

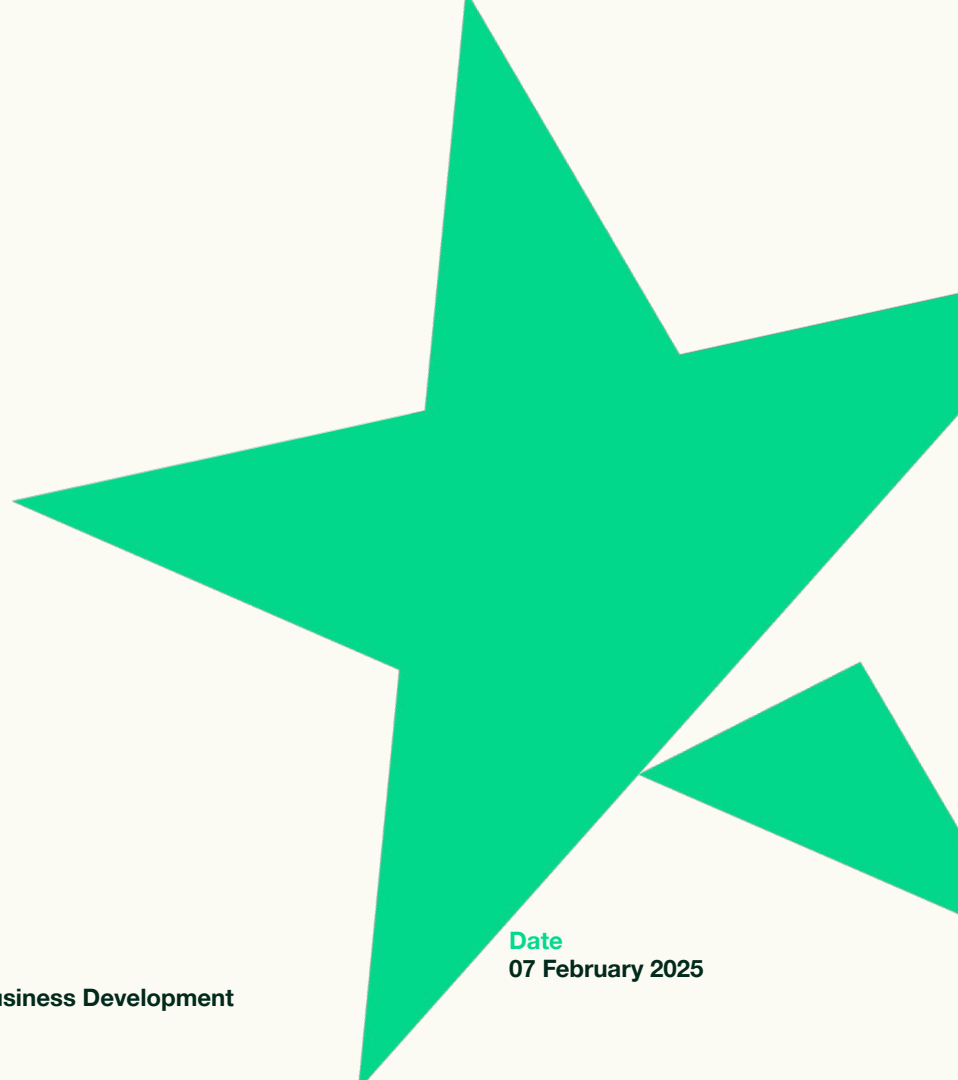


Trustpilot Strategy - Features & Benefits

Prepared for
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Manager

Date
07 February 2025



A leading global review platform

8.7 billion

TrustBox impressions every month.

Average monthly TrustBox impressions in 2022. Trustbox impressions is counted as the number of customer webpage loads with an embedded TrustBox, but the consumer does not necessarily see the TrustBox.

Top 1%

Of most visited websites globally.

Alexa global ranking as of 1 April 2021; based on internet traffic and engagement over the past 90 days.

213 million

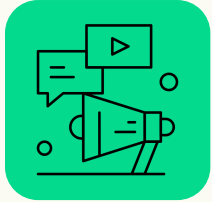
Reviews written by consumers around the world.

All submitted reviews (including reviews subsequently removed or deleted) as of December 31, 2022.

