



In partnership with



How Trustpilot stars shine brighter than the competition

How Trustpilot cuts through the noise

The average American sees between 4,000 and 10,000 ads daily, but notices less than 100 ads a day. So how can your brand stand out in such a crowded market? Trustpilot reviews have the power to cut through the noise and help an ad really stand out.

To test the value of our ratings and reviews in ads, we worked with London Research, and surveyed 1,000 US consumers. Survey respondents were shown a series of digital advertisements and asked which ads they would be most likely to click through and potentially purchase.

This infographic shows how Trustpilot co-branded ads outperform those with Google or Yotpo content, and breaks down how these ads increase propensity to purchase.

The anatomy of a co-branded Trustpilot ad

US consumers are 10 times more likely to click a Trustpilot co-branded ad with a five-star customer rating, a high number of reviews, and a customer testimonial.

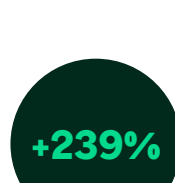
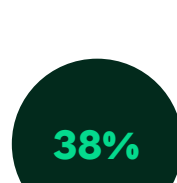


Our results also show that Trustpilot content has a direct positive impact on a consumers likelihood to buy from a brand.

- Customer review + 65% click-through
- Trustpilot logo and stars + 250% click-through
- TrustScore + 16% click-through
- Number of reviews + 33% click-through

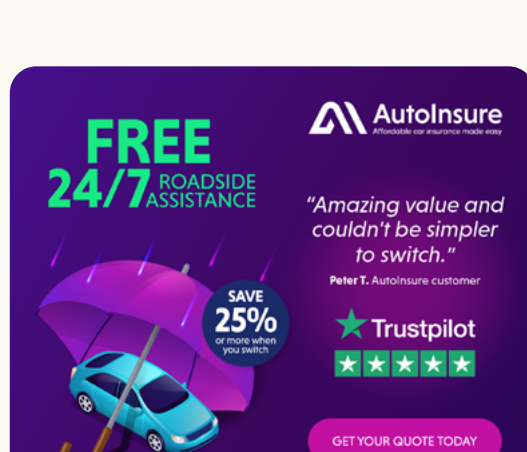
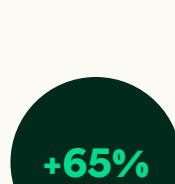
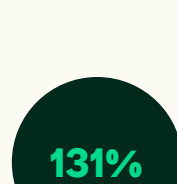
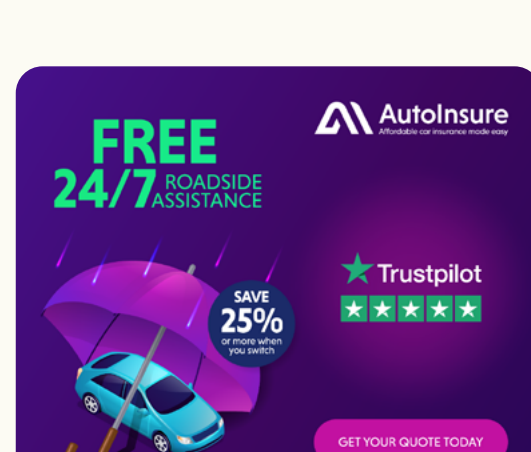
US consumers are 38% more likely to click a Trustpilot ad than the same ad co-branded with Google.

US consumers are three-and-a-half times more likely to click a Trustpilot ad than the same ad co-branded with Yotpo.



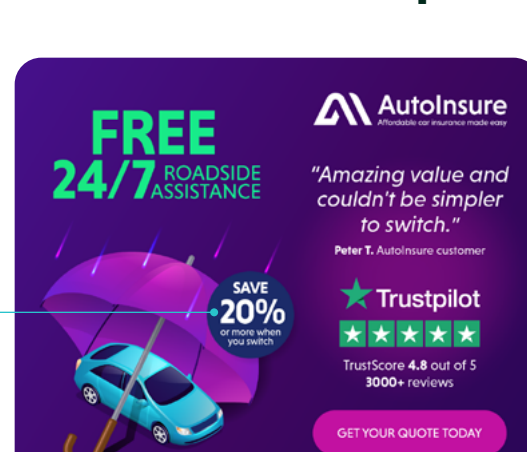
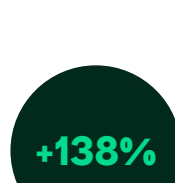
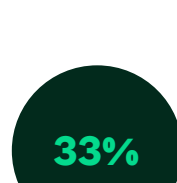
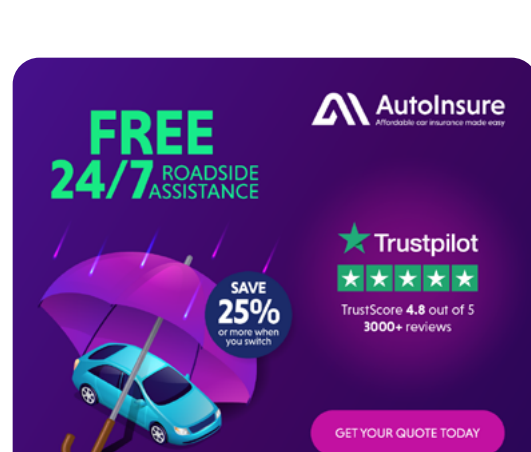
The Trustpilot logo and stars make an ad two-and-a-half times more persuasive.

