

Fast Stats in Online Reputation Management

Reputation Score / Sales Impact

- On average, an increase of 1 star = **5-9%** increase in revenue (Harvard Business Review, 2011).¹
- A **1.5** star rating increase = **13K** more leads (Location3, 2017).²
- A high Reputation Score leads to a **3.9%** impact on store sales (Reputation.com, 2018).³
- Third-year ORM-enrolled locations are selling **2.4** more vehicles than the baseline, which equates to \$95,000/year (Reputation.com).
- Dealerships who gained 150 points in their reputation score saw vehicle sales grow by **6%**. Dealerships who lost 150 points in their reputation score saw vehicle sales decline by **13%**.
- There's a **40%** difference in average revenue per bed between hospitals with the lowest and highest scores (Reputation.com).
- Companies with the highest reputation scores experience an average of **15%** faster sales growth than companies with the lowest reputation scores (Reputation.com).

Reviews

Reviews impact business revenue.

- A star rating increase of just 0.1 could increase the conversion rates of a business location by **25%** (Uberall, 2019).⁴
- The average number of reviews for small businesses is **82**. Businesses with fewer than average earn **15%** less revenue; more than average earn **54%** more revenue. Businesses with **200** reviews or more earn nearly twice as much revenue (Womply, 2019).⁵
- Businesses with a rating between **3.5 and 4.5** stars earn more revenue than any other rating; **4 to 4.5** earn **28%** more in revenue (Womply, 2019).
- The average number of "fresh" reviews (posted in the last 90 days) for small businesses is **9**. Businesses with no fresh reviews earn **13%** less in revenue than average. Businesses with more than **9** reviews earn **52%** more revenue than average. Businesses with more than **25** fresh reviews earn **108%** more than average (Womply, 2019).

¹ <http://www.hbs.edu/research/pdf/12-016.pdf>

² <https://www.ksainsider.com/a-1-5-star-review-improvement-equals-13k-more-leads-in-study/archives#sthash.6PaTJieO.dpbs>

³ <https://www.reputation.com/resources/white-paper/2018-retail-reputation-report/>

⁴ <https://get.uberall.com/reputation-management-revolution-report-en/>

⁵ <https://www.womply.com/impact-of-online-reviews-on-small-business-revenue/>

Reviews greatly influence consumer purchasing decisions.

- **91%** of consumers trust reviews as much as a personal recommendation (BrightLocal, 2018).⁶
- **95%** of customers will read reviews before making a selection (Spiegel, 2017).⁷
 - Quality - Consumers read an average of **10** online reviews before feeling able to **trust** a local business (BrightLocal, 2019)⁸.
 - Volume - Consumers require an average of **40 reviews** before believing a business's star rating is accurate--up from 34 in 2017 (BrightLocal, 2018).
 - Recency - **84%** of consumers believe reviews older than **3 months** aren't relevant (BrightLocal, 2019).
- **47%** of consumers will only use a business if it has **4 or more stars** (BrightLocal, 2019).
 - *A great way to phrase this per industry: "In other words, nobody wants to live in a 3-star apartment | go to a 3-star restaurant | see a 3-star doctor."*
- **50%** of consumers visit local businesses' websites after reading positive review (BrightLocal, 2018).
- The purchase likelihood for a product with five reviews is **270%** (4x) greater than the purchase likelihood of a product with no reviews (Spiegel, 2017).

Reviews greatly influence consumer healthcare decisions.

- **88%** of consumers go online to find healthcare providers (Reputation.com, 2019).
- **68%** of consumers choose a doctor based on reviews (Reputation.com, 2017).⁹
- **2/3** of consumers will wait longer for an appointment with a doctor who has better reviews (Reputation.com, 2017).
- **80%** of consumers want to read **6** or more reviews before selecting a provider (Reputation.com, 2017).
- **77%** of consumers want to see provider reviews within the last **12** months (Reputation.com, 2017).

Responding to reviews acquires and retains more customers.

