

How Trustpilot stars outshine the competition

How Trustpilot cuts through the noise

Trustpilot commissioned a survey of 3,000 EU consumers to understand the impact of ratings and reviews on purchasing behaviour.

Survey respondents were shown a series of advertisements for a banking brand, and asked which ads they would be most likely to click on with a view to signing up.

This infographic shows how various elements of Trustpilot co-branded advertisements impact consumer behaviour, and how Trustpilot outperforms one of its competitors, Trusted Shops.

The anatomy of a co-branded Trustpilot ad

European consumers looking at a banking advertisement are **8.7 times more likely** to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a verbatim customer review than an ad with no Trustpilot content.



Our results also show that Trustpilot content has a direct positive impact on a consumer's likelihood to buy from a brand.

- Customer review +64% click-through
- Trustpilot logo and stars +180% click-through
- TrustScore +14% click-through
- Number of reviews +33% click-through

EU consumers are **50% more likely** to click on an ad showing the Trustpilot logo and stars than the same ad co-branded with Trusted Shops.

EU consumers are **72% more likely** to click a Trustpilot co-branded ad with a five-star customer rating, 3,000+ reviews, and a customer testimonial than the equivalent Trusted Shops ad.



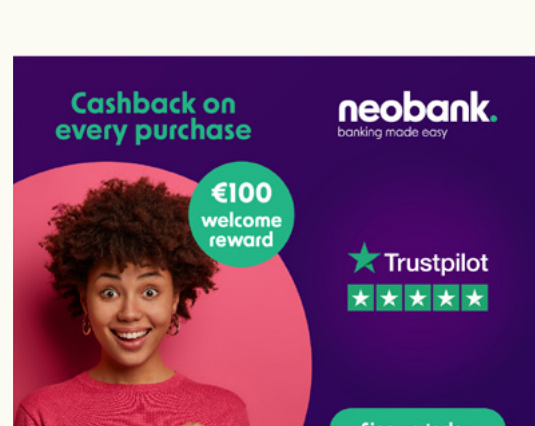
+50%



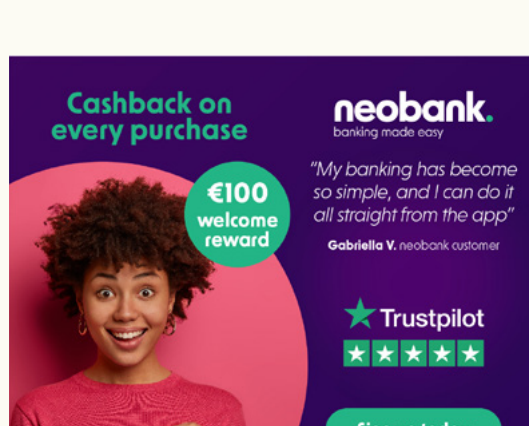
+72%

The Trustpilot logo and stars make an ad **180% more persuasive**.

EU consumers are **64% more likely** to click an ad with a customer review.



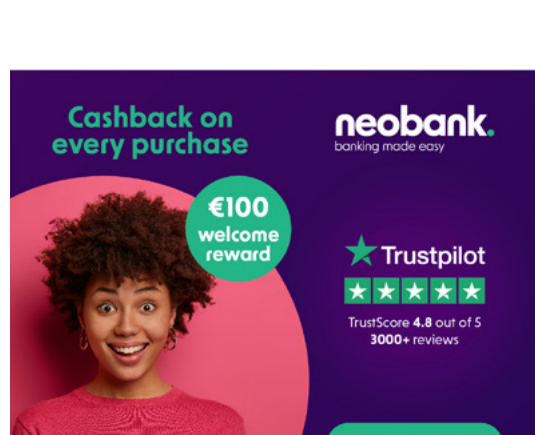
+180%



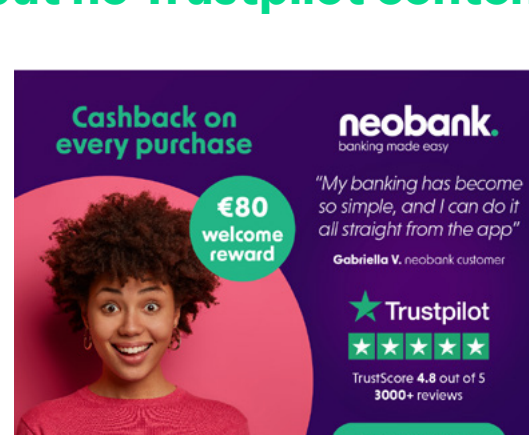
+64%

A Trustpilot five-star ad with 3,000+ reviews **performs 33% better** than the same ad without the number of reviews.

