

**Stop guessing,  
start growing:**

**Maximise marketing  
and ROI with**

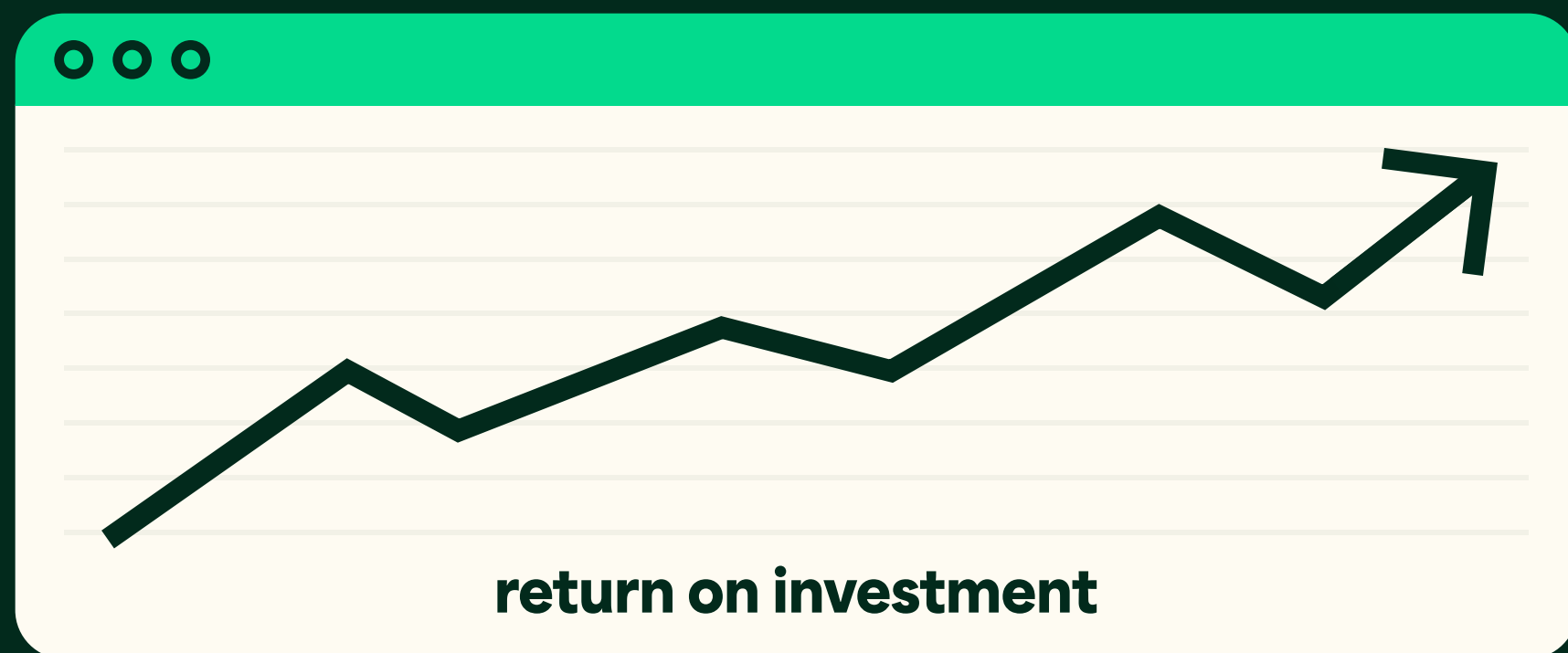
**★ Trustpilot + Salesfire**



# Earning a positive return on investment (ROI) is a constant battle for e-commerce marketers.

Traditional ROI<sup>1</sup> factors like pricing and product quality remain crucial, but competition, customer experience, and brand visibility play an even bigger role in e-commerce.<sup>2</sup>

So, how can e-commerce marketers overcome these challenges and improve their ROI? We've compiled a set of examples to support the powerful partnership between Trustpilot<sup>3</sup> and Salesfire<sup>4</sup> that will change the ROI game.



Here is a sneak peek at examples of success we've gathered to prove the power of Trustpilot and Salesfire:

<sup>1</sup> <https://www.parative.com/>

<sup>2</sup> <https://www.outbrain.com/>

<sup>3</sup> <https://uk.trustpilot.com/>

<sup>4</sup> <https://www.salesfire.co.uk/>

1

## Scenario:

Picture Sarah, an e-commerce Marketing Manager struggling to prove ROI to her new Marketing Director. By leveraging Trustpilot reviews and Salesfire's conversion optimisation features, Sarah can develop a data-driven strategy that doesn't break the bank, boosts conversions and secures her budget.

