



The Impact of Customer Star Ratings and Reviews on UK Buying Behaviour

How Trustpilot influences UK consumers



Research
Powered
Content

In partnership with



Contents

3	Executive Summary
3	Methodology
6	Introduction – Importance of Star Ratings and Reviews in the Buyer Journey
9	Benefits of Trustpilot Content Through the Funnel
11	Awareness of Trustpilot
12	Impact of Trustpilot <ul style="list-style-type: none">– Logo with Star Rating– Customer Review– TrustScore– Number of Reviews– Impact on Higher Price– Performance Against Competitors
19	Appendix



All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without prior permission in writing from the publisher.

Executive Summary

This research explores the value of showcasing customer star ratings and reviews in advertising, and in particular the impact of Trustpilot content in digital campaigns. Based on a survey of 1,000 UK consumers, this London Research study reports on the benefits of using Trustpilot star ratings and reviews to build trust and increase propensity to purchase, and the uplift from Trustpilot.

The research also looks at the extent to which specific types of Trustpilot content in online advertisements influence consumers, including the Trustpilot logo and stars, TrustScore, the volume of reviews, and the impact of an authentic customer review.

Looking at the impact of customer star ratings and reviews at the broader level within the customer journey, around three-quarters of UK consumers regard customer reviews (78%) and star ratings (72%) as either 'very useful' or 'useful' during the buying decision-making process.

To test the value of Trustpilot star ratings and reviews in digital advertising, survey respondents were shown a series of online ads for a fictitious mobile SIM card brand, and asked which ads they would be most likely to click through with a view to signing a contract.

Methodology

London Research was commissioned by Trustpilot to carry out a nationally representative survey of 1,000 UK consumers in January 2024. The survey included questions about sources of information and touchpoints used during the buying process, and also questions specifically about Trustpilot.

A survey-based research technique called conjoint analysis was used to quantify consumer preferences when respondents were shown different combinations from a series of 16 different advertisements for a fictitious company called Connect. The ads included star ratings and customer reviews co-branded with Trustpilot, competitor reviews platforms, and also ads without any co-branding.

Survey respondents were asked which of the ads for Connect would most make them want to click through. They were also asked whether they would actually click through on the ad they selected with a view to signing up if they were considering signing up for a mobile SIM contract. Please see the appendix to see the 16 different advertisements, and their relative performance.

According to the research:

89% of UK consumers say that **star ratings and reviews influence their choice** of products and services.

More than four in five (82%) UK consumers agree that a good Trustpilot score makes them **more likely to trust a brand**, compared to only 4% who disagree.

A similar percentage of consumers (83%) agree that a good Trustpilot score makes them **more likely to buy from a brand**, again compared to only 4% who disagree.

More than half of UK consumers (56%) say they **wouldn't buy from a brand** that had a poor Trustpilot score (0, 1 or 2 stars).

Around three-quarters of UK consumers regard customer reviews (78%) and star ratings (72%) as either **'very useful'** or **'useful'** during the buying decision-making process.

UK consumers are almost **six times more likely** to click an online advertisement with the Trustpilot logo and stars than the same ad without the logo and stars.

And they are almost **34 times more likely** to click a Trustpilot co-branded ad with a five-star customer rating, TrustScore, 3,000+ reviews, and a customer review than an ad with no Trustpilot content.

An advert with a five-star Trustpilot score, 3,000+ reviews and a customer review performs **12 times as well** as the same ad with no Trustpilot components, even when the price is increased by 20% on the Trustpilot co-branded ad.

An online advertisement with just the Trustpilot logo and stars is **three-and-a-half times as effective** as the same ad with the Yotpo or Reviews.io logo and stars, and two-and-a-half times more effective than the equivalent ad for Feefo.

UK consumers are around **10 times more likely** to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer review than a Yotpo or Reviews.io co-branded ad showing exactly the same information.

The study also found that UK shoppers are **seven-and-a-half times more likely** to click on the Trustpilot ad with a five-star customer rating, 3,000+ reviews, and a customer review than the equivalent Feefo advertisement.

UK consumer awareness of Trustpilot stands at 92%. This compares to 39% for Feefo, 17% for Reviews.io and 6% for Yotpo.

Impact of Trustpilot: the anatomy of a co-branded ad



UK consumers looking at an advertisement are **34 times more likely** to click on a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a verbatim customer review than an ad with no Trustpilot content.

Customer review

UK consumers are **73% more likely** to click through on a Trustpilot co-branded ad when it contains a verbatim customer review.

Trustpilot

UK consumers are **10 times more likely** to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer review than a **Yotpo** or **Reviews.io** co-branded ad showing exactly the same information. The study also found that shoppers are seven-and-a-half times more likely to click on the Trustpilot ad with all these elements than the equivalent **Feefo** co-branded ad.

