Facts and Figures Your Business Needs to Know

Online reviews and customer feedback posted on third-party review platforms like Yelp, Google, and TripAdvisor play a big role in consumers' purchase decisions.

Whether you're managing a small- or medium-sized business or an enterprise-level organization with hundreds or thousands of locations, it's clear that reviews have a direct impact on your business reputation and revenue.

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MODERN COMMENT

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(YOUGOV

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YP

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Reviews impact consumers' purchase behavior

Approximately **4 in 5 American consumers** read online reviews before making a purchase decision. **79 percent** do so to make sure the product or service is good, **61 percent** read reviews to make sure the product or service works, and **53 percent** read reviews to make sure that they don't get ripped off. (**YouGov**)

A strong positive review can sway a consumer to pay nearly **9 percent** more for a product or service. (**ShareThis / Paley Center for Media**)

4 out of 5 consumers reverse their purchase decisions based on negative reviews. (**Sprout Social**)

50 percent of consumers think that reviews (positive and negative) are the best peer-to-peer contribution to trust. Reviews inspire **twice as much** trust as general social networking "likes". (**About.com / ReviewTrackers**)

Only **13 percent** of consumers will consider buying from a business that has a 1- or 2-star rating. (**Search Engine Land**)

51.7 percent of customers who post online reviews or feedback expect a response in **seven days or less**. (**ReviewTrackers**)

7 percent of consumers read **at least 20 online reviews** before they put enough trust in a business. (**eMarketer**)

55 percent will not consider a business with negative reviews and ratings. Additionally, **27 percent** will also voice their dissatisfaction when it comes to businesses with no testimonials, ratings, or reviews. (**YP**)

Online reviews (**55 percent**) are more influential to women than product articles (**19 percent**), advertisements (**17 percent**), and information from salespeople (**9 percent**). (**ReviewTrackers**)

A **one-star increase** in a restaurant's Yelp rating can result in as much as a **9 percent increase in revenue**. (**Harvard Business School**)

Reviews impact consumers' purchase behavior cont.

Product page visitors who read and interact with online reviews convert at a **58 percent** higher rate than those who don't. (**ReviewTrackers**)

9 in 10 Americans believe that businesses should leverage both negative and positive customer feedback – in the form of online reviews – in order to improve products and services. **86 percent** of US consumers also agree that managing reviews and customer feedback is a great way for businesses to publicly recognize individual employees for their good work. (**Goodsnitch**)

72 percent of consumers trust online reviews as much as personal recommendations made by friends and family, while **78 percent** say that seeing management respond to online reviews makes them believe that the local business cares more about them. (**Modern Comment**)

Reviews impact search ranking and performance

Online review signals – quantity, velocity, and diversity of reviews – are considered one of the **top seven factors** influencing how and where a business appears in local search results. (**Moz**)

Businesses that stay engaged on online review sites attract **4 times** more page views and **63 percent** higher popularity rankings and visibility on TripAdvisor. (**Atmosphere Research Group / TripAdvisor**)

83 percent of shoppers discover new products every month through peer-to-peer reviews and social media; reviews and recommendations are their foremost sources of information. (**Social Media Link**)

800 words of review text can make up as much as **70 percent** of fresh content for your page, which search engines will reward with higher search results. (**Adweek**)

The shelf life of online reviews is longer than the shelf life of tweets and Facebook posts. According to **Search Engine Land**, **69 percent** of consumers believe that reviews older than **3 months** are no longer relevant. According to **Moz**, **18 minutes** is the median lifespan of a tweet, while **Wiselytics** revealed that **75 percent** of engagement on a Facebook post occurs within the first **5 hours**.