2

## Real-world case study:

See how one e-commerce business skyrocketed its clicks by 88% after integrating Trustpilot and Salesfire.

3

## Actionable checklist:

We've also put together a handy and interactive checklist packed with practical tips to tackle the dreaded issue of cart abandonment. This checklist combines the strengths of both Trustpilot and Salesfire, offering actionable strategies to help you retain customers and maximise sales.

# But first...

## Diving deeper into ROI and reviews

Trustpilot's platform does more than collect reviews. By leveraging the power of reviews, Trustpilot can contribute gainfully to strategies for ROI success for e-commerce businesses.

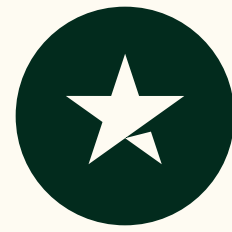
Studies<sup>5</sup> have shown that purchase paralysis is real for e-commerce shoppers due to the overwhelming amount of choices presented by online shopping.

When used correctly, reviews offer a foundation of trust for those unsure of which service or product to choose at the end of their purchase journey.

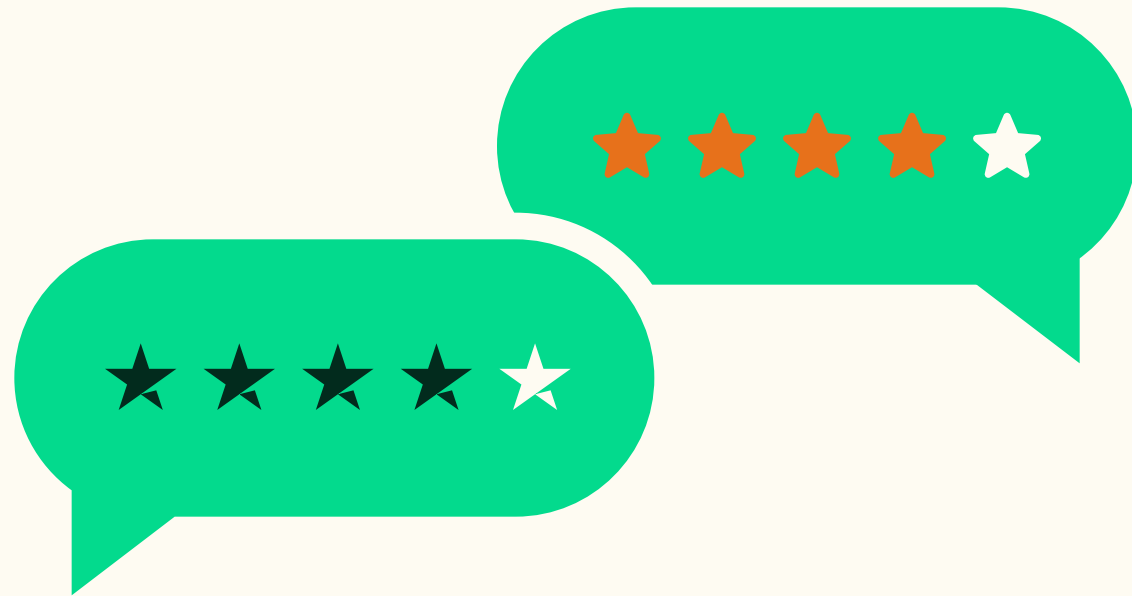
**Here are more ways Trustpilot can make a difference.**

<sup>5</sup> <https://uk.business.trustpilot.com/>





## Store ratings



Google Store Ratings<sup>6</sup> and Trustpilot work together to increase user conversions. This automated extension aggregates reviews from your Trustpilot collection and displays an overall rating for your business based on them.