Trustpilot logo and stars

An online advertisement with the Trustpilot logo and stars is almost **six times more persuasive** than the same ad without them.

TrustScore

UK consumers are **21% more likely** to click through on a like-for-like Trustpilot co-branded ad when it specifies the TrustScore behind the five-star rating.

Number of reviews

Showing 3,000+ reviews makes the ad **59% more compelling** than the same ad just showing the Trustpilot stars and TrustScore without the number of reviews.

Section 1

Introduction – Importance of Star Ratings and Reviews in the Buyer Journey

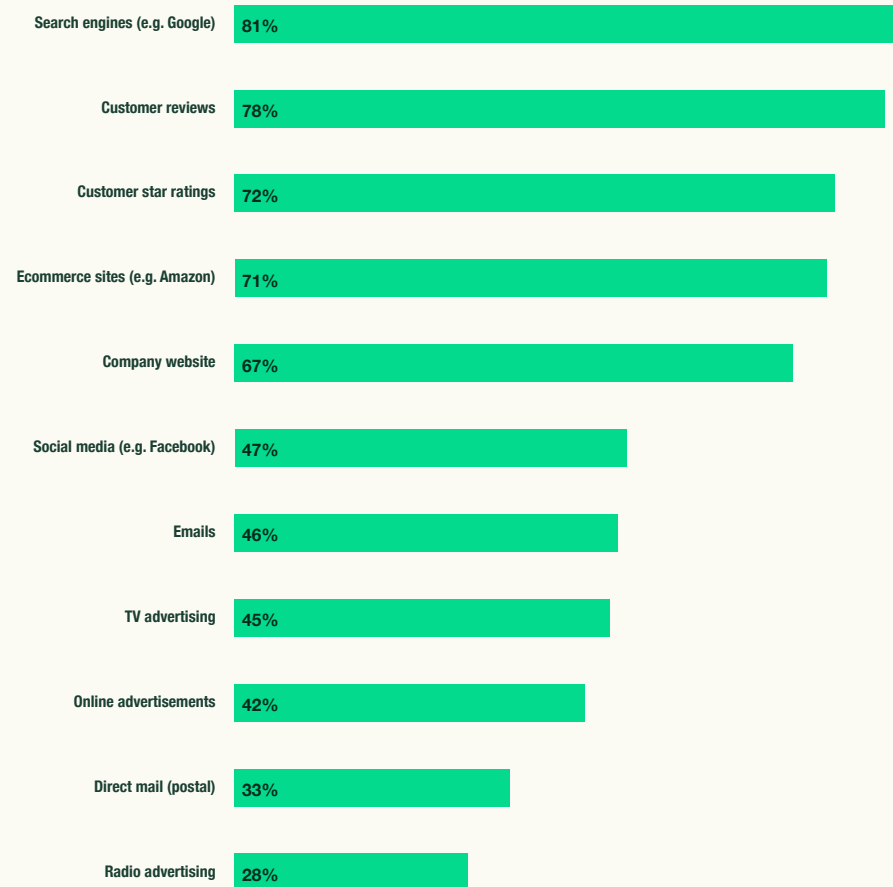
Customer star ratings and reviews are an integral part of the journey to purchase for the majority of UK consumers, and among the three most useful touchpoints for influencing buying behaviour, along with search engines (*Figure 1*).

The [Edelman Trust Barometer](#) for 2024 shows there is growing distrust of traditional and social media in the UK which has the lowest levels of trust in Europe. Less than one in three (31%) have faith in the media.

It is therefore no surprise that around three-quarters of UK consumers regard customer reviews (78%) and star ratings (72%) as either 'very useful' or 'useful' during the buying decision-making process, compared to 47% for social media and 45% for TV advertising (*Figure 1*).

FIGURE 1

Proportion of consumers saying the following sources of information are 'very useful' or 'useful' for influencing their decision to buy something



Against this backdrop it is clear that many consumers are relying on star ratings and reviews for unbiased information, with nine in 10 consumers (89%) saying that star ratings and reviews influence their choice of products and services (Figure 2).

And it is clear that customer star ratings and reviews play an important role in influencing buying decisions across a wide range of categories, from travel to electronics, and financial services to fashion (Figure 3).

In addition to customer star ratings and reviews, the majority of UK consumers consider search engines, ecommerce sites, social media, email, company websites, online advertisements, TV and radio advertising, and direct mail to be useful to some degree (Figure 1). Meanwhile, Figure 4 shows how often consumers use different online and offline touchpoints when they are making a decision to purchase something.

FIGURE 2

To what extent do star ratings and reviews influence your choice of products or services?