1 second

The number of reviews shared on Trustpilot is growing by more than one review per second —

Build Trust, Improve, Grow



01 Build your reputation

Collect feedback, understand your customers, and show your true colors



02 Drive traffic

Boost your presence in both organic and paid search to get more visitors



03 Increase conversions

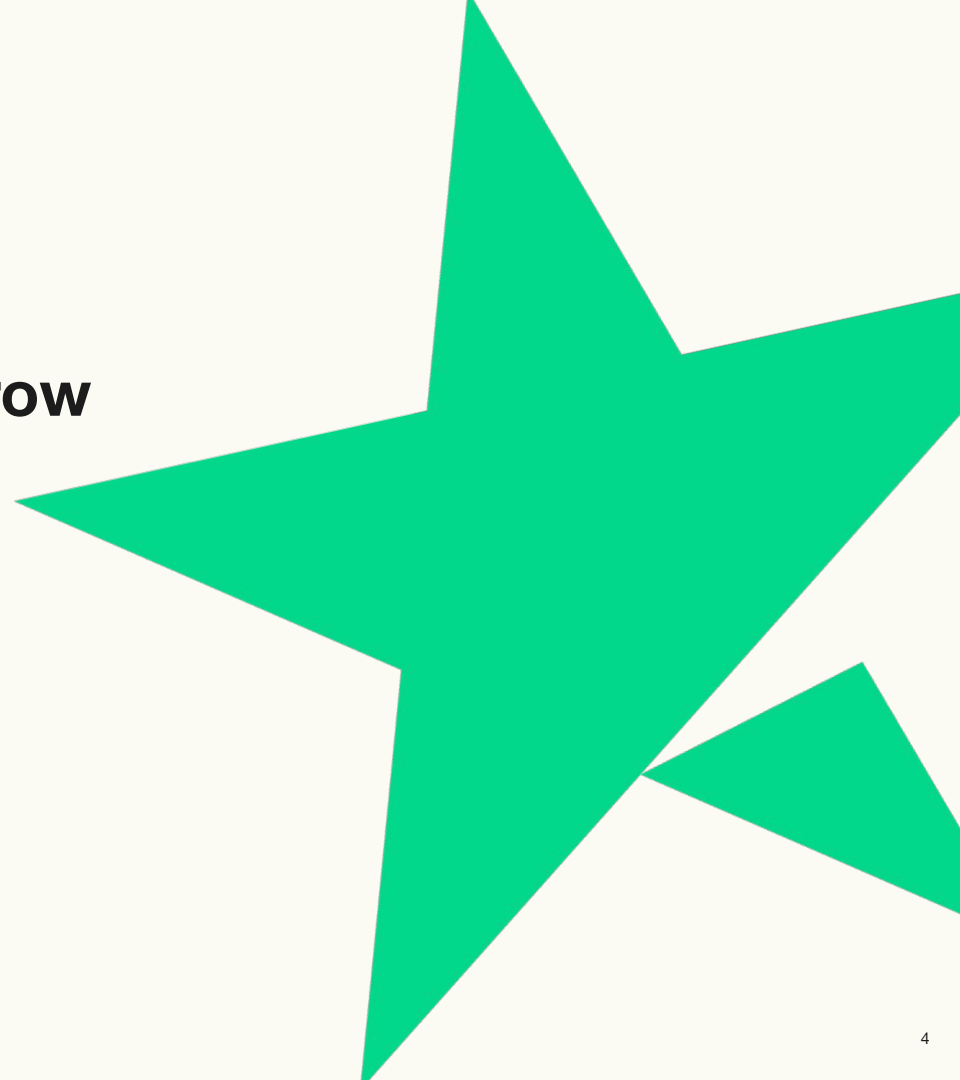
Use your reviews to create buyer confidence and reduce cart abandonment



04 Improve service

Respond to reviews, assist unhappy customers and increase customer loyalty

Step 1 - Collect, Reply and Grow



In today's highly competitive and crowded marketplace, trust enters a new era¹.

Trust matters more than ever:

71%

of people say it's more important today to trust the brands they buy from/use than it was in the past².

Trust is critical to growth:

Customers are

59%

more likely to purchase a product if they trust a brand³.

Trust drives loyalty:

Customers are

67%

more likely to remain loyal to and advocate for a brand they trust⁴.

1.Thales Consumer Trust Index, 2022; 2.Edelman Trust Barometer, 2023; 3.4.Edelman Trust Barometer Special Report: The collapse of the Purchase Funnel, 2023

Reviews are a key part of a consumers' purchasing journey.