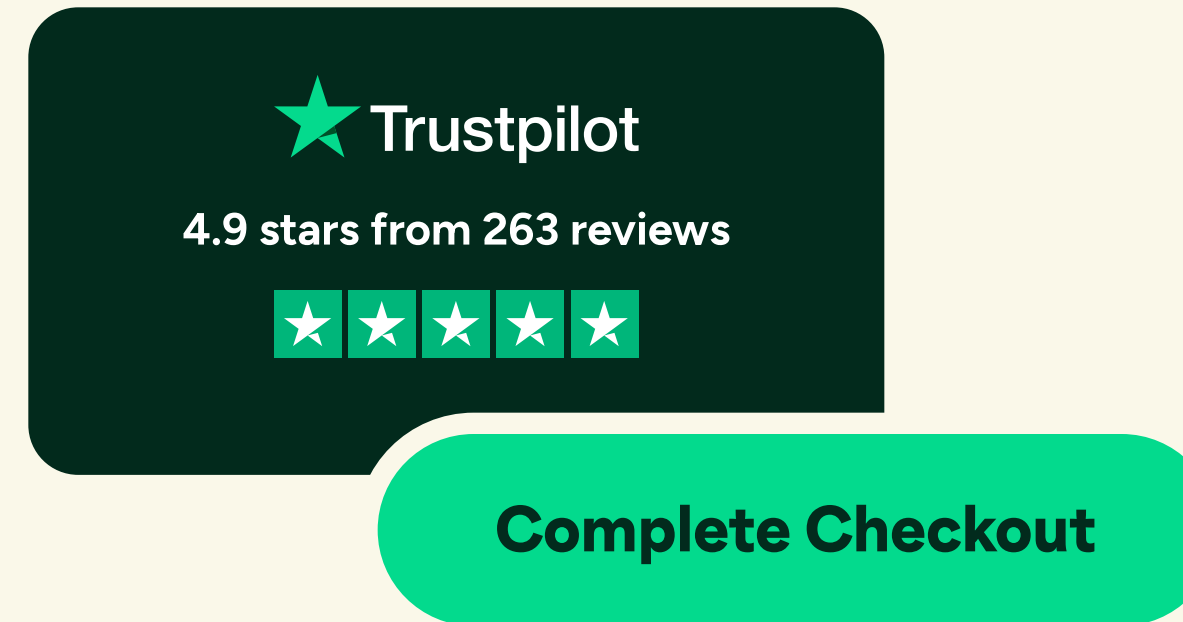
While commonly used by e-commerce companies, Google Store Ratings benefit any business with a digital presence. So, whether you're a local restaurant or a software provider, you can leverage the power of customer reviews to stand out in search results.

As an official Google Review Partner, Trustpilot reviews can count toward your Google Store Rating and boost your click-through rate by up to 10%.

<sup>6</sup> <https://support.trustpilot.com/>



## Avoid abandoned carts



According to Baymard, the current cart abandonment rate stands at 69.57%.<sup>7</sup> At the end of the purchase journey, whether when the cart is full or after the purchase has been completed, consumers need reassurance that they've made the right decision. Reviews can help with that.

While discounts are common in abandoned cart emails, social proof like testimonials or reviews can be just as effective in regaining lost sales. Including positive reviews reassures hesitant shoppers about your brand's trustworthiness and highlights the value your products offer.

<sup>7</sup> <https://www.salesfire.co.uk/>



## Review placement



Review placement: **How can you best embed customer reviews in your digital storefront to maximise their converting power?**