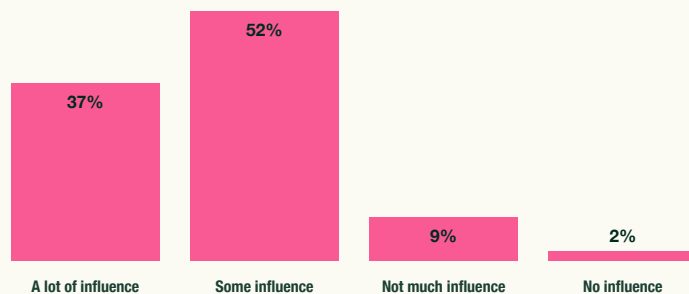
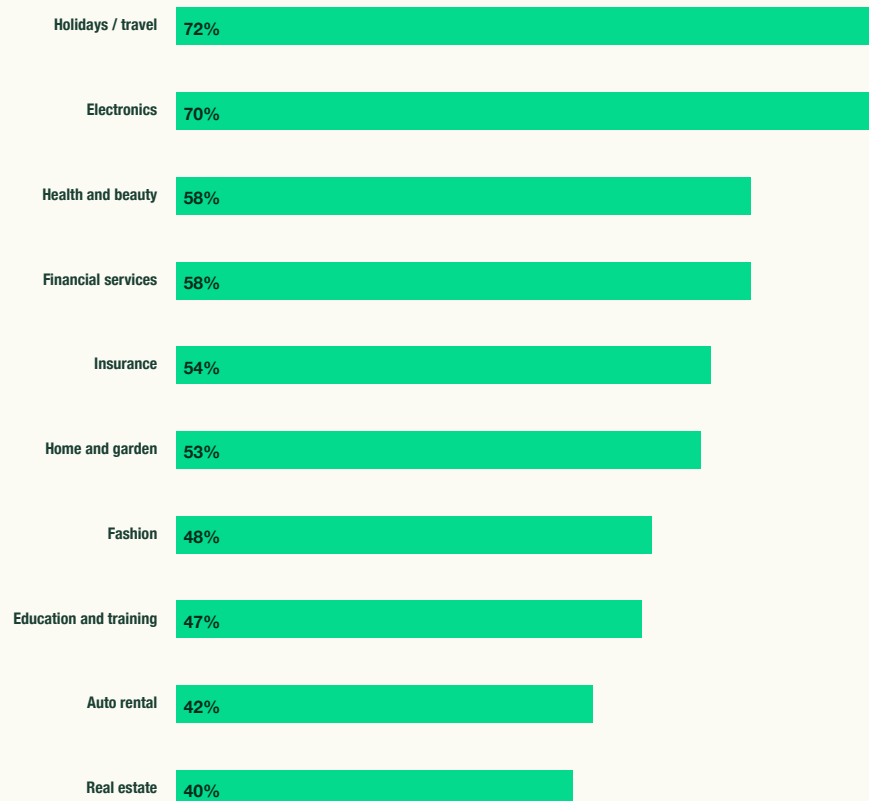


FIGURE 3

Proportion of consumers saying star ratings and reviews are 'very useful' or 'useful' for influencing their decision to buy the following types of products or services



Brands need to understand how different touchpoints and channels work together to build trust and positively impact the decision-making process. Given the popularity and usefulness of star ratings and reviews, it makes sense for marketers to understand how they can be harnessed across other channels, including both online and offline advertising, as well as across their own digital properties and email campaigns.

Septic tank treatment business, Muck Munchers, is a business that has clearly benefited from harnessing star ratings and reviews across different channels. Use of its Trustpilot ratings score and customer reviews across different media has helped raise orders by 24%, increased revenue by 77%, and helped drive a 30% leap in website traffic. It uses its TrustScore and the Trustpilot logo in emails, digital advertising, magazine advertising and leaflets. It also uses Trustpilot widgets to display its trustworthiness on its home page, each product page and then, as a final reminder, on its checkout page.

“Having a successful review programme adds massive credibility when you have a product that lives up to the promises you make.”