89%

check reviews online before making purchases⁹.

75%

agree positive consumer ratings would make them more likely to become a customer of a bank¹⁰.

80%

of shoppers are more likely to purchase from an online store if its website has user generated content¹¹.

Invitation Tool Options:

- CSV File Upload - to invite previous
- Automatic Feedback Service - Go to your eCommerce, CRM or invoicing system's email settings and add your unique Trustpilot email address to the BCC field. Your Trustpilot email address should be automatically added to all future email purchase confirmations.

How does it work?

1. Your customer receives a review invitation email
2. They click on “review now”
3. The landing page on the right appears on their mobile phone/tablet/desktop (**Note: customer does not see your existing reviews or TrustScore**)
4. Customer writes review, ticks box, presses post.

Note: We'll automatically generate a Trustpilot user account using the email address you provided to the company

Rate your recent experience



Tell us more about your experience

[Read our Guidelines for Reviewers](#)

What made your experience great? What is this company doing well? Remember to be honest, helpful, and constructive!



[How to write a useful review](#)

Give your review a title

What's important for people to know?

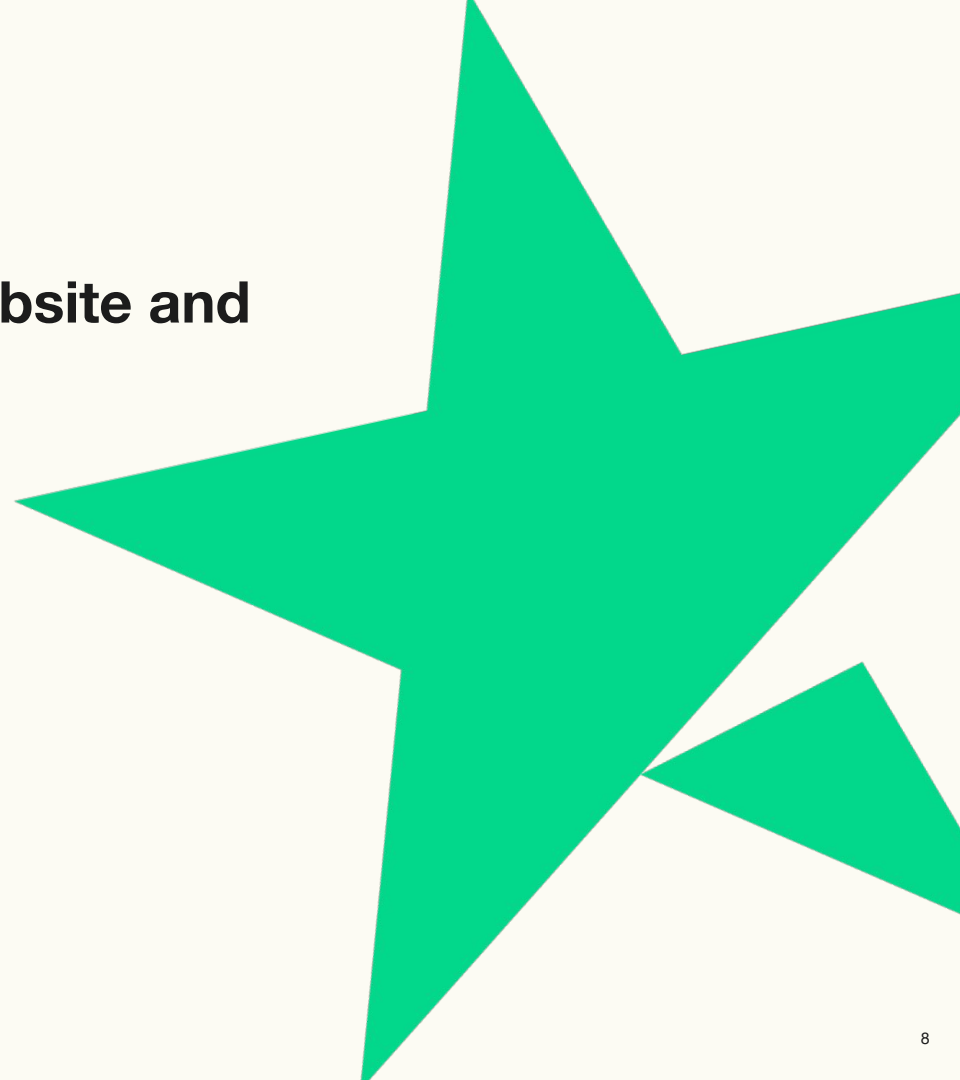


Date of experience ⓘ

mm/dd/yyyy



Step 2: Increase traffic to your website and improve your brand reputation



Continue to stand out with Trustpilot stars in Google results

Boost ads with Google Seller Ratings by 10%

We're an official Google Review Partner so your verified Trustpilot reviews count towards your Google Seller Rating.