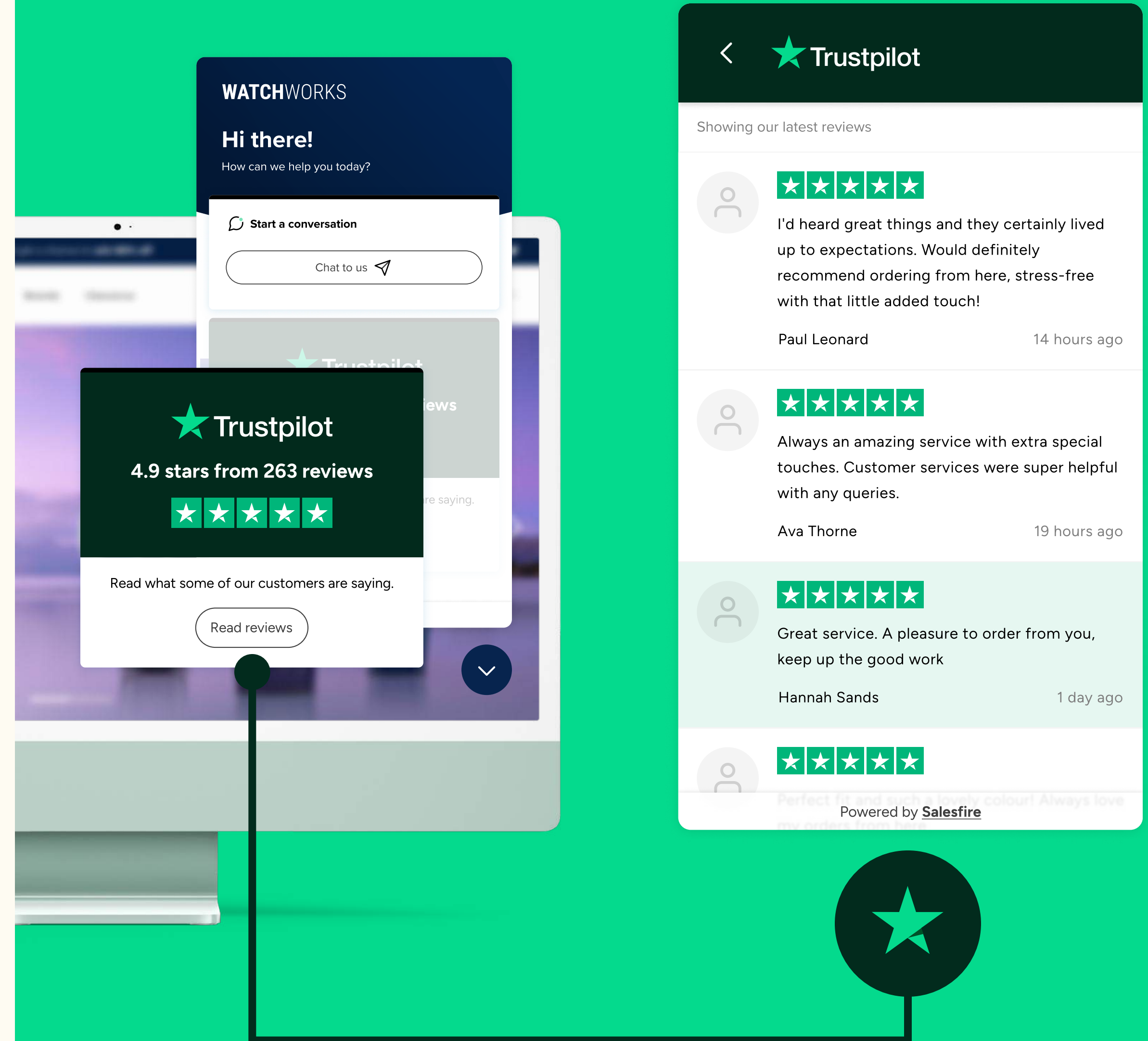
Strategic placement of reviews can significantly boost their effectiveness. Tagging within Trustpilot's dashboard<sup>8</sup> allows users to categorise and leverage reviews throughout the customer journey.

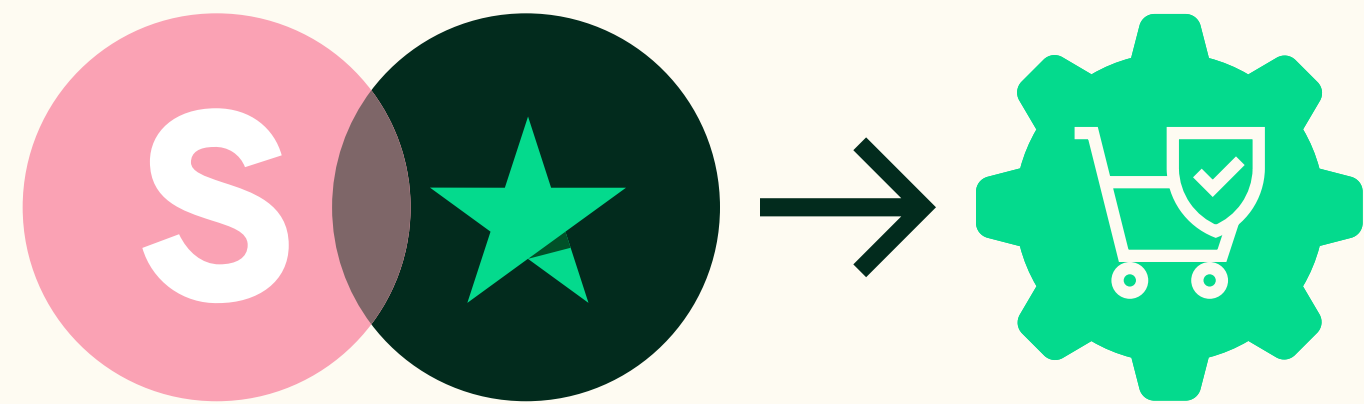
This enables targeted showcasing of reviews that address specific customer concerns. For example, if customers often abandon carts due to delivery anxieties, highlighting reviews mentioning "positive delivery experience" can be highly impactful.