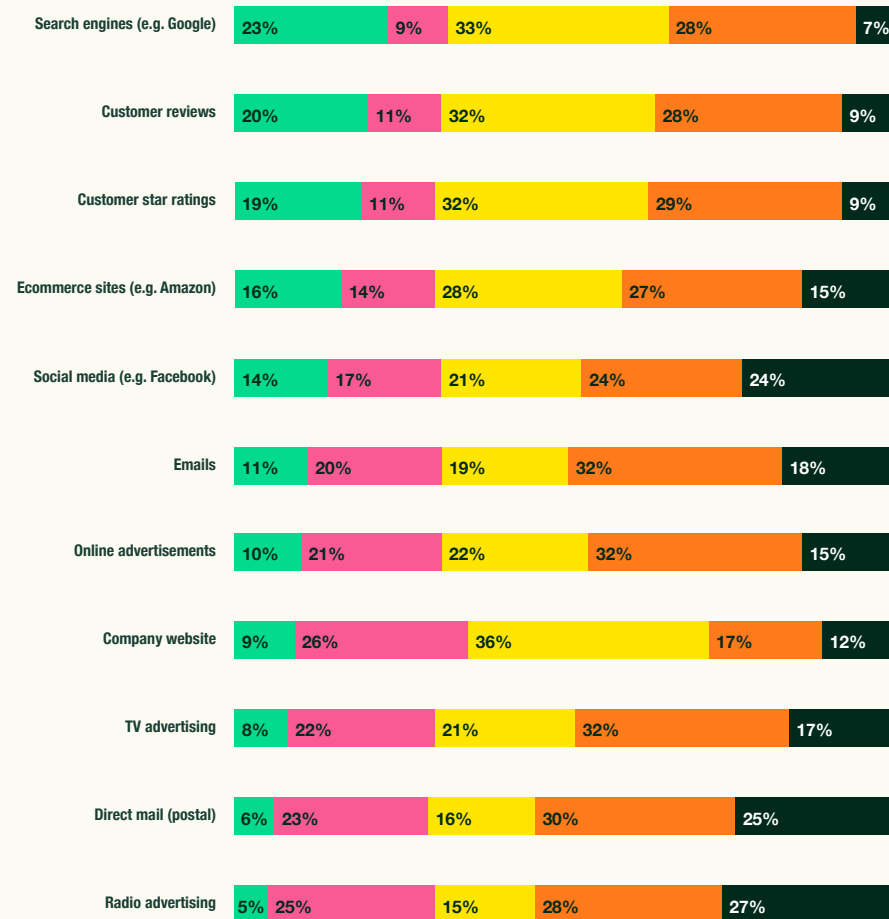


Martin Harvey
Co-founder
Muck Munchers

FIGURE 4

How often do the following sources of information influence your decision to buy something?

Very often (Green) Often (Pink) Occasionally (Yellow) Rarely (Orange) Never (Dark Green)



Section 2

Benefits of Trustpilot Content Through the Funnel

The trust created by adding Trustpilot stars and scores to digital advertising is not just good for brand image, it is also a core component in driving sales. More than four in five consumers (83%) agree that a good Trustpilot score makes them more likely to buy from a brand, compared to only 4% who disagree (*Figure 5*).

The propensity to buy something from a company is very closely linked to the level of trust in that brand. A similar percentage of UK consumers (82%) agree that a good Trustpilot score makes them more likely to trust a brand (*Figure 6*).

“Trustpilot has proven to be a useful tool for both our Marketing and Customer Service teams. From a marketing perspective, we’re able to highlight the positives our service provides, helping us create compelling ad and social media copy that is true to the customer experience.”



Megan Davison
Head of Marketing
Mazuma Mobile

FIGURE 5

To what extent do you agree that a good Trustpilot score makes you more likely to buy from a brand?

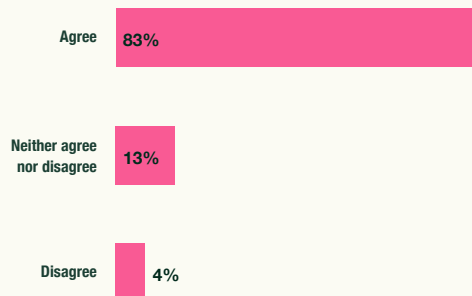
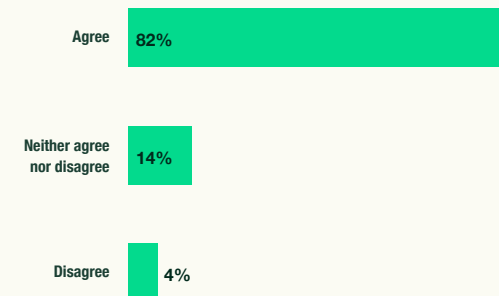


FIGURE 6

To what extent do you agree that a good Trustpilot score makes you more likely to trust a brand?



Conversely, *Figure 7* shows the extent to which consumers are deterred by low Trustpilot star ratings. More than half (56%) say they are unlikely to buy from a brand with a poor Trustpilot rating (i.e. 0, 1 or 2 stars)

Entertainment retailer, [hmv](#), is a good example of a brand that embraced Trustpilot reviews to show potential customers it is a brand that can be trusted. Customers are automatically asked to leave a review and the business has made a policy of answering every one, either thanking the person for a positive review or offering to help on the rare occasion someone has a poor experience.

