

Improve Conversions with Customer Advocacy

User-generated content (UGC) matters to buyers — here's the proof:

Star Ratings Power Discovery and Boost Conversion



87% of customers are highly likely to click on stores or products that have star ratings

Positive Reviews Increase Buyer Confidence



90% of respondents are more likely to buy a product that has mostly positive reviews

Location-based Reviews Drive In-store Traffic



82% of customers place high importance on reviews for local stores and businesses

Real-life Customer Photos Build Social Proof and Retailer Visuals Complete the Story

62% of customers prefer to purchase products from brands that post both manufacturer and buyer photos



21% prefer manufacturer photos

17% prefer buyer photos

OPPORTUNITIES

- ✓ Leverage store and product reviews to drive traffic from paid ads
- ✓ Build your UGC library to increase on-site conversion
- ✓ Drive in-store traffic with local reviews across digital channels
- ✓ Empower customers to tell their story with real-life content

ResellerRatings 

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Source: The ForeSee Experience Index