



# HOW ONLINE REVIEWS IMPACT YOUR BUSINESS



## WHO IS READING ONLINE REVIEWS?

98%

of consumers read online reviews for local businesses.

88%

of shoppers will read at least 3 reviews before making a purchase.

26%

say positive reviews have the most influence over their purchasing decisions.

## HOW REVIEWS CAN IMPACT YOUR BUSINESS

Businesses with more reviews can generate up to

54%

more revenue than average.



Businesses risk losing up to 22% of customers when just one negative article pops up when searching for a product.



62%

of shoppers are more likely to purchase if they see photos and videos from other customers.

## HOW REVIEWS CAN IMPACT YOUR CONSUMERS

81%

of consumers use Google to evaluate local businesses.



★★ 3%

said they would consider using a business with an average star rating of two or fewer stars.

✓ 83%

of customers say reviews must be relevant and recent to be trustworthy.

✗ 94%

of customers say they have avoided a business due to negative reviews.

## WHY YOU NEED TO RESPOND TO REVIEWS

Not responding to reviews risks increasing customer churn by up to 15%.

57%

of shoppers 'not very' or 'not at all' likely to use a business that doesn't respond to reviews at all.

45%

of consumers say they're more likely to visit a business if it responds to negative reviews.

53%

of customers expect businesses to reply to their online review within 7-days.



6/10

of consumers say that they won't support brands that engage in review censorship.



A recent study found that Google Reviews are the #1 Review site of choice.