<sup>8</sup> <https://uk.business.trustpilot.com/>

# The **Salesfire** integration

**Salesfire enhances Trustpilot's ROI capability by including Trustpilot reviews in their data-led, intelligent customer journey optimisation solutions that help guide online shoppers through the purchase journey and promote customer loyalty.**





**With Salesfire,  
Trustpilot reviews  
can become  
conversion machines.**

**Here's how: →**



### **What does it do?**

Reviews can be showcased in on-site messaging across your website at the end of the purchase journey.



### **Showcases Trustpilot reviews strategically**

Integrate genuine customer reviews at key touchpoints in the user journey to boost conversions. This builds trust and reinforces confidence in your products and services.



### **Builds credibility**

Show off what customers say about their experiences and build trust in your brand by integrating your Trustpilot account with Salesfire.



### **Focuses on trust**

Positions customer reviews as the key element in building trust.

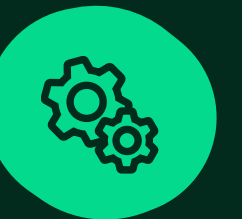
① Scenario:

The Trustpilot & Salesfire Advantage:

# A Day in the Life of Sarah

Meet Sarah, an e-commerce Marketing Manager at a popular dropshipping online home goods store who needs to prove ROI to her new Marketing Director.

★ Trustpilot + Salesfire



Morning

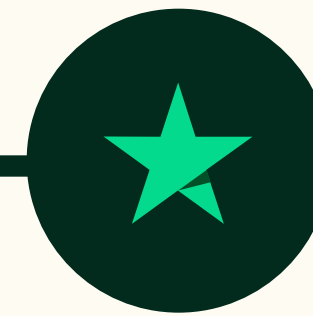
Midday

Afternoon

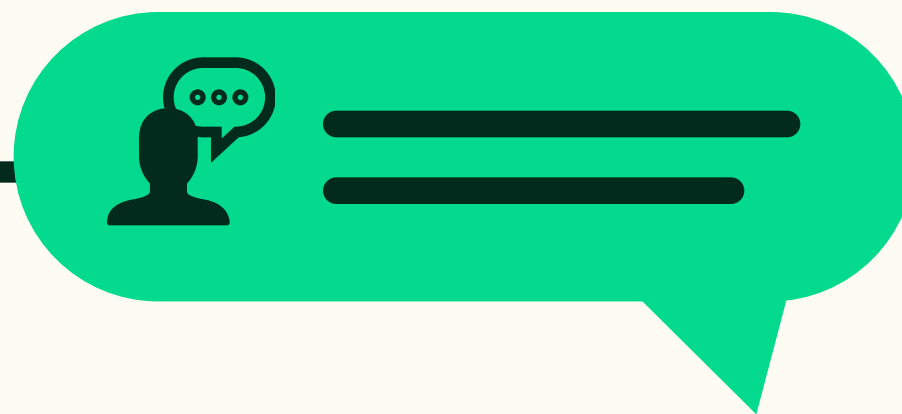
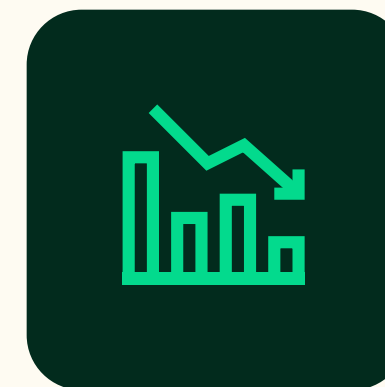
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# Morning

Coffee in hand, Sarah arrives at work with a request from the new Marketing Director to see the latest in marketing performance results in a presentation.



She reviews the latest campaign reports and notices conversions are lagging this quarter. She must justify her budget and marketing efforts for the next one.





## Morning continued



### One teammate, Robert, suggests customer reviews.

The company already uses Trustpilot and has access to numerous integrations, including Salesfire. Salesfire is an intelligent conversion rate optimisation solution that lets you influence your on-site customer journey, helping to convert visitors into customers.

### Could reviews be the key to unlocking higher conversions?

Intrigued, Sarah acknowledges that their use of Trustpilot could be more strategic.

With this knowledge, she's interested in diving deeper into what Trustpilot can offer beyond review collection.