According to Google, Seller Ratings on your Google Text Ads can increase click-through rates by 10%.

Continue to collect verified reviews on Trustpilot and this will keep adding to the reviews already collected in your PPC ads.

Google Customer Reviews: receive and share customer feedback while earning seller ratings

Sponsored
Hyperoptic
https://www.hyperoptic.com

Hyperoptic - We're in Your Corner

Enjoy Flexible Full **Fibre** Broadband From Just £29.99 a Month. Over 84x Faster Than the UK's Average Upload. Social Tariffs Available. Fair **Fibre** Plan®. 5* Customer Service.

★★★★★ Rating for hyperoptic.com: 4.9 - 679 reviews

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Google

hyperoptic.com

4.9 ★★★★★ (679 store reviews)
Based on customer reviews and data from Google and/or its partners.

What people are saying

5	93%
4	5%
3	0%
2	1%
1	1%

☰ Most helpful ▾ ★ All reviews ▾ ☰ All time ▾

T A reviewer
★★★★★ Jun 28 on TRUSTPILOT
Very polite and helpful engineer set up my wifi quickly and effectively, very happy with the service

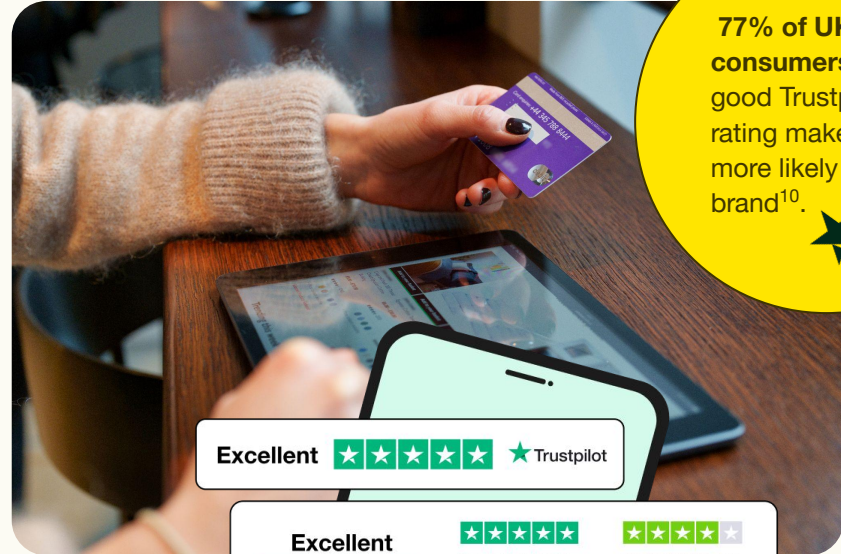
T A reviewer
★★★★★ Jun 26 on TRUSTPILOT
The whole process from initial enquiry to connection, handled in a professional and friendly manner.

Drive conversion by showcasing your Trustscore throughout your site

When you use Trustpilot ratings or review content on your website and in marketing campaigns, you can see up to a **27% increase in online conversions**

Our TrustBox widgets give buyers confidence to buy now

- ▶ Strategically position Trustboxes on every touch point of the customer journey to continuously build trust along the customer journey
- ▶ Reduce bounce rates, cart abandonment and drastically improvement customer return rates and conversions
- ▶ Review Tagging - strategically showcase specific reviews across certain pages addressed to answer customers' concerns



77% of UK consumers agree a good Trustpilot star rating makes them more likely to trust a brand¹⁰. ★

Excellent ★★★★★ ★ Trustpilot

Excellent ★★★★★ ★ Trustpilot

4.8 out of 5 Reviews received 166639

I am very happy

Cool service, but...

