

The Impact of Trustpilot through the Customer Journey

How Trustpilot improves commercial performance by influencing European consumer behaviour.



In partnership with



Contents

3	Executive Summary
3	Methodology
7	Introduction – Importance of Verified Ratings and Reviews in the Buyer Journey
9	Benefits of Trustpilot Through the Funnel
13	Impact of Trustpilot on Display Advertising
20	Impact of Trustpilot on Websites
22	Cumulative Impact of Trustpilot
23	Appendix

Executive Summary

Trustpilot ratings and reviews have a positive and cumulative impact when deployed in advertising, on websites and throughout the online purchase journey.

Trustpilot commissioned London Research to survey almost 5,000 EU consumers across France, Germany, Italy and the Netherlands to understand the effect of showcasing Trustpilot signals on both display ads and website content.

The researchers created a fictitious green energy provider called 'Lumen Energy', and measured the impact of Trustpilot on consumer trust, brand affinity and propensity to purchase. Trustpilot trust signals – including star ratings, TrustScore and customer reviews – were found to improve performance across all these metrics. The research shows that consumers are also willing to pay more when they can see this social proof with Trustpilot verification.

The research also explores the cost to consumers when they make the wrong decisions about products or services. More than half (59%) of EU consumers say they have lost money after paying for products or services that turned out to be sub-standard, losing on average €654 in the last 12 months alone.

Almost three-quarters (74%) of those surveyed say they are influenced by customer reviews, and 72% say the same for consumer star ratings. The overwhelming majority of EU consumers (84%) say they have avoided buying or signing up to something because of poor reviews or poor ratings.

More than two-thirds (69%) of consumers agree that a good Trustpilot score makes them more likely to trust a brand, and a similar percentage (68%) agree that a good Trustpilot score makes them more likely to buy from a brand. Almost three-quarters of EU consumers (73%) also agree that verified reviews are more trustworthy than unverified reviews.

Individual reports are also available for France, Germany, Italy and the Netherlands.

Methodology

London Research was commissioned by Trustpilot to carry out a survey of 4,800 EU consumers in June 2025, covering France, Germany, Italy and the Netherlands (with 1,200 nationally representative respondents in each market). The survey included questions about ratings and reviews generally, and also questions specifically about the impact of Trustpilot.

A research technique called conjoint analysis was used to quantify consumer preferences when respondents were shown different combinations from a series of 16 advertisements for a fictitious green energy provider called Lumen Energy. The ads included star ratings and customer reviews featuring Trustpilot and other brands associated with ratings and reviews, including Google and Trusted Shops. Survey respondents were also shown different variations of a mobile website page for Lumen Energy, including a version without any Trustpilot trust signals.

The methodology is explained further in the [Appendix](#).

According to the research:

Trustpilot signals improve ad performance

- EU consumers are **3.6 times** more likely to click on an ad with the Trustpilot logo and stars than an ad with no Trustpilot trust signals.
- Consumers are **eight times more likely** to click on a display advertisement showcasing Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial than an ad without Trustpilot.

Trustpilot social proof outperforms

- EU consumers are **2.3 times more likely** to click an ad with a five-star Trustpilot rating, 3,000+ reviews, and a customer testimonial than an ad with the **Trusted Shops** logo and stars showing exactly the same information.
- **French** consumers are **19% more likely** to click an ad with Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial than the same ad featuring **Avis Vérifiés**.
- **German** consumers are **41% more likely** to click the Trustpilot ad than the equivalent ad with the **Google** logo and stars showing exactly the same information.
- **Italian** consumers are **2.5 times more likely** to click on the ad with Trustpilot trust signals than the same ad featuring **Feedaty**.
- Consumers in the **Netherlands** are **3.9 times more likely** to click on the Trustpilot ad than the equivalent **Kiyoh** ad.

The Trustpilot logo and stars also improve website performance

- The Trustpilot content also has a **positive impact on trust** (+3.1%) and **brand affinity** (+2.5%) when deployed on **websites as a TrustBox**.
- The uplift from the Trustpilot trust signals is more pronounced (+3%) when consumers have previously seen a digital ad featuring Trustpilot, demonstrating the **cumulative impact of Trustpilot through the customer decision-making funnel**.

Consumers are willing to pay more when there is Trustpilot social proof

- A display advertisement showcasing Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial performs **4.9 times** better in terms of its clickthrough rate (CTR) than the equivalent ad with no Trustpilot components, even when the **discount is decreased** by 20% on the Trustpilot ad, the equivalent of a price increase.