After a brainstorming session with her team, they consider a strategy they can present to the Director, showing how they plan to increase conversion rates by 10% in the next quarter.



Morning

Midday

Afternoon

S

# Midday

**Sarah contacts her company's Trustpilot Account Manager, Farah, to learn more about Salesfire.**

Farah explains that the Salesfire integration would allow Trustpilot users like Sarah's company to showcase Trustpilot service reviews across the website to end users, fostering trust and effectively turning their reviews into a conversion engine.

## Findings via London Research have shown<sup>9</sup>

89% of UK consumers believe star ratings and reviews influence their choice of products and services, and 82% are likelier to trust a brand with a good TrustScore.

<sup>9</sup> <https://2749863.fs1.hubspotusercontent-na1.net/>



Morning

Midday

Afternoon

S

# Afternoon

An email to the Marketing Director is drafted with a summary of Sarah's planned presentation for the end of the week.

In the presentation, Sarah will introduce a pilot program that includes integrating Salesfire with Trustpilot and upgrading their existing Trustpilot plan so she can access more showcasing tools to increase her company's visibility and increase conversions.



Morning

Midday

Afternoon



## ② Real-world case study

# Salesfire and Trustpilot in action



Salesfire worked with Leader Trade, one of the UK's largest online trade retailers and a Trustpilot customer. Leader Trade challenged Salesfire to “**enhance on-site conversions, improve product discovery, and recover lost sales.**”

