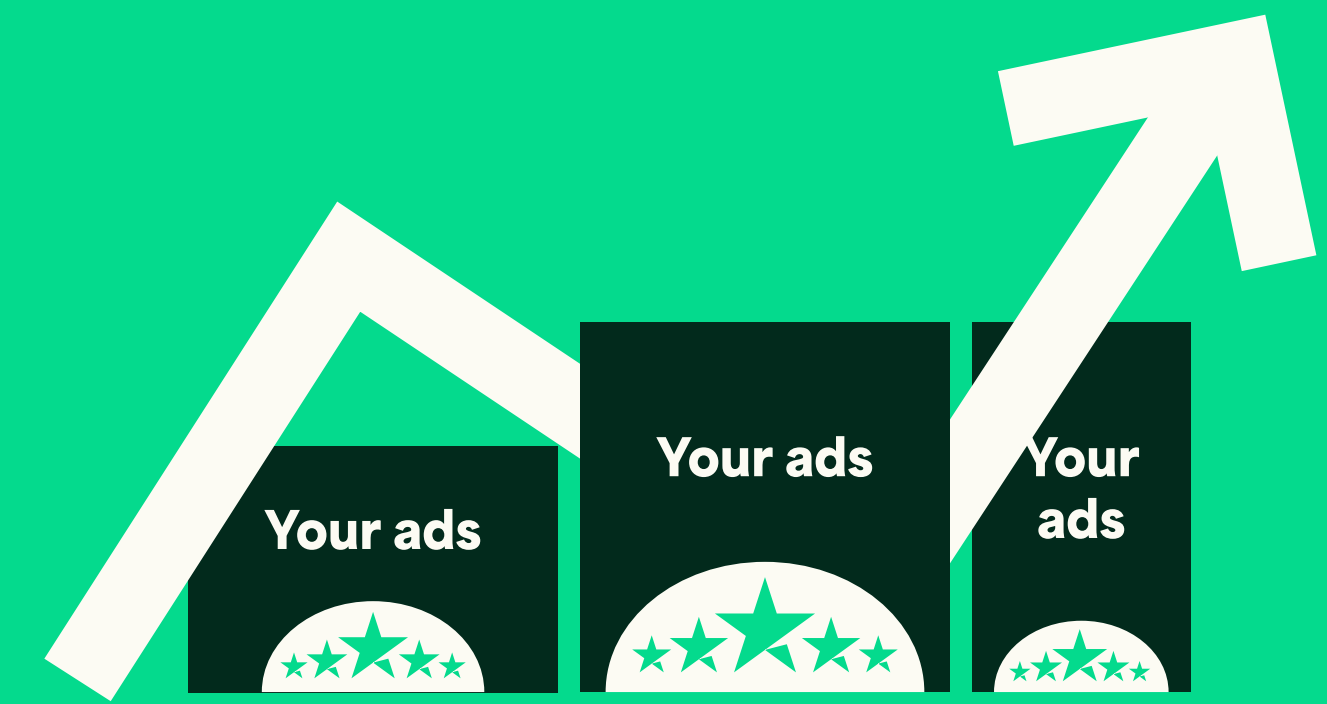
The financial market is a highly competitive one. For Sophie, this means that powerful and efficient marketing is both a top priority and a big challenge. But she's found that Trustpilot significantly improves her efforts to always keep the bank one step ahead of the competition.



**Trustpilot is your strategic partner, here to help you build trust, utilize insights to support growth, and make meaningful improvements to your marketing performance.**



Trustpilot reviews are trusted by consumers, which boosts your organization's credibility and drives increased conversion rates.



Incorporating Trustpilot reviews into your ads can lead to a much higher impact and ultimately improved ROI.

**We can help you achieve the same  
for your business. True story.**

[Request a demo today](#)