Impact of Trustpilot through the Customer Journey:

The Trustpilot effect in display advertising

Consumers are **eight times more likely** to click on a display ad with Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial than an ad with no Trustpilot references.



★ Customer review

EU consumers are **3.4% more likely** to click through on an ad featuring Trustpilot when it contains a customer review.

★ Trustpilot logo and stars

Consumers are **3.6 times more likely** to click on an ad featuring the Trustpilot logo and five stars than an ad with no Trustpilot references.

★ TrustScore

EU consumers are **29% more likely** to click through on a like-for-like ad leveraging Trustpilot when it specifies the high TrustScore behind the five-star rating.

★ Number of reviews

The ad with 3,000+ reviews performs **55% better** in terms of CTR than the ad without the number of reviews showing only the TrustScore.

★ Trustpilot vs. Trusted Shops

EU consumers are **2.3 times as likely** to click on an ad with Trustpilot references including a five-star customer rating, 3,000+ reviews, and a customer testimonial than exactly the same ad with a **Trusted Shops** logo and stars.

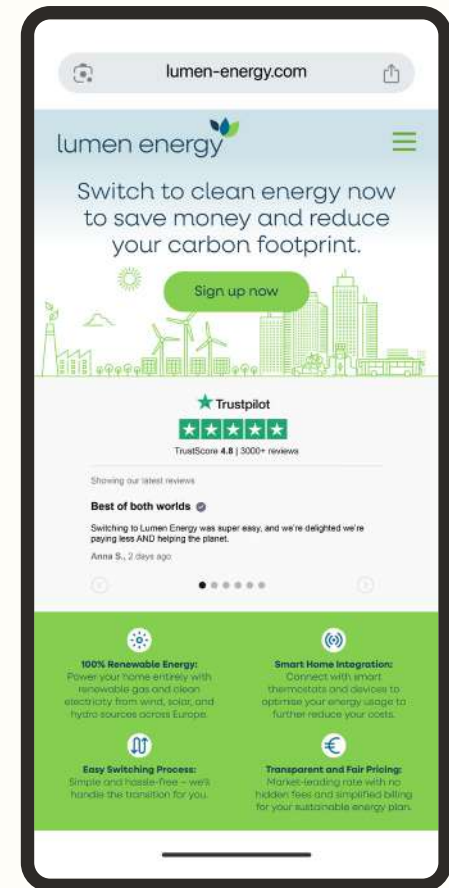
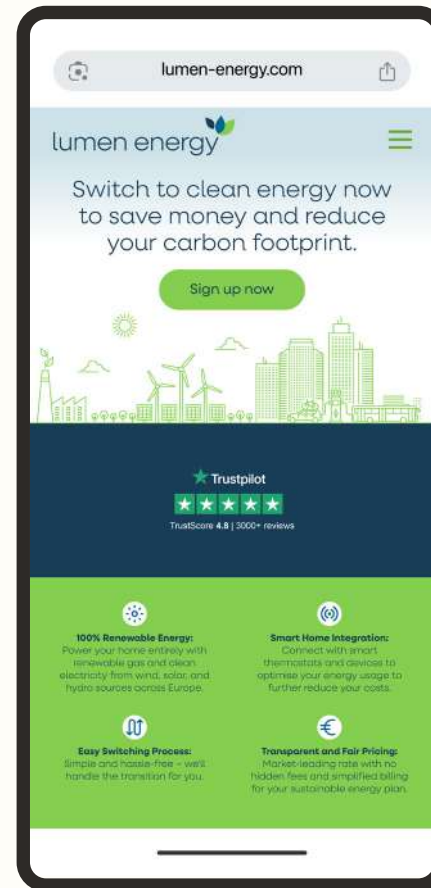
★ Impact on price

The ad showcasing Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial performs **4.9 times** as well for CTR as the equivalent ad with no Trustpilot components, even when the **discount for the first year is decreased** by 20% on the Trustpilot ad, the equivalent of a price increase.

The Trustpilot effect on websites

The research shows that Trustpilot content also has a **positive impact on trust** (+3.1%) and **brand affinity** (+2.5%) when deployed on websites.

There is a cumulative impact of Trustpilot through the customer journey. Survey respondents who have previously seen an ad with Trustpilot signals in addition to the Trustpilot references on the website scored the brand 3% higher for trust.