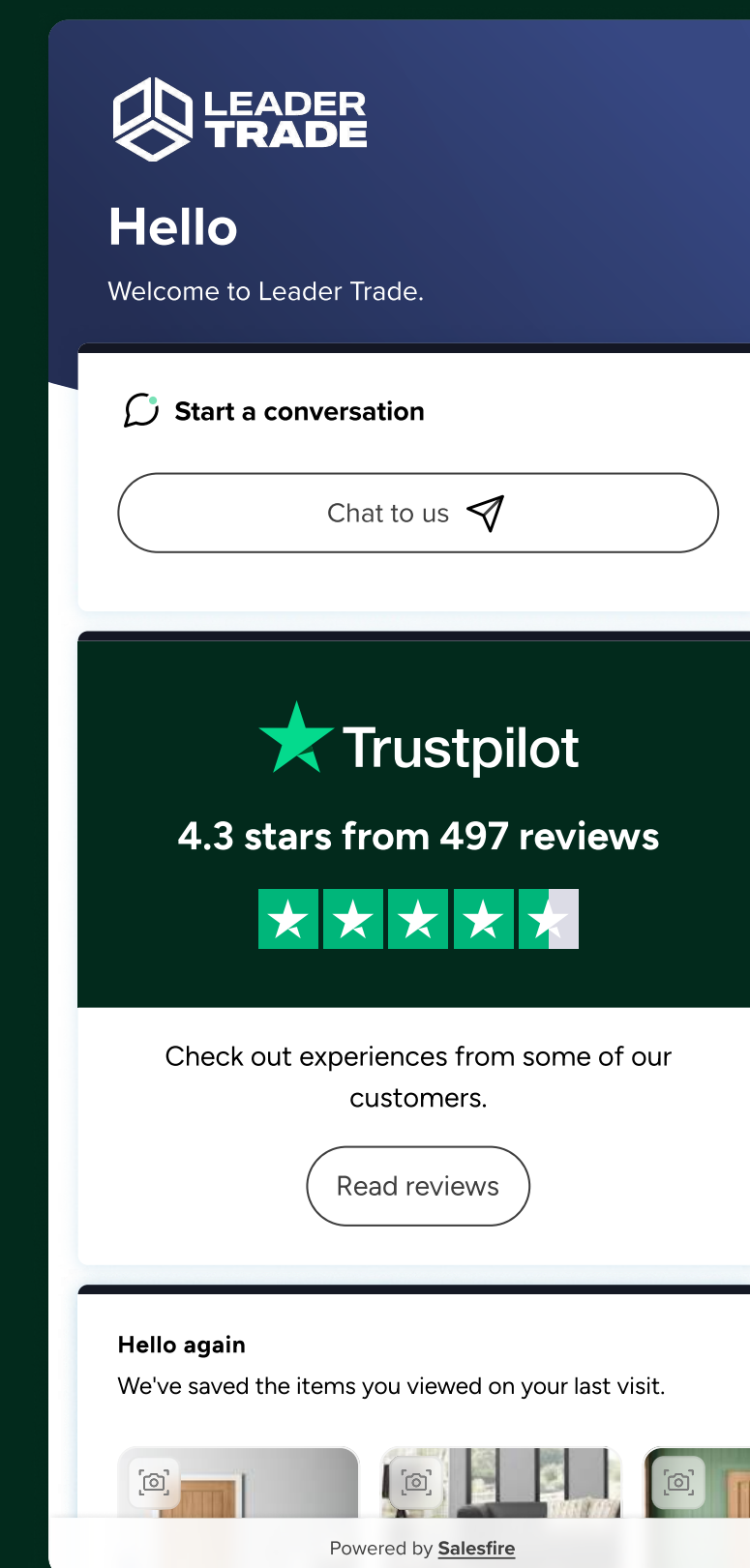
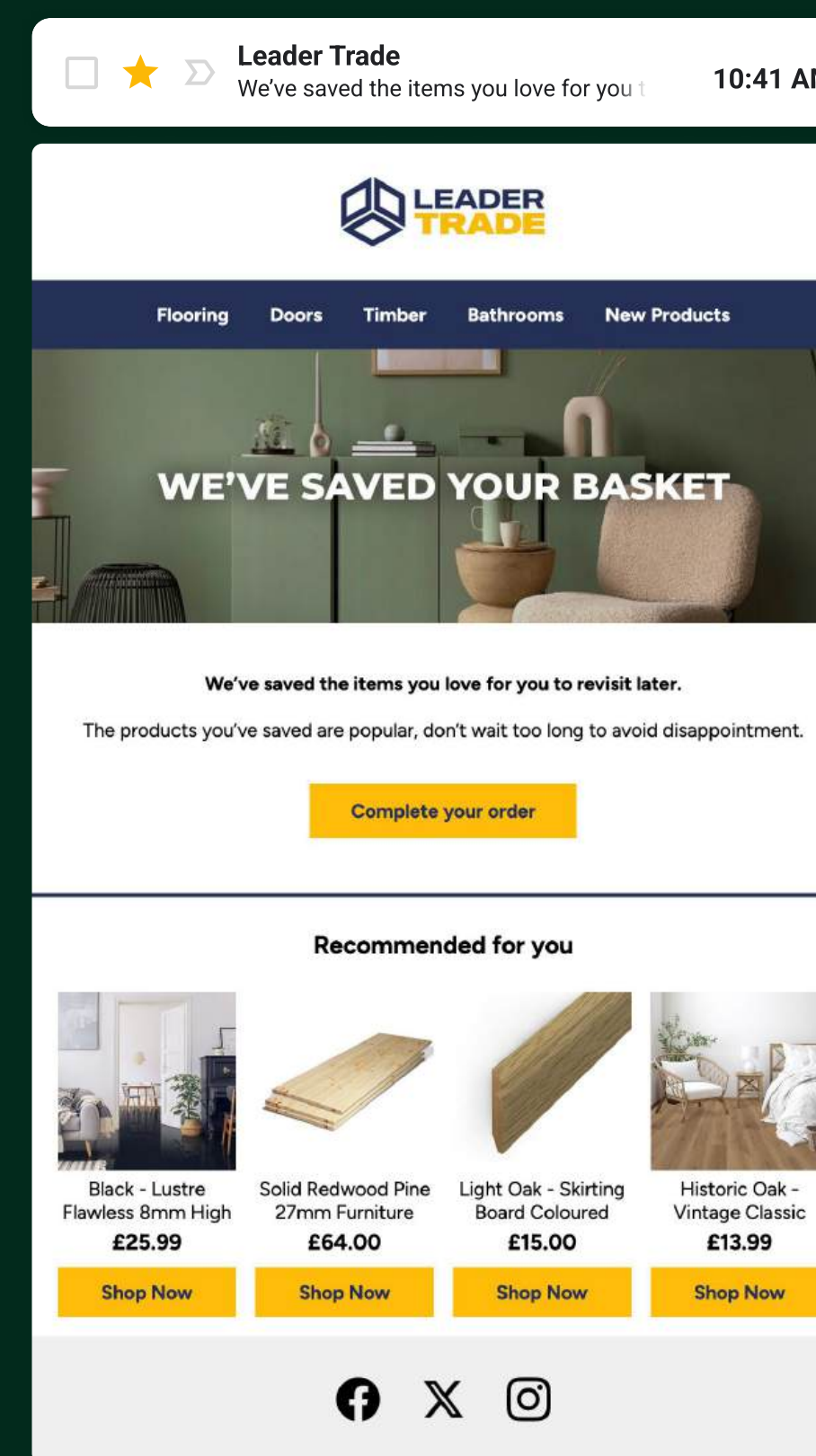
In response, Salesfire worked closely and collaboratively with the Leader Trade team while integrating its suite of innovative tools and strategies to enhance the retailer’s e-commerce presence. This included Trustpilot’s integration, which featured Leader Trade’s service reviews.