Reviews can even influence up to **10 percent** of a business' search ranking. (**Search Engine Journal**)

Retail

Retail brands have embraced reviews as an important part of their strategy, with **73 percent** integrating reputation and review management into their social media marketing efforts. (**e-tailing group**)

Online reviews – along with mobile shopping apps and E-mail messages – are considered by consumers today as the most influential shopping tools. (**Epsilon**)

Customer feedback trends show that retail shoppers are **127 percent** more likely to talk about staff negatively, while also being **275 percent** more likely to talk about price positively. (**Location-Based Marketing Association**)

18 percent of retailers and e-commerce businesses are pouring "significant" investments to increase or generate new reviews and other kinds of user-generated content. (**e-tailing group**)

Retail shoppers interact with retailers' Facebook pages (**38 percent**) more than they interact with retailers' websites (**36 percent**). Moreover, **89 percent** of those who interact with retailers online – through any customer feedback or social media channel – say that the interaction has an impact on their purchase. (**Infosys**)

Restaurants and Foodservice

More than **33 percent** of diners will not choose to eat in a restaurant with less than a 4-star rating on online review sites like Yelp, Google, and TripAdvisor. (**ReviewTrackers**)

Consumers check an average of **4 websites** before making a booking. Also, **78 percent** say they read online reviews at least half the time before making a reservation or visiting a local business. (**SurveyMonkey**)

1 in 8 diners will post a restaurant review after their meal. (**OpenTable**)

When restaurants increase direct engagement with reviewers by as little as **1 percent**, positive online sentiment could increase by as much as **25 percent**. (**eMarketer**)

56 percent of franchise restaurant owners think reviews are more important influencers of store traffic than traditional advertising. (**GE Capital, Franchise Finance**)

75 percent of consumers will not visit or patronize a restaurant with negative reviews about its cleanliness. (**Harris Poll for Cintas Corporation**)

A half-star rating improvement on Yelp makes it **30 to 49 percent** more likely that a restaurant will sell out seats during its peak hours. (**Berkeley**)

25 percent more people turn to consumer reviews on sites like OpenTable, Yelp, and TripAdvisor than those who rely on reviews by professional food critics. **60 percent** read reviews before going out for a meal, a habit that takes precedence over getting directions to a restaurant, or looking at food photos. (**OpenTable**)

68 percent of restaurant owners in the US actively monitor reviews on multiple review sites, and about **24 percent** use Yelp for marketing purposes, more than the percentage of restaurants using Foursquare (**16 percent**), OpenTable (12 percent), and Citysearch (**6 percent**). (**eMarketer**)

Reviews posted on Yelp could be analyzed to predict if and when a restaurant might shut down. (**University of Maryland**)

Automotive

69 percent of car shoppers consider dealership review sites as an influential research tool for their purchase decisions. **14 percent** said that online reviews were the only reason for their having decided to visit a dealership and **5 percent** decided to change their choice of car dealership after finding negative reviews of their initial choice. (**eMarketer**)

91 percent of consumers rely on reviews when selecting a dealership. (**Cars.com**)

Car shoppers are **5.3 times** more likely to convert to a lead when dealers have positive online reviews (or an overall rating of 3.5 stars or higher), and **90 percent** are more likely to visit the website of a car dealership with a strong online reputation (**DealerRater**)

7 out of 10 auto shoppers believe that online dealership reviews are either a "very" or "extremely" important part of their research process. (**Cars.com**)

22 percent of social networking users and review site users post a review or a comment online after an automobile purchase. Also, buyers who are focused on multiple automotive brands (4 or more) are **twice as likely** to read consumer-generated automotive reviews than buyers considering only one brand. (**Google Think Insights**)

DealerRater users are **12.1 times** more likely to submit a lead to dealers that featured employee pages on their DealerRater review profiles. (**DealerRater**)

40 percent of all new reviews on Cars.com are based on a (positive or negative) service experience. (**Cars.com**)

Edmunds is one of the review sites that consumers trust the most – ranking among the **top four**, along with TripAdvisor, Zagat, and OpenTable, and also just ahead of Yelp, Google (Google+ Local/ Google Maps), and Foursquare. (**Maritz**)

Hospitality and Travel

89 percent of all travelers consider online reviews as influential when choosing where to go. (**TripAdvisor**)

