

RATINGS AND REVIEWS WITH FRESH RELEVANCE & TRUSTPILOT

Build trust and drive online conversions with the power of social proof.



hello@freshrelevance.com



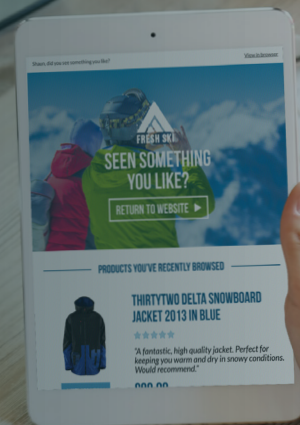
www.freshrelevance.com



Trustpilot

Boost cross-channel marketing campaigns with customer ratings and reviews from Trustpilot.

Collect authentic customer reviews with Trustpilot, and use Fresh Relevance's Social Proof module to easily display these across email and web content.



Why Trustpilot?

With over 270,000 businesses reviewed and 1.1 trillion ratings and reviews displayed in Google annually, companies use Trustpilot to:

- Create customer confidence
- Make it easy for customers to leave reviews
- Increase conversions with the power of customer advocacy

Fresh Relevance integrates with Trustpilot to automatically pull ratings and reviews into marketing content. You'll be able to guide website visitors towards a purchase, and drive email click-throughs with user generated content.



Cross-channel social proof

Dynamic content SmartBlocks allow you to display ratings and reviews from your customers in bulk and triggered emails, and on the website. Use granular segmentation to serve the most effective social proof content to different customer groups.



Boost product recommendations

Pull Trustpilot star ratings into product recommendations and control the look and feel. Filter product recommendations to meet your goals, for example to promote your most highly-rated products or to display products with a minimum star rating.



You're in control

Configure the appearance of ratings and reviews within the Fresh Relevance interface. Optimize the layout of web pages by showing Trustpilot content only to certain customer segments.



Testing and optimization

Use A/B tests and control groups to optimize the use of ratings and reviews, and quickly measure the impact on your marketing campaigns.



Quick & easy implementation

Fresh Relevance automatically pulls data from Trustpilot through a direct integration for use in website and email content.

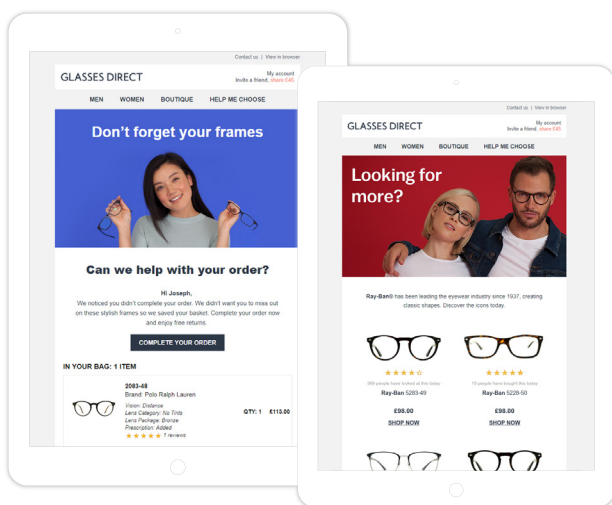
What does social proof look like?

MyOptique Group is the eCommerce leader in Europe for eyewear, including online retail brands Glasses Direct, and Sunglasses Shop.

With Fresh Relevance and Trustpilot, the company increases customer engagement and drives sales by deploying ratings and review across channels.



Email



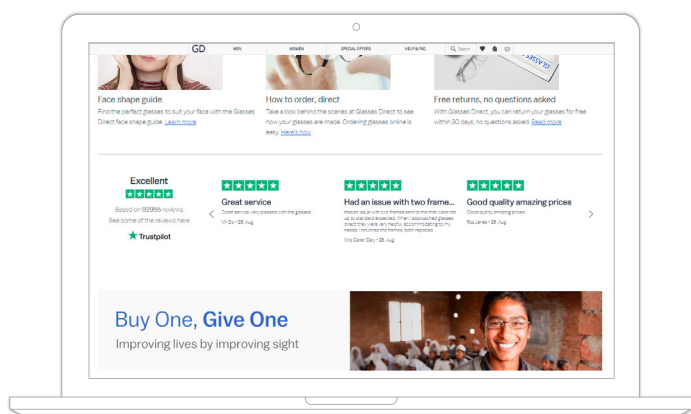
- ✓ **Product rating stars** help customers feel confident to complete their purchase.

Up to **2x**
conversion rate
from emails

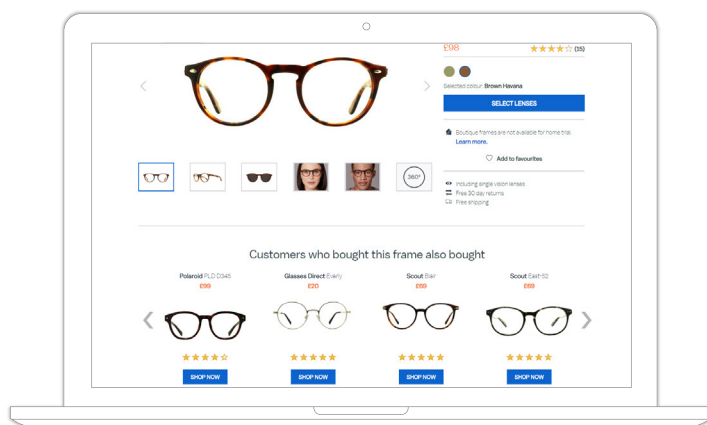
+20%
revenue per email



Web



- ✓ **Product rating stars** reduce last-minute purchase hesitation.
- ✓ **Rating stars** encourage click throughs on product recommendations.
- ✓ **Detailed reviews** help customers make an informed decision.



- ✓ **Personalized product recommendations** and **rating stars** build trust and encourage shoppers to click through from the homepage.
- ✓ **Trustpilot service ratings** reassure first-time visitors.

Get in touch with your Fresh Relevance account manager today at hello@freshrelevance.com to switch to Trustpilot or to add ratings and reviews to your Fresh Relevance toolkit