## The result?

A **7.5% increase in revenue** and a whopping **88.28% save rate** – meaning Leader Trade had an **88% higher chance of converting** when integrated with both Trustpilot and Salesfire.

7.5% ↑

88% higher



## 3 Checklist

# Checklist: Solve the abandoned cart problem

With Trustpilot, Salesfire can solve the abandoned cart problem many online retailers face. Studies by the Baymard Institute show an average shopping cart abandonment rate of **69.99%**, with individual studies ranging from **56%** to **81%**.<sup>10</sup> This means significant potential sales are lost at the final hurdle.

Trustpilot and Salesfire work together to keep customers going to the end seamlessly. Combining both platforms' benefits with this checklist, businesses like Sarah's can achieve their conversion goals and ROI without exhaustively driving home their value in marketing that doesn't land.

- Provide personalised offers**  
Utilise Salesfire's On-Site Messaging<sup>11</sup> to display a personalised discount, communicate your limited-time promotion or provide an exclusive offer based on basket value to give your shopper that final push towards completing their purchase and take action against abandonment.
- Understand customer sentiment around the checkout process**  
Trustpilot's Review Insights<sup>12</sup> allows users to uncover valuable customer insights. This powerful tool utilises machine learning to identify key topics, trends, and sentiments within your reviews. Segment the keyword "checkout" as a topic within your review collection to gauge the overall customer sentiment toward the process.
- Showcase relevant reviews**  
Use Trustpilot TrustBox widgets<sup>13</sup> to include reviews that reflect cart abandonment issues.
- Use countdown timer campaigns**  
Try Salesfire's Reserve Stock Countdown or Free Delivery Countdown<sup>14</sup> to create a sense of urgency and encourage shoppers to purchase sooner rather than later to avoid missing out on a great deal.
- Remind customers of your payment gateways**  
To make checkout a breeze, remind them of the convenient payment options you offer, like various credit cards and flexible buy now, pay later choices.
- Provide discounts**  
Savvy shoppers prioritise value. A well-timed discount can nudge them back to your site and reinforce their confidence when choosing your brand.

- Use Trustpilot tags**  
Unlock deeper customer insights with Trustpilot's tagging feature.<sup>15</sup> Organise your reviews by categorising them into relevant business segments. This allows you to easily filter and analyse reviews based on specific tags, giving you a more granular understanding of your customers' feedback.
- Feature high-impact reviews**  
Ensure that the reviews you share showcase what a particular product or service does well.
- Simplify product discovery**  
Combat customer disengagement and frustration by integrating AI-powered search and recommendation tools. These tools can showcase your product catalogue and provide personalised inspiration throughout the shopping journey, ensuring users easily find what they want.
- Only show authentic reviews**  
Thankfully, Trustpilot has safeguards to ensure our service reviews reflect authentic customer experiences and actively combat fake reviews.
- Ensure mobile-friendliness**  
It goes without saying websites should be mobile-friendly, including how reviews are displayed at checkout.
- Transparent pricing**  
No hidden costs or drip pricing.<sup>16</sup> Showcasing clear pricing and delivery costs upfront ensures a smooth checkout experience. This transparency prevents unexpected fees and keeps shoppers happy.
- Clear return policies**  
Streamline the buying process by making crucial information like return policies and delivery options easily accessible.

<sup>10</sup> <https://www.hotjar.com/>

<sup>11</sup> <https://www.salesfire.co.uk/>

<sup>12</sup> <https://uk.business.trustpilot.com/>

<sup>13</sup> <https://support.trustpilot.com/>

<sup>14</sup> <https://www.salesfire.co.uk/>

<sup>15</sup> <https://uk.business.trustpilot.com/>

<sup>16</sup> <https://news.sky.com/>

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**Interested in understanding more  
about Trustpilot and Salesfire and how  
they work together?**

[Reach out here for Trustpilot](#)

[Reach out here for Salesfire](#)