Through this commitment to active engagement, the company has managed to raise a previously low TrustScore to an impressive 4.6. It is so convinced this has been fundamental in the business' success that a weekly report on Trustpilot reviews and star ratings is shared with key stakeholders so they can remain updated on how customers are scoring their interactions with the brand.

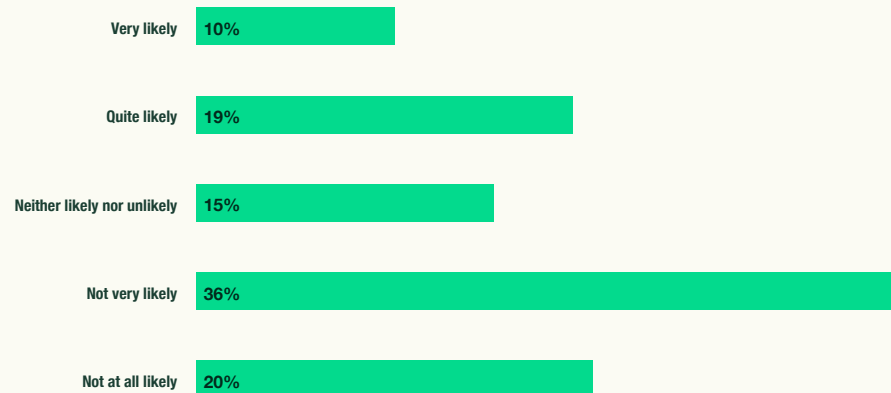
“Obviously we knew that Trustpilot was best-in-class for customer reviews so it became kind of a no-brainer. We needed to tell people that they could trust us no matter how they chose to shop with us.”



Rupert Banning-Lover
Central Operations Manager
hmv

FIGURE 7

How likely would you be to buy something from a brand which had a poor Trustpilot rating? (i.e. 0, 1 or 2 stars)



hmv has raised its TrustScore to an impressive 4.6 through a more strategic approach to ratings and reviews.

Section 3

Awareness of Trustpilot

This research shows that consumer awareness of Trustpilot stands at 92%. This figure is more than double the level of awareness of Feefo (39%), and compares to only 17% for Reviews.io and 6% for Yotpo.

Groupon chose Trustpilot as its ratings and reviews partner largely because of the high level of TrustScore recognition which it believes has played a crucial role in attracting new customers as well as retaining existing users.

“Our aim is to provide a global standardised approach to customer service, providing the best experience for everybody that is fast, accurate and relevant responses. Being available when our customers need us is critical for us,” says Adam Lindsey, the company’s VP of Global Operations.

The company answers negative reviews and, where possible, changes policy to match customer expectations, for example in how it handles refunds.

He added: *“We’d rather have 10x more feedback so we know and can fix issues. If we don’t know something is going wrong, we can’t fix it. Now we can, between Trustpilot and our satisfaction surveys.”*

“Making sure that everyone in the business is aware of the pain points and making sure the satisfaction metric is as important as the finance results in the business is key, because if you don’t have one, you don’t have the other.”

Figure 9 shows which elements of Trustpilot content consumers can recall seeing. The Trustpilot stars (80%) are most frequently remembered, followed by the Trustpilot star rating (69%) and Trustpilot logo (66%).

“It’s the customer reviews and satisfaction insights that really drive the change in the business. That’s why we partnered with Trustpilot.”



Adam Lindsey
VP, Global Operations
Groupon

FIGURE 8

Awareness of ratings and reviews brands

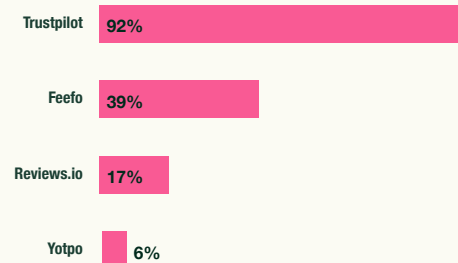
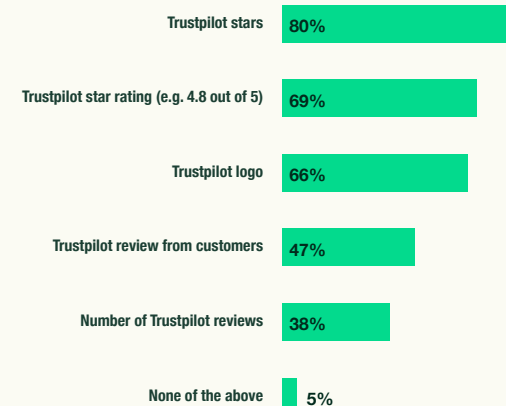


FIGURE 9

Do you recall seeing any of the following in adverts featuring Trustpilot?



Section 4

Impact of Trustpilot

Logo with Star Rating

A key objective of our research was to understand the impact of different Trustpilot content elements, namely the logo and stars, TrustScore, number of reviews, and an actual verbatim quote from a named customer ('Rebecca B').

