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Putting a Stop to Fake Reviews

89% of people are worried about fake reviews

25% say they've been misled by a review

83% believe reviews are not policed appropriately

How Can we Build People's Trust in Reviews?

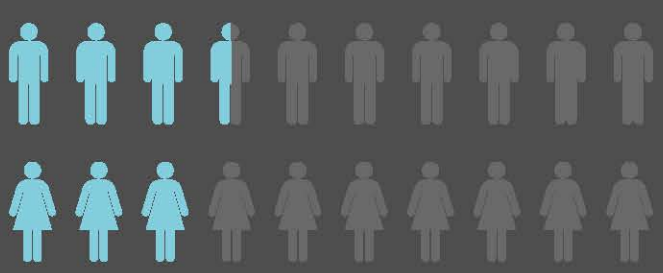
People need to read between **6** and **25** reviews before they trust a brand





59% are more likely to buy from a business that only publishes verified reviews

Men are more likely to be influenced by verified reviews



35% compared with **29%** for women

What Other Factors Influence Trust?

Technology

46% of people would use smartphones to read product reviews

91% would trust AI to help them make better purchasing decisions

Age

The older generation are influenced by the overall opinion of a review



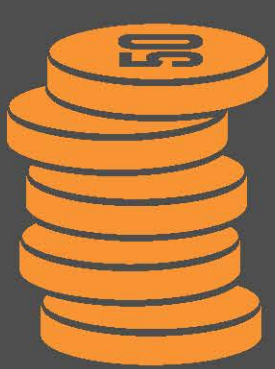
The younger generation are influenced by visual cues such as product images and video



Price

The higher the price of the item or service, the more likely people are to read and leave reviews

52% of people are more likely to leave a review for a product or services costing more than £250



50% Holidays & travel

49% Restaurants & dining

43% Electronics

Find out more

To find out more about Feefo get in touch today!

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