

Review Management Stats



85% of customers use the internet to research before **MAKING A PURCHASE**

91%

OF NORTH AMERICAN CONSUMERS consult online reviews to learn about a business *(Bright Local, 2017: Click to read more)*



58% of executives believe that online reputation management should be addressed

POSITIVE reviews make **73%** of consumers trust a local business more *(Bright Local, 2017: Click to read more)*

86%

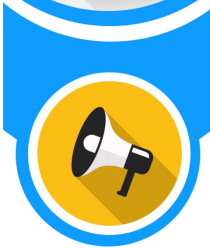
OF PEOPLE WOULD PAY MORE for services from a company with higher ratings and reviews *(Bright Local, 2017: Click to read more)*

CONSUMERS READ AN AVERAGE OF 7 REVIEWS

before trusting a business – up from 6 last year *(Bright Local, 2017: Click to read more)*

BUT ONLY

15% **ACTUALLY DO ANYTHING ABOUT IT**



56%

have found something online that solidified their decision to do **BUSINESS WITH SOMEONE**



74%

of consumers **DEPENDS ON** social media to guide their purchases

Going from a 3-star to a 5-star rating delivers businesses

25%

MORE CLICKS FROM GOOGLE *(Bright Local, 2017: Click to read more)*

THE EDELMAN TRUST BAROMETER SHOWS THAT

64%

of consumers trust online search engines the most when conducting research on a business. *(Click to read more)*

94% OF PEOPLE only look at the first page of Google results, and only

2% OF PEOPLE

OWN THEIR ENTIRE FIRST PAGE OF GOOGLE

78%

of consumers trust peer recommendations

WHILE ONLY

14%

TRUST ADVERTISING



EIGHT OF 10

INTERNET USERS IN THE US SAY THAT the negative information read online made them change their mind about a purchasing decision

41%

That Experience A Negative Reputation Event Reported loss of brand value & revenue

45%

of people said they have found something in an online research that made them decide **not to do business with someone**

A difference of one star in the average rating in a typical online business profile can lead to a

5-9% DIFFERENCE IN REVENUE