46 percent read reviews before booking a hotel, and **34 percent** say they check reviews either sometimes or most of the time. (**Software Advice**)

Online reviews (**88 percent**) rank second only to price (**93 percent**) as the most important factor considered by travelers looking for accommodations. Consequently, **93 percent** of hoteliers agree that reviews "are important for the future" of their business, and **59 percent** plan to invest more money in online reputation management, the biggest investment priority in hospitality in 2016. (**TripAdvisor**)

70 percent of consumers will not visit or stay in a hotel with negative reviews about its cleanliness. (**Harris Poll for Cintas Corporation**)

Hospitality businesses that respond to TripAdvisor reviews enjoy **17 percent** higher levels of engagement and are **21 percent** more likely to receive booking inquiries. (**TripAdvisor**)

27 percent of travelers favor TripAdvisor as the most trusted resource for travel planning. The travel reviews site ranked ahead of personal recommendations from friends and family (**18 percent**), tourist board websites and print guidebooks (**14 percent**), and travel blogs, travel applications, and social media (**3 percent**). (**World Travel Market**)

A **one-point improvement** in Travelocity's five-point rating scale can sway room rates by up to **11 percent**. (**Cornell University**)

The most trusted review sites for hospitality shoppers are TripAdvisor, Yelp, and Google. Over **33 percent** say discounts and special offers on review sites make them more likely to visit a hotel, restaurant, or attraction. (**SurveyMonkey**)

Business listings or pages of hotels and properties with at least one photo on TripAdvisor receive **225 percent** more booking inquiries than those with no photos. (**TripAdvisor**)

Healthcare

52 percent of US Internet users are likely to use sites with reviews and ratings of doctors and hospitals, while **49 percent** want to use healthcare-related sites with product ratings and reviews of medicines and other healthcare products. (**Deloitte**)

Based on positive reviews, patients value doctors' excellent customer service and bedside manner more than they do the level of medical skill; patients who post negative reviews complain most about poor service and bedside manner four times as much as they do about misdiagnoses and inadequate medical skills (only **21.5 percent** of the negative reviews cited medical skill as a major concern). (**Vanguard Communications**)

Approximately **85 percent** of consumers are now at least "moderately likely" to choose a doctor over another based on high ratings and positive reviews. (**Vitals**)

24 percent of caregivers check online reviews of drugs and medical treatments, compared to only **13 percent** of other Internet users (non-caregivers); 2**2 percent** of caregivers also check online doctor reviews and ratings, compared to **14 percent** of non-caregivers. (**Pew Research Center**)

63 percent of patients think physician review sites are either "very important" or "somewhat important." (**Journal of the American Medical Association**)

Online reviews (**76 percent**) written by other patients on sites like Yelp and Healthgrades are considered by Millennials as the main criteria when selecting a doctor. (**Salesforce**)

51 percent of people check reviews to assess their doctors; **47 percent** of those who looked up physicians online felt differently about the physician after viewing their profiles and reviews. (**Vitals**)

70 percent say that online dentist reviews are just as important as a dentist's professional credentials. (**DentistryIQ**)

30 percent of parents choose pediatricians for their children based on online doctor ratings and doctor reviews, and **30 percent** have ruled out a pediatrician because of poor ratings or reviews. (**University of Michigan Mott Children's Hospital**)

Healthcare cont.

Approximately **85 percent** of doctors now actively monitor online reviews posted by patients. (**ZocDoc**)

62 percent of survey respondents said they turn to online reviews as the first step to finding a new doctor. Healthgrades ranked as the most used site (**43 percent**), while Yelp was deemed by **44 percent** as the most trustworthy. (**Software Advice**)

Positive reviews and high ratings for hospitals on Yelp correlate with high ratings through the industry-standard patient system. Yelp hospital ratings also significantly correlate with lower mortality and readmission rates. (**BMJ Quality and Safety Journal**)

75 percent of doctors monitor more than one online review site, while **12 percent** check reviews at least once a week. (**Vitals**)