Section 1

Introduction – Importance of Verified Ratings and Reviews in the Buyer Journey

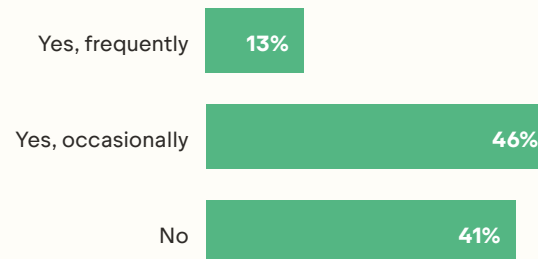
Authentic customer reviews play a vital role in the customer journey for consumers looking for social proof and reassurance before making a purchase decision, and to mitigate the risk of losing money through bad choices or even financial scams.

EU citizens are estimated to lose billions of euros annually due to scams. A survey by the European Commission¹ found that adults in the EU lost €24 billion from scams and fraud over a two-year period.

Our own survey has found that 59% of EU consumers have lost money after paying for products or services that turned out to be sub-standard (*Figure 1*), losing an average of €654 in the last 12 months on purchases that haven't met their expectations.

Figure 1

Have you lost money after paying for products or services which turned out to be sub-standard?



59% of EU consumers have lost money on bad products or services, losing on average €654 in the last year alone.

¹ https://commission.europa.eu/system/files/2020-01/factsheet_fraud_survey.final_.pdf

Ratings and reviews play an important role in helping consumers make better buying decisions across a wide range of categories, from electronics to travel, property to health & beauty, and home utilities and internet to real estate (*Figure 2*).

For every sector, at least 67% of consumers agree that consumer ratings and reviews are to some degree 'useful' for influencing their decision to buy products or services, with the highest percentages for electronics (84%), travel (82%), and home internet (80%).

EU legislation on verified reviews

EU legislation² prohibits the practice of submitting, commissioning or publishing fake or misleading consumer reviews. It also obligates businesses to take reasonable steps to prevent the publication of fake reviews and to remove them.

But despite this legislation, it is clear that consumers are sceptical about the provenance of many reviews they see online, with 73% of survey respondents agreeing that verified reviews are more trustworthy than unverified reviews (*Figure 3*).

Verified reviews are only published by ratings and reviews companies when they are known to be based on real customer purchases and experiences. In the case of Trustpilot, **reviews are marked as verified** when companies use automated invitation tools to send review requests after a purchase or service experience. If a review is flagged as suspicious, the reviewer may be asked to provide documentation to prove their buying or service experience with the business.

² https://ec.europa.eu/commission/presscorner/detail/en/ip_22_394

Figure 2

Proportion of respondents describing consumer ratings and reviews as 'useful' for influencing their decision to buy products or services.

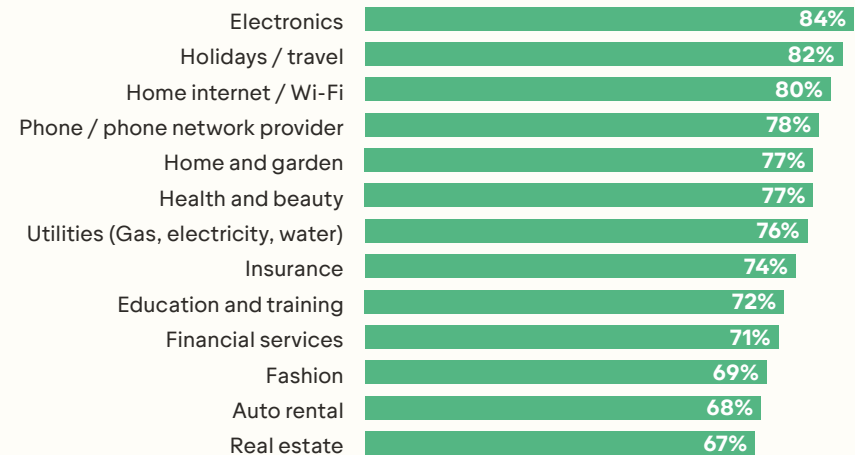
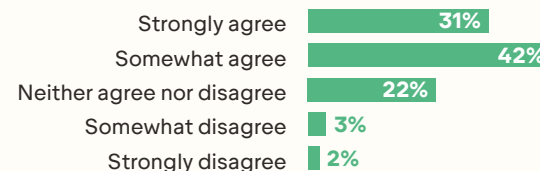


Figure 3

To what extent do you agree that verified reviews are more trustworthy than unverified reviews?



Section 2

Benefits of Trustpilot Through the Funnel

As part of this research we asked EU consumers about the extent to which a good Trustpilot score made them more likely to buy from a brand and to trust a brand. More than two-thirds (68%) of consumers agree a good Trustpilot score makes them more likely to buy from a brand, including 26% who 'strongly agree' (Figure 4).