The research found that an online advertisement for a mobile SIM company with the Trustpilot logo and stars is almost six times more persuasive than the same ad without them.

An even more emphatic finding from the research was that UK consumers are 34 times more likely to click a Trustpilot co-branded ad with a five-star customer rating, high TrustScore, 3,000+ reviews, and a customer review (compared with a baseline ad with no Trustpilot branding).

As well as seeking to understand the overall impact of Trustpilot, we also wanted to explore the relative impact of different elements of a co-branded Trustpilot advertisement. We also compared the performance of Trustpilot ads with similar ads featuring Yotpo, Reviews.io and Feefo across all markets.

vs.

The research found that an online advertisement with the Trustpilot logo and stars is almost **six times more persuasive** than the same ad without them.

vs.

UK consumers are **34 times more likely** to click a Trustpilot co-branded ad with a five-star customer rating, high TrustScore, 3,000+ reviews, and a customer review (compared with a baseline ad with no Trustpilot branding).

It was seen in *Figure 5* and *Figure 6* that consumers are more likely to trust and buy from a brand with a high Trustpilot rating.

This can be clearly seen from the impressive results at Churchill Gowns, a company that sells graduation gowns to students at competitive prices. Given that many students will go with the supplier suggested by their university or college, the company knows it needs to convince potential clients it is trustworthy. This is why star ratings and reviews from those who have bought a gown in the past are so important.

When Churchill Gowns advertised with its star rating across Instagram, Facebook, TikTok, and Snapchat, its return on advertising spending (ROAS) increased dramatically from 746% to 1891%.

“We find the star widget is the most effective for engaging customers, as it features our five-star rating alongside the number of reviews, which hopefully reassures students that many of their peers have ordered from us in the past.”



Ruth Nicholls
Director of Operations
Churchill Gowns

Impact of Trustpilot

Similar leaps in advertising performance are also being seen at National Claims, a business which represents members of the public in insurance claims after accidents. It chose Trustpilot to show potential clients it is trustworthy, and to shatter the negative perception some people may have of companies working in this area.

In addition to a rolling carousel of Trustpilot star ratings and reviews on its home page, National Claims uses its TrustScore in advertising on both social and in paid search results on Google. The result has been a 22% rise in clickthrough rates. Its conversion rate, for clicks arriving through Trustpilot-generated leads, has soared to 57%. The business believes it is this demonstration of trustworthiness that is convincing people to use its services in a sector where people display very high levels of caution.

Churchill Gowns UK
4 May 2023 · 🌐

Why are we rated "Excellent" with ★★★★★ on Trustpilot? Let our customers tell you!
<https://www.youtube.com/watch?v=LGI3Lc6FEI>

★★★★★
"Highly recommend if you don't want to queue at your graduation for hours."

YOUTUBE.COM
Churchill Gowns Customer Reviews
Find out why Churchill Gowns is rated 5 stars 'excell...

Churchill Gowns and National Claims have both experienced significant improvements in advertising performance when featuring Trustpilot in their campaigns.

Award-winning personal injury claims experts

Find out how we can help with your injury claim.

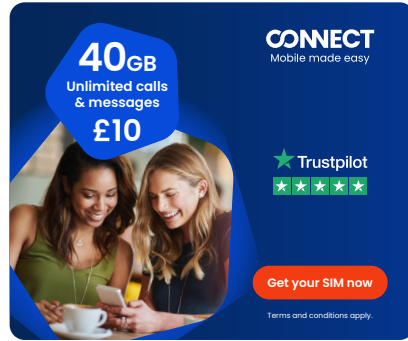
START YOUR CLAIM

★ Trustpilot ★★★★★

Customer Review

The power of an authentic customer review to build trust and sway a prospective customer into a purchase should not be underestimated. UK consumers are **73% more likely** to click through on a Trustpilot co-branded ad when it contains a customer review.

Impact of Trustpilot



vs.



UK consumers are **73% more likely** to click through on a Trustpilot co-branded ad when it contains a customer review.

TrustScore

UK consumers are 21% more likely to click through on a like-for-like Trustpilot co-branded ad when it specifies the high TrustScore behind the five-star rating.

The ad showing the 4.8 score performs 63% better than the ad with a 4.2 score, though the ad with a 4.2 score is still three-and-a-half times more compelling as the basic ad with no co-branding.



vs.



UK consumers are **21% more likely** to click through on a like-for-like Trustpilot co-branded ad when it specifies the high TrustScore behind the five-star rating.



vs.



The ad with a 4.2 score is still **three-and-a-half times more compelling** than the basic ad with no co-branding.