★ Trustpilot

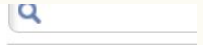
★★★★★

TrustScore 3.9 | 34,275 reviews

Showcase your Trustscore on the relevant pages of your site



The World's Finest Copper Cookware



TrustScore 4.2 | 3,806 reviews

[Shop](#) [Winter Sale](#) [Cookware Sets](#) [About Us](#) [Why Copper Cookware?](#) [Knowledgebase](#) [Contact Us](#)

NOT ALL COPPER COOKWARE IS CREATED EQUAL

0.2mm indestructible stainless steel lining



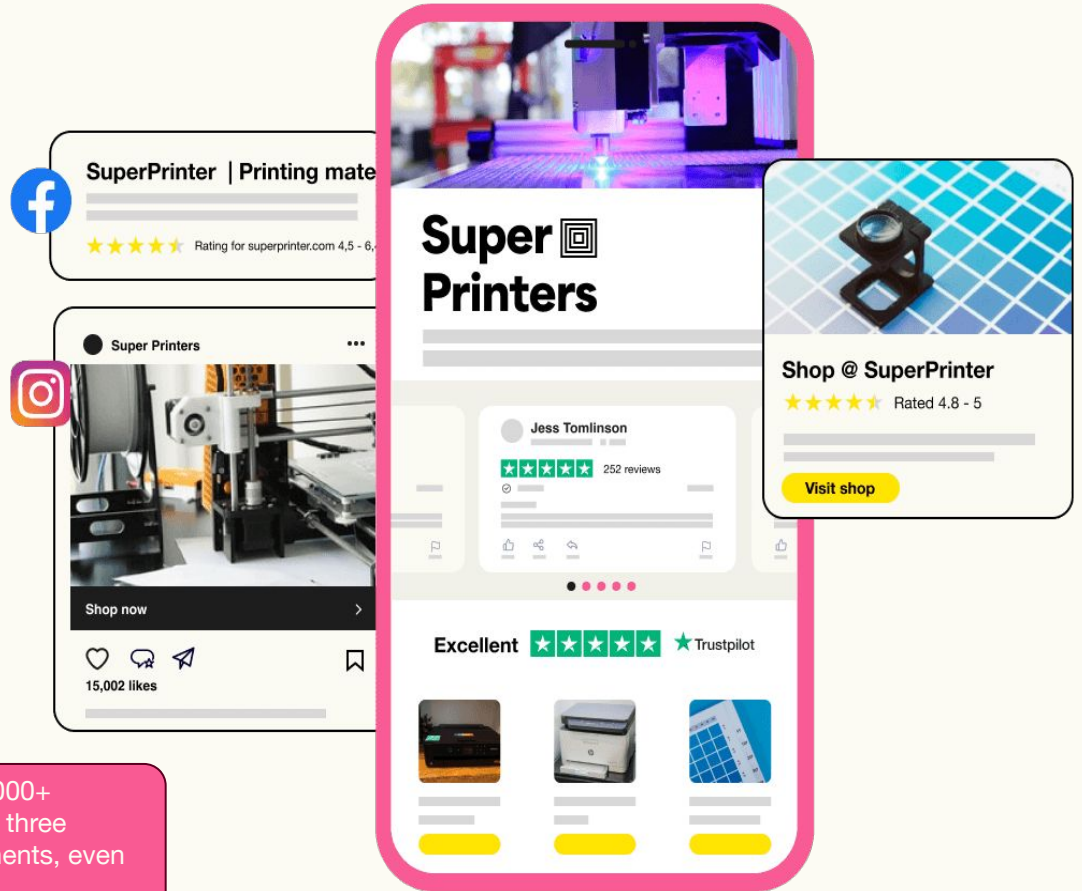
Leverage reviews in marketing

UK consumers are **more than four times as likely** to click a Trustpilot co-branded ad showing a five-star customer rating, a high number of reviews, and a customer testimonial.

Simply featuring your reviews on your campaigns makes consumers **10 to 20% more likely to click** — or even more if you include your rating and review count.



A five-star ad showing a high TrustScore with 3,000+ reviews and an actual customer review performs three times as well as an ad with no Trustpilot components, even when the price is 20% higher.



Social selling

Increase engagement and CTR by displaying social proof on social ads.

Gigabit Networks · Follow
4 Oct · 🌐

Experience lightning-fast internet speeds at the best price! 🚀🔥 We're comparing our Gigafast Home 900 package to other broadband provide... See more

Trustpilot
★★★★★

Best speed at the best price

PROVIDER	PRICE PER MONTH
Sky Gigafast	£53
BT Full Fibre 900	£52.99
TalkTalk Full Fibre 900	£49
Vodafone Full Fibre 900	£46
Virgin Media Gig 1	£45
Hyperoptic Hyperfast	£38
Gigabit Networks Gigafast Home 900	£29.99

2 Likes Comment Share

Gigabit Networks · Follow
6 d · 🌐

Here to save the day with our no-in-contract price rise! Don't let your broadband bill be the villain! 🦹‍♂️ Join Gigabit Networks, where our prices s... See more

No in-contract price rise!