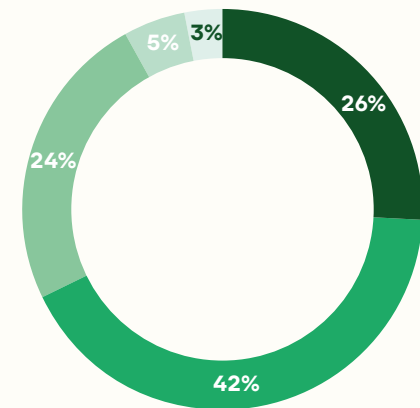
The propensity to buy something from a company is very closely linked to the level of trust in that brand. An even higher percentage of consumers (69%) agree that a good Trustpilot score makes them more likely to trust a brand (Figure 5).

68% of EU consumers agree a good Trustpilot score makes them more likely to buy from a brand.

Figure 4

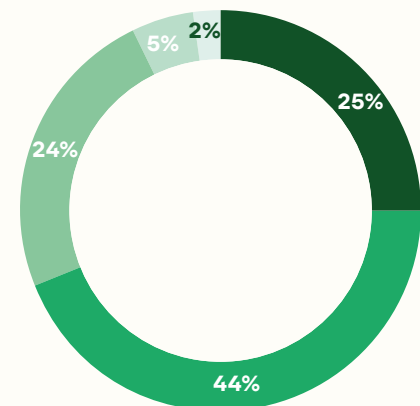
To what extent do you agree that a good Trustpilot score makes you more likely to buy from a brand?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

**Figure 5**

To what extent do you agree that a good Trustpilot score makes you more likely to trust a brand?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree



Impact of Trustpilot on trust

In order to understand the impact of Trustpilot more extensively, London Research created a fictitious green energy brand called Lumen Energy to test and quantify the notion that Trustpilot has a positive impact on trust and brand affinity.

In our first experiment we split the survey sample into two groups and showed those in each group a different ad, with and without Trustpilot trust signals as shown here.

EU consumers who saw the Trustpilot signals scored the brand **7% higher for trust** on average than those who saw the ad without Trustpilot. In Italy, consumers who had seen the Trustpilot ad scored Lumen Energy **8.5% higher for trust**.



Consumers shown the Trustpilot references scored the brand 7% higher for trust on average than those who saw the ad without Trustpilot.

Consumers were shown different versions of the same display advertisement, with and without Trustpilot content.

Case study

How Trustpilot helped Merci e-commerce boost conversion rates and reduce cost per lead

Merci e-commerce is a professional training organisation that supports businesses and artisans in the digital and ecommerce sectors. The brand boasts a 5-star rating with an excellent 4.9 TrustScore on its Trustpilot profile page with a **50% invitation conversion rate**.

By integrating a Trustpilot review into a paid Facebook ad, Merci e-commerce **reduced the cost per lead of its campaign by an average of 25%**.

Thanks to Trustpilot's Convert module, Merci e-commerce places review widgets on the homepage and training pages of its website. As a result, it has seen a **10% increase in the conversion rate** of its pop-ups since implementing Trustpilot.

Créer ou reprendre une entreprise e-commerce – en présentiel

Lancez-vous dans l'aventure avec une équipe d'experts à l'écoute de votre projet, pour vous accompagner dans le e-commerce. Cette formation de 35 heures est spécialement conçue pour les créateurs et repreneurs d'entreprise e-commerce et a été suivie par +450 porteurs de projets. Le délai d'accès à cette formation à partir du premier contact est de 72h.

5 jours + 6 mois d'accompagnement

Echanger avec la responsable inscription

Télécharger le programme

Candidater



Forbes

le Parisien

Brut.

shopify

Excellent



Sur la base de 122 avis

Trustpilot

★★★★★

Excellente formation

Excellente formation : La gentillesse, l'accueil, l'adaptabilité, la bonne

Sophie Loyer, 5 juin

Noté avis et 5 étoiles

★★★★★

super organisme de formation

Merciecommerce est vraiment un organisme de formation à

natallie renaiss, 5 mai

★★★★★

Très bonne expérience en prog...

Formation distancielle : Maîtriser la programmation - Python et autres

P Rascal, 10 avril

★★★★★

Formation très qualitative !

Une superbe formation tant par la qualité de l'enseignement que

Sandra M., 4 avril



Case study

How Trustpilot helps real-life energy company Ostrom by building trust

Ostrom is a certified B Corp™ digital energy management platform founded in 2021 with a mission to make green electricity affordable and easy for German households. With its custom app (which can be easily integrated with partner brands and devices such as electric vehicles, EV chargers, heat pumps, and smart home appliances), customers can view their electricity consumption and manage their electricity tariff.

