TRUSTPILOT

PUT CUSTOMER FEEDBACK AT THE CORE OF YOUR BUSINESS

Behind every B2B purchase is a human, considering what's best for them as a consumer, not as a business.

In both B2C and B2B, we look for the business we can trust. And the only way to build real trust is through online reviews, not testimonials or case studies.

A review-built reputation enhances every piece of the buying journey, from research, to consideration, to advocacy.

KEY B2B BUYING STATISTICS



73% of B2B buyers prefer solo research than being approached by a company.[1]



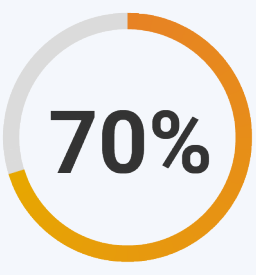
63% of buyers read reviews to help them create a shortlist.[2]



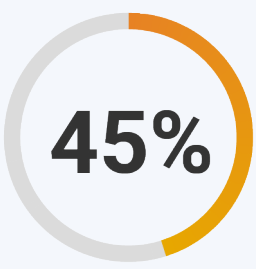
97% of B2B buyers say customer feedback is more credible than other types of content.

THE CHANGING B2B BUYER

Since 2014, there's been a 70% increase[3] in the number of 18-34yr olds who make the B2B purchase decisions. This tech-savvy bunch are looking for immediate confidence in your business so they can recommend you.



of buyers are likely to select a supplier with clear differentiators.[4]



of buyers say decision making has become more complex due to greater choice.[5]



Reviews and recommendations from peers are the second most preferred source of information before buying.[6]

FORRESTER®

"Buyers have more power when they have smartphones and tablets and information at their fingertips. They really want to speak with peers, not salespeople."

Laura Ramos
VP and Principal Analyst at Forrester Research[7]

WHY REVIEWS = GREAT CUSTOMER EXPERIENCE

Online reviews help you understand what you're doing well, see what needs improvement, and build a reputation without selfish self-promotion. Seventy per-cent of companies with the best customer experience use customer feedback.[8] By 2020, customer experience will overtake price and product as the key brand differentiator for B2B.[9]

STAR RATING SETS YOU APART

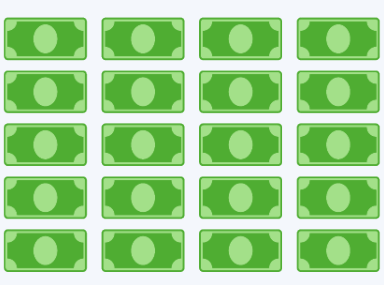
Research shows star-rating in search results is the number one way to judge a business.[10] If you're not being seen, you won't be chosen.

THE COST OF LOSING CUSTOMERS

According to research from B2B International[11]:



45-50% of B2B customers are lost every five years.



20x more expensive to attract new customers than retain existing ones.

dashlane

HOW DASHLANE IMPROVED VISIBILITY WITH REVIEWS

For Trustpilot customer Dashlane, reviews have helped them become one of the most successful password managers available today.

Thanks to reviews, they've seen:



93% of buyers are likely to select a supplier with clear differentiators.



14.5% conversion rate increase



Google Seller Ratings and Rich Snippets, leading to more traffic

WATCH YOUR BUSINESS GROW WITH TRUST

DOWNLOAD THE FREE B2B GUIDE