Trustpilot
★★★★★

2 Likes 9 comments Like Comment Share

“Excellent experience and great service!”

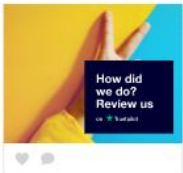
★★★★★
by JOR

Rated 4.9 / 5 | 700 reviews Trustpilot

Boost Ad performance case study here:
<https://uk.business.trustpilot.com/customer-stories/partner-case-study/social-media-agency-pl-and-partners-show-us-how-they-boost-ads-performance>

Access to marketing assets for online & offline co-branding

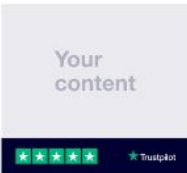
Strengthen your brand universe with attention-grabbing assets for your marketing and social media campaigns.



Social media (60)



Badges (30)



Ad templates (90)



Milestones (9)



Logos (4)



Stars (10)



Social media icons (16)



Review Image Generator

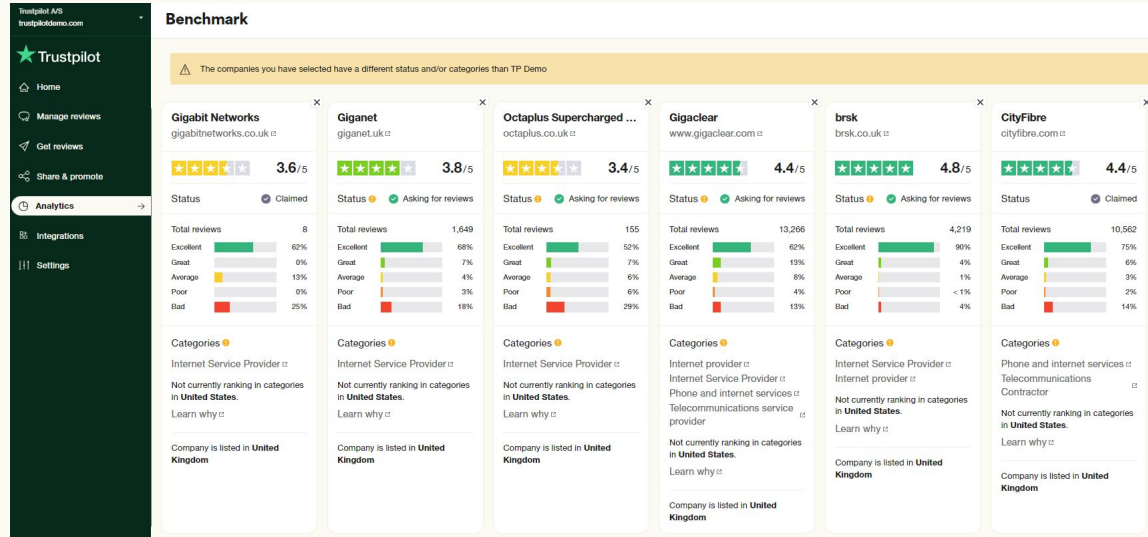
Step 3: Analyse + improve



Benchmarking Tool

Instant overview performance compared to others in the industry.

- Where do you rank in category?
- How does review split compare?
- Go across sectors for broader comparisons



Pricing plan

- 12 month agreement
- No administration, setup or technical support fees

Trustpilot Subscription	
Plus plan	
<ul style="list-style-type: none">• 200 Kick-start credits - invite your past customers for a review to quickly build your profile• 200 verified review invitations monthly• Automatic Feedback Service (AFS) set-up into your existing CRM to automatically invite your customers for service reviews post purchase• Google Seller Rating stars on PPC campaigns - average 10% increase in traffic• Customisable / ad free Trustpilot profile page• Increase conversions with 8+ premium widgets which will allow you to showcase your Trustscore• Access to Trustpilot Marketing Assets to use in online and offline marketing• Image generator tool for social sharing• Benchmarking tool to compare your business with competitors	
Final Total	£3,108
Quarterly Total	£777
20% VAT	