Since 2021, the Berlin-based company has used Trustpilot as its central portal to ensure ongoing accountability and to send a strong signal of trust to future customers. Trustpilot is embedded in all aspects of Ostrom's customer journey, including online display ads, TV advertisements and even billboards on Alexanderplatz in Berlin.

Ostrom also features its 4.7 Excellent TrustScore (Status July 2025) online across its social media channels including Instagram and Facebook. The brand saw a 50% uplift in social ad engagement when using Trustpilot star ratings.

"Trust is very important especially in the green energy and climate space as there has been a boom of new providers on top of many of the large incumbents and unscrupulous discounter energy providers. When everyone seems to make the same claims, trust markers like the TrustScore that shows authentic customer interactions are crucial to differentiate oneself."



Karl Villanueva
Co-Founder & CMO/CPO
Ostrom



Section 3

Impact of Trustpilot on Display Advertising

As well as our 50:50 display advertising experiment outlined in the previous section, London Research also used conjoint analysis to quantify the impact of Trustpilot at a more granular level.

Survey respondents were shown a series of 16 advertisements for Lumen Energy, including the two ads used in the previous experiment. As part of this methodology all consumer respondents taking the survey were shown 10 different screens featuring three of the 16 ads, and asked to indicate in each instance which ad would most make them want to click through to sign up.

The research shows that EU consumers are **3.6 times more likely** to click on the ad featuring the Trustpilot logo and five stars than the ad with no Trustpilot references.

The same consumers are **eight times more likely** to click on the ad with a Trustpilot five-star customer rating, 3,000+ reviews, and a customer testimonial than the ad without Trustpilot.



EU consumers are **3.6 times more likely** to click on the ad with the Trustpilot logo and stars than the ad with no Trustpilot content.



EU consumers are **eight times more likely** to click on the ad with a Trustpilot five-star customer rating, 3,000+ reviews, and a customer testimonial than the ad without Trustpilot.

Customer Review

The use of customer testimonials in marketing can have a very positive effect on commercial outcomes, as experienced by Trustpilot partners (see *Section 4*).

The research shows that EU consumers are **3.4% more likely to click through on an ad** when it contains a customer review in addition to the Trustpilot stars and logo.

The difference is even more emphatic when comparing the performance of the ad featuring the Trustpilot customer review with the basic ad without Trustpilot. Consumers are **3.7 times more likely to click on the ad with the testimonial** than one without any Trustpilot markers.



Consumers are **3.4% more likely to click through on an ad** when it contains a customer review in addition to the Trustpilot stars and logo.



EU consumers are **3.7 times more likely to click on an ad with a testimonial** than one without any Trustpilot references.

TrustScore

The [Trustpilot TrustScore](#) is calculated on a scale of 1 to 5, based on time span, frequency and a weighted average. Including the TrustScore as well as stars in advertising creative also has an incremental impact, according to the research.

EU consumers are **29% more likely to click through on a like-for-like ad when it specifies the high TrustScore behind the five-star rating**. The ad with a 4.8 score performs 79% better for CTR than the ad with a 4.2 score, the research also found.



Consumers are **29% more likely to click through on a like-for-like ad when it shows the TrustScore**.



The ad with a 4.8 TrustScore performs **79% better for CTR** than the ad with a 4.2 score.

Number of Reviews

The research also tested the hypothesis that consumers want to know about the number of reviews a company has, in order to gain reassurance through social proof that positive experiences are very widespread and not based on a small sample. A Trustpilot five-star advert with a 4.8 score showing 500+ reviews is **5.4 times more compelling** than an ad with no Trustpilot trust signals, according to the research.



A Trustpilot five-star advert showing 500+ reviews along with the TrustScore is 5.4 times as compelling as an ad with no Trustpilot trust signals.

The consumer research also shows that a Trustpilot five-star advert with 500+ reviews performs 15% better for CTR than an almost identical ad including the Trustpilot logo, stars and TrustScore, but without the number of reviews. The same ad with 3,000+ reviews performs 55% better than the same ad without the number of reviews.



EU consumers are 55% more likely to click through on the ad with 3,000+ reviews than the same ad without the number of reviews.

Impact on Price

The impact of Trustpilot is so significant that it can offset a lower discount on offer to sign up for the green energy provider, the equivalent to a higher price point.

