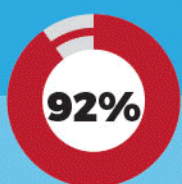


50 Stats

You Need to Know About Online Reviews



92% of consumers now read online reviews



29% have read reviews on a tablet



94% of consumers would use a business with a four star rating



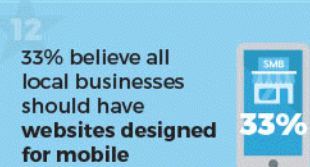
On average, a consumer will look at over 10 information sources before making a purchase



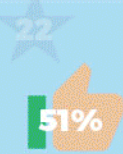
Reviews of 50 or more, per product can mean a 4.6% increase in conversion rates



40% of consumers form an opinion by reading just one to three reviews



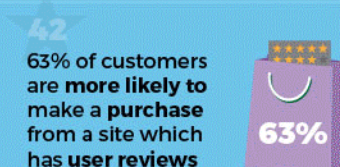
33% believe all local businesses should have websites designed for mobile



51% of consumers will select a local business if it has positive reviews



Over half of young people aged 18 to 34 say they trust online reviews more than the opinions of friends and family



63% of customers are more likely to make a purchase from a site which has user reviews



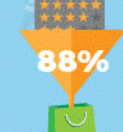
Star rating is the number one factor used by consumers to judge a business



61% are more likely to contact a local business if they have a mobile optimized site



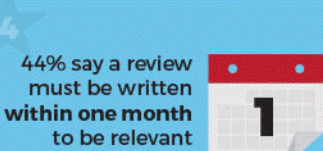
80% trust reviews as much as personal recommendations



88% of online shoppers incorporate reviews into their purchase decision



105% customers are more likely to purchase while visiting, when site visitors interact with both reviews and customer questions and answers, and spend 11% more than visitors who don't interact



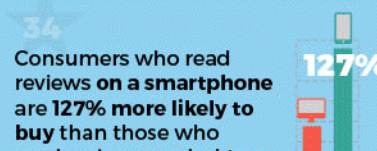
44% say a review must be written within one month to be relevant



40% of consumers form an opinion by reading one to three reviews



48% will visit a company's website after reading positive reviews



Consumers who read reviews on a smartphone are 127% more likely to buy than those who read reviews on desktops



Reviews produce an average of 18% uplift in sales



68% say positive reviews make them trust a local business more



73% of consumers form an opinion by reading up to six reviews



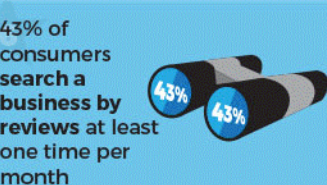
23% will visit the business premises directly after reading positive reviews



Reviews are especially important for local searches as they influence up to 10% of the ranking



64% of consumers would read online reviews when purchasing technology items



43% of consumers search a business by reviews at least one time per month



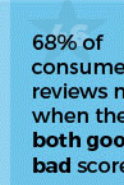
88% of consumers form an opinion by reading up to ten reviews



9% of consumers will phone a business after reading positive reviews



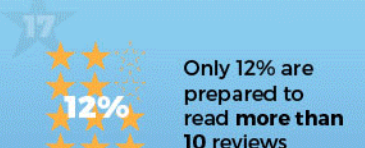
Only reviews from friends and family are trusted more than online review. Reviews from experts and celebrity endorsements are less trusted than online reviews



68% of consumers trust reviews more when they see both good and bad scores



60% of consumers have searched a business at least six times per year



Only 12% are prepared to read more than 10 reviews



95% of consumers suspect censorship or faked reviews when they don't see bad scores



30% of consumers assume online reviews are fake if there are no negative reviews



Between one and three bad online reviews would be enough to deter 67% of shoppers from purchasing a product or service



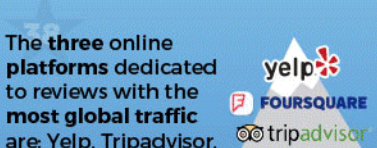
Only 9% of consumers never search for a business online



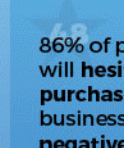
26% of consumers say it's important that a local business responds to its reviews



Reliability (27%), expertise (21%) and professionalism (18%) remain the most important attributes to consumers



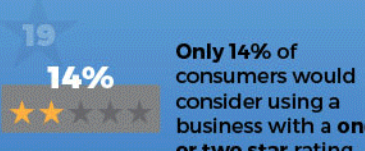
The three online platforms dedicated to reviews with the most global traffic are: Yelp, Tripadvisor, and Foursquare



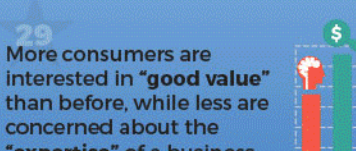
86% of people will hesitate to purchase from a business that has negative online reviews



73% have read online reviews on a desktop



Only 14% of consumers would consider using a business with a one or two star rating



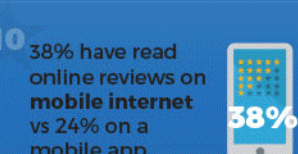
More consumers are interested in "good value" than before, while less are concerned about the "expertise" of a business



58% of consumers said they have recently (within the past five years) began leaving more and more online reviews based upon customer service



Number of reviews posted every minute by Yelp users is 26,380



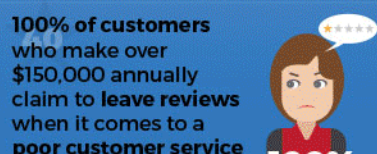
38% have read online reviews on mobile internet vs 24% on a mobile app



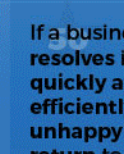
57% of consumers would use a business with a three star rating



Word of mouth is still the most popular method of recommendation for consumers despite a 2% drop year over year



100% of customers who make over \$150,000 annually claim to leave reviews when it comes to a poor customer service experience



If a business resolves its issue quickly and efficiently, 95% of unhappy customers return to your business