



ONLINE REVIEWS MAKE AN IMPACT

For independent agents, positive online reviews are a critical piece of success. These stats help explain why they are so important.

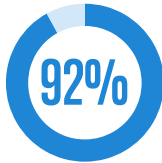


Most all customers read online reviews before doing business with a company

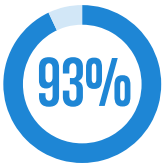


84% trust online reviews as much as a friend's suggestion

REVIEWS IMPACT ALL TYPES OF BUYERS



of B2B buyers are more likely to make a purchase after reading a positive review



of consumers say reviews impact purchase decisions



Customers spend on average **31% MORE** with a business that has excellent reviews



94%



say a review has convinced them to avoid a business

POOR REVIEWS CAN IMPACT ENGAGEMENT



7 IN 10 customers will write a review simply because they were asked to leave their feedback

3.3



The minimum star rating needed for consumers to engage with a business

SOURCES

<https://www.qualtrics.com/blog/online-review-stats/>
<https://learn.g2.com/customer-reviews-statistics>