This research found that the advert with a five-star Trustpilot score, 3,000+ reviews and a customer testimonial **performs 4.9 times as well for CTR as the same ad with no Trustpilot trust signals**, even when the discount for the first year is decreased by 20% (from 25% to 20%).



The Trustpilot advertisement performs 4.9 times as well for CTR as the same ad with no Trustpilot trust signals, even when the discount for the first year is decreased by 20% (from 25% to 20%).



Performance vs. others

As part of this research London Research tested the performance of Trustpilot against other brands associated with ratings and reviews, including **Trusted Shops** across all markets, Avis Vérifiés in France, Google in Germany, Feeday in Italy, and Kiyoh in the Netherlands.

EU consumers are **2.3 times more likely** to click an ad with a five-star Trustpilot rating, 3,000+ reviews, and a customer testimonial than an ad with the **Trusted Shops** logo and stars showing exactly the same information.

French consumers are **19% more likely** to click an ad with Trustpilot signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial than the same ad featuring **Avis Vérifiés**.



EU consumers are **2.3 times more likely** to click an ad with a five-star Trustpilot rating, 3,000+ reviews, and a customer testimonial than an ad with the Trusted Shops logo and stars showing exactly the same information.



French consumers are **19% more likely** to click an ad with Trustpilot signals than the same ad featuring Avis Vérifiés.

German consumers are **41% more likely** to click an ad with a five-star Trustpilot rating, 3,000+ reviews, and a customer testimonial than an ad with the **Google logo** and stars showing exactly the same information.

Italian consumers are **2.5 times more likely** to click an ad with Trustpilot trust signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial than the same ad featuring **Feedaty**.

Consumers in the **Netherlands** are **3.9 times more likely** to click on the Trustpilot ad than the equivalent **Kiyoh** ad.



German consumers are 41% more likely to click an ad with a five-star Trustpilot rating, 3,000+ reviews, and a customer testimonial than an ad with the Google logo and stars showing exactly the same information.



Italian consumers are 2.5 times more likely to click an ad with Trustpilot trust signals including a five-star customer rating, 3,000+ reviews, and a customer testimonial than the same ad featuring Feedaty.



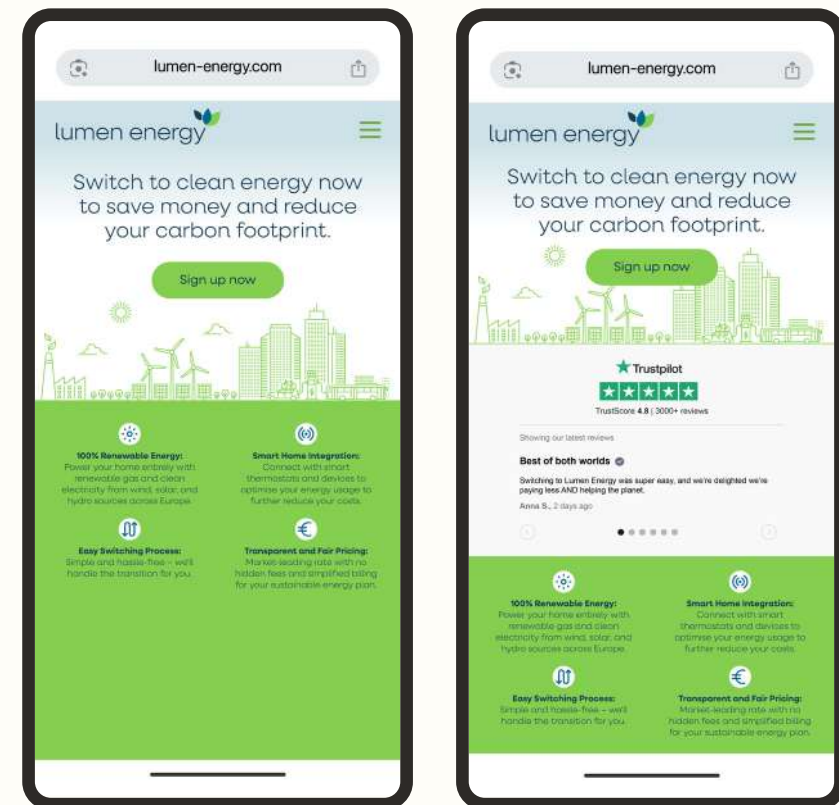
Consumers in the Netherlands are 3.9 times more likely to click on the Trustpilot ad than the equivalent Kiyoh ad.