US consumers are 65% more likely to click an ad with a customer review.



A Trustpilot five-star ad with 3,000+ reviews performs 33% better than the same ad without the number of reviews.

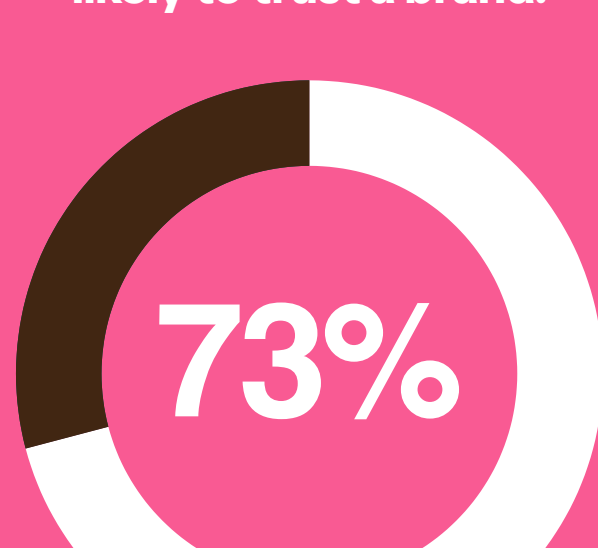
Trustpilot content can offset a higher price or weaker promotion. This ad easily outperforms the same ad with a 25% discount but no Trustpilot content.



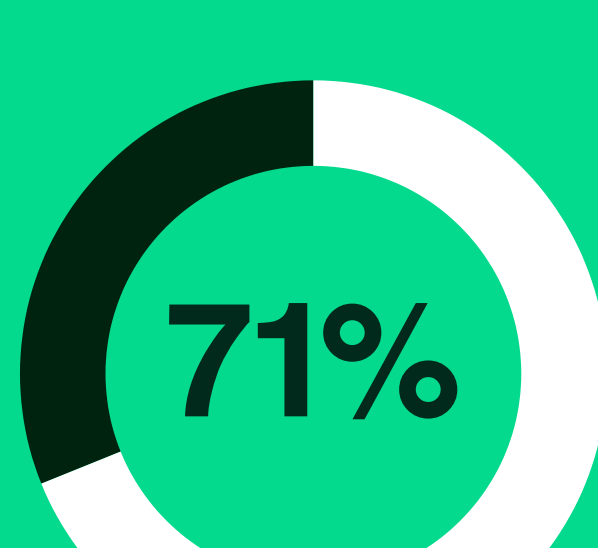
Trustpilot's impact on US consumers

Today's consumers are constantly on their guard against disreputable businesses. Trustpilot's verified ratings and reviews can play a huge role in the customer journey:

Almost three-quarters (73%) of US consumers agree that a good Trustpilot score makes them more likely to trust a brand.

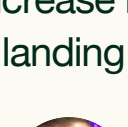


71% agree that a good Trustpilot score makes them more likely to buy from a brand.



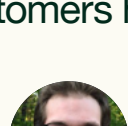
Don't just take our word for it

"The current perceptions of the debt relief industry can breed skepticism about companies like ours, which is why we've made obtaining legitimate business reviews a top priority. We know Trustpilot is a reliable channel among our clients, and we've seen up to a 14% increase in conversion rate since adding their review widget to our landing page."



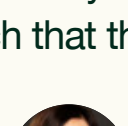
Josh Stomel
Founder & CEO
TurboDebt

"Trustpilot reviews and ratings provide endless content for our social media team to use as part of their content calendar. A daily supply of positive reviews allow us to keep our social media marketing fresh and we believe sharing the experience of our customers helps us reinforce our messaging."



Theodore Mello
Data Scientist
NHCash.com, LLC

"Having another layer of third-party validation, and a neutral platform where users can go and express how they've been feeling about their experience with TaxSlayer Pro, shows prospective customers out there who might be hesitant to switch that they can trust our product."



Sabrina Fulmer
Director of Product Marketing
TaxSlayer Pro

Ready to find out more?

Get the full report [here](#).

Ready to get started?

[Book a demo](#)

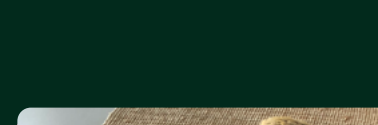
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Research
Powered
Content



Access the full report



London Research was commissioned by Trustpilot to carry out a survey of 1,000 US consumers in July 2022. Conjoint analysis was used to quantify consumer preferences when respondents were shown different combinations from a series of 20 advertisements for a fictitious car insurance brand.

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