Number of Reviews

A Trustpilot five-star advert with a 4.8 score showing 500+ reviews is almost nine times more compelling than an ad with no Trustpilot branding, according to our research.

This UK consumer research also shows that a Trustpilot five-star advert with 3,000+ reviews performs 59% better than an almost identical ad including the Trustpilot stars and TrustScore, but without the number of reviews.

Impact of Trustpilot

40GB
Unlimited calls & messages
£10

CONNECT
Mobile made easy

Making it simple to connect on the go

Get your SIM now

Terms and conditions apply.

vs.

40GB
Unlimited calls & messages
£10

CONNECT
Mobile made easy

★ Trustpilot
★★★★★
TrustScore 4.8 out of 5
500+ reviews

Get your SIM now

Terms and conditions apply.

A Trustpilot five-star advert with a 4.8 score showing 500+ reviews is almost **nine times more compelling** than an ad with no Trustpilot branding.

40GB
Unlimited calls & messages
£10

CONNECT
Mobile made easy

★ Trustpilot
★★★★★
TrustScore 4.8 out of 5

Get your SIM now

Terms and conditions apply.

vs.

40GB
Unlimited calls & messages
£10

CONNECT
Mobile made easy

★ Trustpilot
★★★★★
TrustScore 4.8 out of 5
3000+ reviews

Get your SIM now

Terms and conditions apply.

A Trustpilot five-star advert with 3,000+ reviews **performs 59% better** than an almost identical ad including the Trustpilot stars and TrustScore, but without the number of reviews

Impact on Higher Price

The research found that consumers are 12 times more likely to click through on an advert with a five-star Trustpilot score, 3,000+ reviews and a customer review than the same ad with no Trustpilot components, even when the price is increased from £10 to £12.

This can translate into significant cost savings or revenue increases for businesses either wishing to reduce incentives and discounts or increase pricing or interest rates (in the case of banks or personal loans companies).

Separate studies carried out by London Research have shown similar results for a higher interest rate (in the case of a personal loans company), a smaller discount (for a car insurance company), and lower welcome reward (for a banking brand).

CONNECT
Mobile made easy

40GB
Unlimited calls & messages
£10

Making it simple to connect on the go

[Get your SIM now](#)

Terms and conditions apply.

CONNECT
Mobile made easy

40GB
Unlimited calls & messages
£12

"Amazing value and couldn't be simpler to get started."

Rebecca B. Connect customer

Trustpilot
★★★★★

TrustScore 4.8 out of 5
3000+ reviews

[Get your SIM now](#)

Terms and conditions apply.

vs.

UK consumers are **12 times more likely** to click through on an advert with a five-star Trustpilot score, 3,000+ reviews and customer review than the same ad with no Trustpilot components, even when the price is increased from £10 to £12.

Performance Against Competitors

Comparing co-branded ads with just logos and stars

This research also compared the level of consumer engagement with mobile SIM advertisements co-branded with Trustpilot, Yotpo, Reviews.io and Feefo.

An online advertisement with just the Trustpilot logo and stars is three-and-a-half times as effective as the same ad with the Yotpo or Reviews.io logo and stars, and two-and-a-half times more effective than the equivalent ad for Feefo.

The figure displays six mobile SIM advertisements arranged in a 3x2 grid. Each advertisement is for 'CONNECT Mobile made easy' and offers '40GB Unlimited calls & messages' for '£10'. The left column of ads features the Trustpilot logo and a five-star rating. The right column features competitor logos and five-star ratings: Yotpo (top), Reviews.io (middle), and Feefo (bottom). A 'vs.' label is placed between the two ads in each row. A callout box on the right side of the grid provides the following text:

An online advertisement with just the Trustpilot logo and stars is **three-and-a-half times as effective** as the same ad co-branded with Yotpo or Reviews.io.

The same Trustpilot-branded advertisement is **two-and-a-half times as effective** as the equivalent Feefo ad.

Comparing fully co-branded ads (including customer reviews)