Section 4

Impact of Trustpilot on Websites

A key focus of this research was to understand the impact of Trustpilot when used on company websites, and not just when deployed in display advertising. EU survey respondents were shown different variations of a mobile website page for Lumen Energy, including a version without Trustpilot references and a version showing the Trustpilot TrustBox widget.

The research found that the Trustpilot logo and stars have a **positive impact on trust** (+3.1%) and **brand affinity** (+2.5%).



The Trustpilot logo and stars have a positive impact on trust (+3.1%) and brand affinity (+2.5%).

Case study

CRLAB increased conversions by 5% thanks to trust

CRLAB, a Made in Italy company specialising in skin and hair wellness, needed to increase visibility, reinforce brand trust, and effectively expose product benefits.

By implementing a review collection strategy on Trustpilot—focusing on both brand and product reviews—and showcasing those reviews using Trustpilot widgets, the company achieved an 11% increase in website traffic, a 5% lift in conversions, and an 11% rise in cart additions.



“A service like Trustpilot is first and foremost a point of reference for users, who do not always have the time or information to check the reliability of a company. But it is also a fundamental service for companies, because it allows them to be measured in their promises to customers against the facts.”

Nicola Coppola
Head of E-commerce
CRLAB



Case study

How Fairphone uses Trustpilot reviews for product innovation and higher CTRs

Fairphone is a pioneer in ethical electronics. The company manufactures smartphones and headphones, emphasising affordability and accessibility combined with environmental and social responsibility.

Transparency is one of Fairphone’s core values, and this is underscored by its long-standing partnership with Trustpilot. Fairphone’s customer-centric approach extends beyond product design to include customer engagement and the integration of feedback. Thanks to this partnership, Fairphone has addressed several key challenges and improved its TrustScore from 2.3 to a remarkable 4.4.

For example, during a recent campaign for the Fairphone 4 in France, Fairphone tested two ads: Option A with all Trustpilot elements (TrustScore, number of reviews, star ratings, and logo) and a review, and Option B with only the Trustpilot elements. With Option B, they saw a click-through rate increase of over 40%.

“We see a positive impact when we incorporate our TrustScore into our customer communications. For example, we get a much higher response rate from our customers when we include the Trustpilot logo and stars in our emails. There’s even an 8.39% increase in clicks on emails with Trustpilot elements.”

Max Seabrooke
Customer
Experience Lead
Fairphone

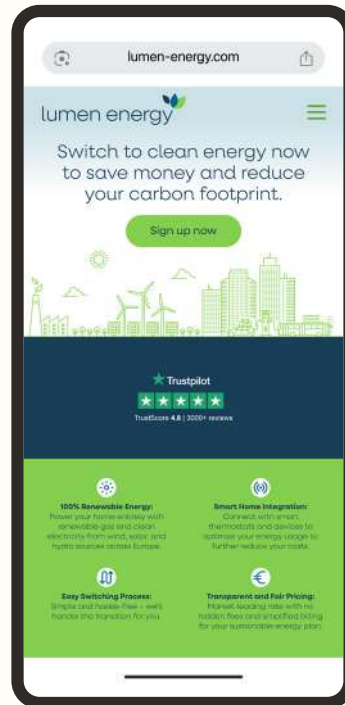


Section 5

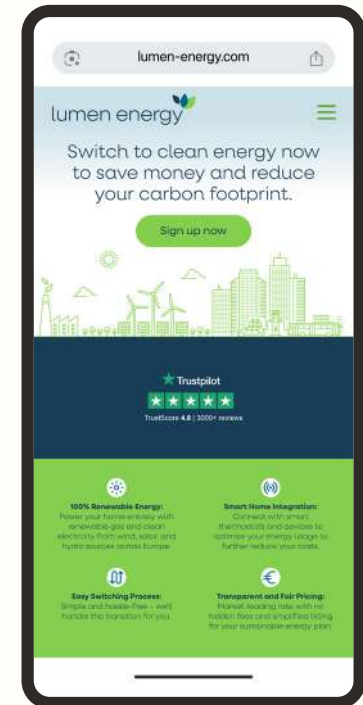
Cumulative Impact of Trustpilot

The uplift from Trustpilot signals on a website is even more pronounced when consumers have previously seen a digital ad with Trustpilot trust signals, demonstrating the **cumulative impact of Trustpilot through the customer decision-making funnel**.

EU survey respondents who had previously seen the ad featuring Trustpilot in addition to the Trustpilot marker on the website scored the brand on average **3% higher for trust** than those who had originally seen the digital ad without any Trustpilot signals.