Trustpilot content can offset a higher price or weaker promotion. This ad easily **outperforms the same ad with a 100 € welcome reward but no Trustpilot content**.



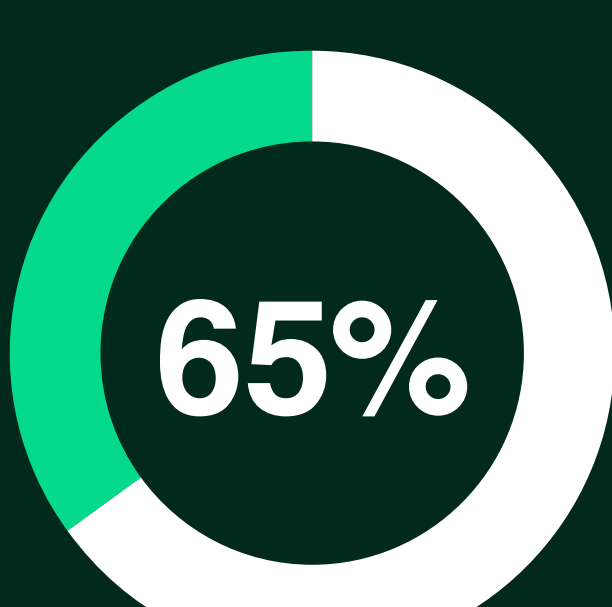
+33%



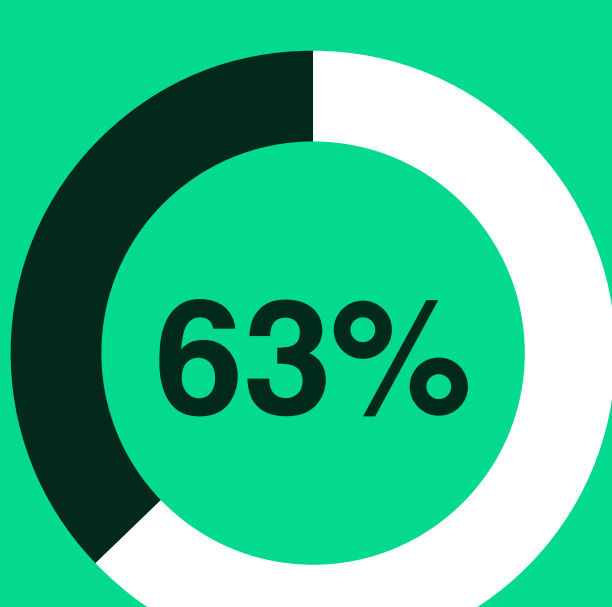
+140%

Trustpilot's impact on European consumers

65% of EU consumers agree that a good Trustpilot score makes them more likely to **trust** a brand.

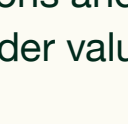


63% agree that a good Trustpilot score makes them more likely to **buy** from a brand.



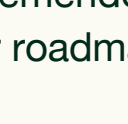
Don't just take our word for it

"For us, Trustpilot is the authority in the field of reviews. Trustpilot reviews ensure more consumer confidence, which directly results in more conversions and a higher average order value."



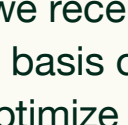
Jeroen Bonnemaijers
Owner
Brandpreventiewinkel

"With Trustpilot reviews, you get exceptional insights into what your customers like and don't like, but also what they're looking for. This all helps us tremendously in developing our roadmap."



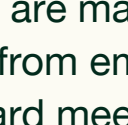
Jillian Ross
Brand Manager
Setmore

"In order to best meet the needs of our investors, feedback is elementary and very valuable for us. Trustpilot is an ideal partner through whom we receive this feedback directly, on the basis of which we can continuously optimize our processes."



Sarah Buge
Team Lead Customer Success Management
Companisto

"The transparency that defines Trustpilot is in perfect alignment with our core values: authenticity and freedom of communication. All of our reviews are managed across the entire company: from employment offices to board meetings."



Ruben Peumans
Owner and CEO
ASAP

Ready to find out more?

Get the full report [here](#).

Ready to get started?

[Book a demo today](#) / [Create your free account today](#).