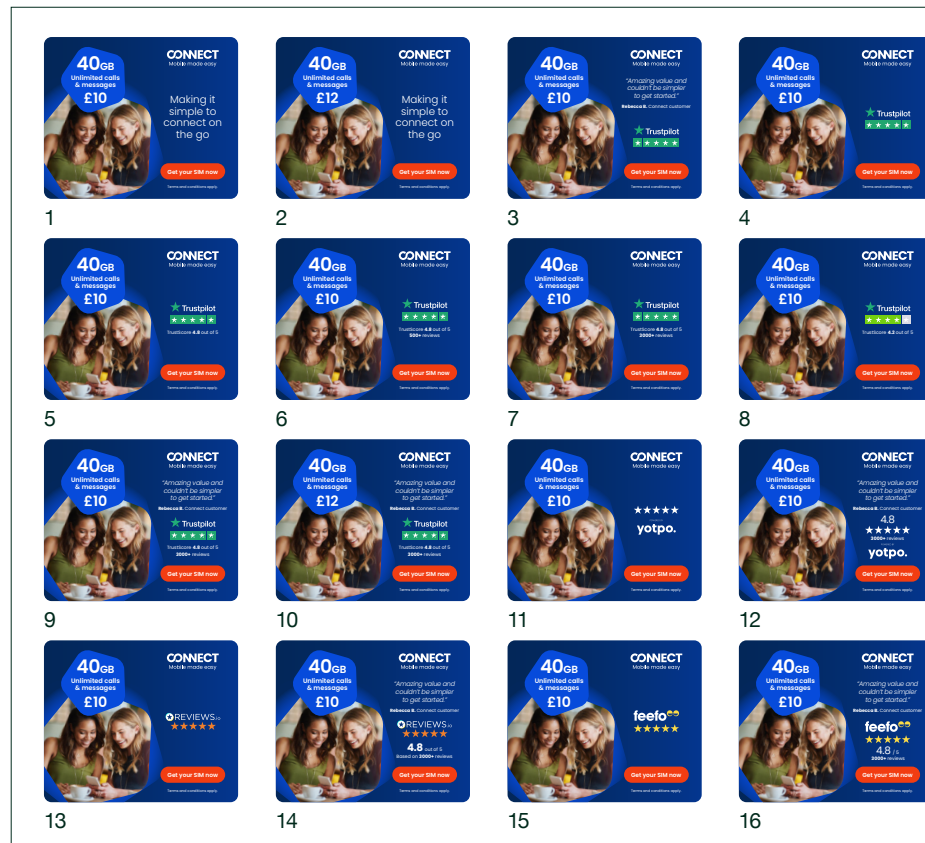
The study also found that shoppers are around 10 times more likely to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer review than an equivalent Yotpo or Reviews.io co-branded ad, and seven-and-a-half times more likely to click on the Trustpilot ad than the same ad co-branded with Feefo.

UK consumers are **10.6 times more likely** to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer review than a Yotpo co-branded ad showing exactly the same information.

UK consumers are **9.7 times more likely** to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer review than a Reviews.io co-branded ad showing exactly the same information.

UK consumers are **7.5 times more likely** to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer review than the equivalent Feefo ad.

Appendix



Creative	Logo	Price	Stars	Score	Number of Reviews	Verbatim	% Attractiveness
9	Trustpilot	£10	5	4.8	3000+	Yes	30.9
10	Trustpilot	£12	5	4.8	3000+	Yes	10.5
7	Trustpilot	£10	5	4.8	3000+	No	10.0
3	Trustpilot	£10	5	None	None	Yes	9.0
6	Trustpilot	£10	5	4.8	500+	No	7.8
5	Trustpilot	£10	5	4.8	None	No	6.3
4	Trustpilot	£10	5	None	None	No	5.2
16	Feefo	£10	5	4.8	3000+	Yes	4.1
8	Trustpilot	£10	4	4.2	None	No	3.2
14	Reviews.io	£10	5	4.8	3000+	Yes	3.2
12	Yotpo	£10	5	4.8	3000+	Yes	2.9
15	Feefo	£10	5	None	None	No	2.0
11	Yotpo	£10	5	None	None	No	1.6
13	Reviews.io	£10	5	None	None	No	1.6
1	None	£10	None	None	None	No	0.9
2	None	£12	None	None	None	No	0.8

About us



London Research produces insight-driven content for B2B professionals, helping them make better, more informed decisions. Our clients are typically market-leading international technology businesses and global agencies. We help them tell compelling stories based on robust research and insightful data points.

As part of Demand Exchange, not only do we create valuable content, we're able to syndicate it so that it informs buyers and aids their decision making at every stage of the customer journey.



Build trust, grow and improve your business. Reach more customers, earn their trust and keep them loyal for life with the platform trusted by millions.

Trustpilot was founded in 2007 with a vision to create an independent currency of trust.

A digital platform that brings businesses and consumers together to foster trust and inspire collaboration. We are free to use, open to everybody, and built on transparency.

Trustpilot hosts reviews to help consumers shop with confidence and deliver rich insights to help businesses improve the experience they offer. The more consumers use our platform and share their own opinions, the richer the insights we offer businesses, and the more opportunities they have to earn the trust of consumers, from all around the world.

Over 238 million consumer reviews of businesses and products of over 980,000 domains have been posted on Trustpilot, and those numbers are growing by more than one review per second.

Trustpilot has over 850 employees and is headquartered in Copenhagen, with operations in New York, Denver, London, Edinburgh, Melbourne, Berlin, Vilnius, Milan, and Amsterdam.