Consumers score the website higher for trust when they have previously seen Trustpilot trust signals in the digital ad.



Appendix

Experiment 1

50:50 survey split, display advertising

Half the respondents across the EU markets surveyed were shown a Lumen Energy digital advertisement with Trustpilot markers, and half were shown the same ad without any Trustpilot branding.

Respondents were then asked about trust, brand affinity and propensity to purchase on a 10-point scale.

	Based on the ad shown, to what extent do you trust this brand?	Based on the ad shown, how much does this brand appeal to you?	If you were considering a new green energy provider, how likely would you be to actually click on the ad with a view to signing up?
Experiment 1	Mean score out of 10	Mean score out of 10	Mean score out of 10
Cohort 1 (n=600) - No Trustpilot	5.7	6.0	5.6
Cohort 2 (n=600) - With Trustpilot (fully co-branded ad)	6.1	6.1	5.7

Experiment 2

Mobile website testing

Survey respondents were shown different variations of a mobile website page for Lumen Energy, including a version without any Trustpilot trust signals.

	Based on the information shown, to what extent do you trust this brand?	Based on the information shown, how much does this brand appeal to you?	Based on the information shown, and assuming you are in the market for a new green energy provider, how likely would you be to sign up ?
Experiment 2	Mean score out of 10	Mean score out of 10	Mean score out of 10
Cohort 1: Website image with no Trustpilot	5.89	6.04	5.78
Cohort 2: Website image with Trustpilot TrustBox widget	6.07	6.19	5.84

The table below shows how the website performs better on trust when consumers have seen the digital ad with Trustpilot in Experiment 1 (i.e. the cumulative benefit).

Experiment 1 (display ad)	Experiment 2 (website)	Trust (mean score)
Cohort 1 - No Trustpilot	Cohort 2: Image with Trustpilot	5.95
Cohort 2 - With Trustpilot	Cohort 2: Image with Trustpilot	6.13

Experiment 3

Conjoint analysis, display advertising

A survey-based research technique called conjoint analysis was used to quantify consumer preferences when respondents were shown different combinations from a series of 16 display ad advertisements. Respondents were also asked if they would actually click through on their preferred ads to sign up if they were in the market for a new green energy provider.

Rank		Percentage score	Logo	Price	Stars	Score	Number of reviews	Customer review
1	Creative 9	12.8	Trustpilot	Low	5	4.8	3000+	Yes
2	Creative 7	11.6	Trustpilot	Low	5	4.8	3000+	No
3	Creative 6	8.6	Trustpilot	Low	5	4.8	500+	No
4	Creative 16	8.4	Competitor 3	Low	5	4.8	3000+	Yes
5	Creative 10	7.9	Trustpilot	High	5	4.8	3000+	Yes
6	Creative 5	7.5	Trustpilot	Low	5	4.8	None	No
7	Creative 3	6.0	Trustpilot	Low	5	None	None	Yes
8	Creative 4	5.8	Trustpilot	Low	5	None	None	No
9	Creative 12	5.5	Trusted Shops	Low	5	4.8	3000+	Yes
10	Creative 14	5.5	Competitor 2	Low	5	4.8	3000+	Yes
11	Creative 15	5.3	Competitor 3	Low	5	None	None	No
12	Creative 8	4.2	Trustpilot	Low	4	4.2	None	No
13	Creative 13	3.9	Competitor 2	Low	5	None	None	No
14	Creative 11	3.9	Trusted Shops	Low	5	None	None	No
15	Creative 1	1.6	None	Low	None	None	None	No
16	Creative 2	1.6	None	High	None	None	None	No



Methodology note: different ratings and reviews companies were used in different markets for ad creative variations 13-16 ('Competitor 2' and 'Competitor 3').



Trustpilot is a leading online review platform – free and open to all. With more than 300 million reviews of over 980,000 domains, Trustpilot gives people a place to share and discover reviews of businesses, and we give every company the tools to turn consumer feedback into business results.

Our mission is to bring people and businesses closer together to create ever-improving experiences for everyone. Trustpilot reviews are seen more than 9 billion times each month by consumers worldwide. Trustpilot is headquartered in Copenhagen, with operations in London, Edinburgh, New York, Denver, Melbourne, Berlin, Vilnius, Milan, and Amsterdam. Trustpilot's 900 employees represent more than 50 different nationalities.

[Learn more](#)



London Research is focused on producing research-based content for B2B audiences. We are based in London, but our approach and outlook are very much international. We work predominantly with technology companies and agencies seeking to tell a compelling story based on robust research and insightful data points.

[Learn more](#)