- **53%** of consumers expect a response within **7 days** of leaving a review (ReviewTrackers, 2018).¹⁰
- **97%** of consumers read businesses' responses to reviews. (BrightLocal, 2019)

⁶ <https://www.brightlocal.com/research/local-consumer-review-survey-2018/>

⁷ <http://spiegel.medill.northwestern.edu/online-reviews/>

⁸ <https://www.brightlocal.com/learn/local-consumer-review-survey/>

⁹ <https://www.reputation.com/resources/white-paper/healthcare-consumer-survey-the-impact-of-online-reviews-on-selecting-providers/>

¹⁰ <https://www.reviewtrackers.com/online-reviews-survey/>

- **45%** of consumers say that they're more likely to visit a business if it responds to negative reviews (ReviewTrackers, 2018).
- Shoppers who read a negative review and see the brand response are **116%** more likely to purchase than those who see no response from the business (Bazaarvoice, 2015)¹¹.

Reviews impact search/visibility.

- Google searches account for **63%** of all web searches; an estimated **46%*** of those searches are local. Combined with all of its other products, Google holds **90%** of the total market share of web, mobile, and in-app searches (Jumpshot, 2018).¹²

Note: *This 46% stat is thrown around the Internet, but hasn't been officially verified (?):
<https://www.brightlocal.com/about-local-seo/>.

- Reviews are among the top 5 ranking factors in Google's local search algorithm, estimated to account for **15%** of algorithm (Moz, 2018).¹³
- Results in the Google 3 pack receive nearly **50%** of the clicks and generate **2x** profile views and actions (Advanced Web Ranking, 2017 | Reputation.com).¹⁴
- Businesses with more reviews outrank their competitors **twice** as often (Reputation.com).
- Businesses with higher average ratings outrank competitors **70%** more often (Reputation.com).
- Google and Facebook are the fastest-growing review sites (BrightLocal, 2018)¹⁵.

Asking for reviews is the best way to increase review volume.

- **85%** of consumers are willing to leave reviews (BrightLocal, 2019).
- If left to organic review generation, fewer than **25%** of consumers say they are likely to leave a review (GatherUp, 2017).¹⁶ The percentage of people who *actually* do is estimated to be much lower.
- On the other hand, **68%** of consumers have left a review for a local business after being *asked* to do so (BrightLocal, 2017).¹⁷
- Locations that request reviews can see review volume grow **2-10x faster** and sentiment rise by **10-20%** (Reputation.com).

¹¹ http://media2.bazaarvoice.com/documents/Bazaarvoice_Conversation_Index_Volume8.pdf

¹² <https://sparktoro.com/blog/new-jumpshot-2018-data-where-searches-happen-on-the-web-google-amazon-facebook-beyond/>

¹³ <https://moz.com/local-search-ranking-factors#top-50-local-pack-finder-factors>

¹⁴ <https://www.advancedwebranking.com/ctrstudy/>

¹⁵ <https://www.brightlocal.com/2018/01/17/comparison-of-local-review-sites/>

¹⁶ <https://gatherup.com/blog/willing-consumers-leave-reviews/>

¹⁷ <https://www.brightlocal.com/learn/local-consumer-review-survey-2017/>

Actions & Survey

Actively managing customer feedback retains more customers.

- **32%** of all customers would stop doing business with a brand they loved after one bad experience (PWC, 2018).¹⁸
- **31%** of consumers rated being able to contact the company through any channel as the top driver of feeling emotionally connected to a brand (New Voice Media, 2017).¹⁹
- **89%** of companies compete primarily on the basis of customer experience (Gartner, 2014).²⁰
- Loyal customers spend **67%** more than new ones (CMO, 2017).²¹
- On average, companies that don't close the loop will experience **2.1%** increase in churn per year (CustomerGauge, 2018).²²
- Companies that close the loop within **48 hours** experience the highest increase in retention (CustomerGauge, 2018).

Surveys streamed to your websites impact search/visibility.

- Adding survey widgets to local pages increases your chances of showing up on Google's first page by **50%** and increases page ranking by **1.7 spots** (Reputation.com).

Business Listings

Accurate business listings acquire more customers,

- **95%** of searches for local businesses are done on 1 of 5 sites (Reputation.com).
- Google My Business (GMB) listings are among the top 5 ranking factors in Google's local search algorithm, estimated to account for **25%** of algorithm (Moz, 2018).
- Businesses with a complete and accurate GMB Listing are **2.7x** more likely to be considered reputable and get **7x** more clicks (Unknown Source*).

Note: *These stats are widely used across Internet, but source and date are not verified.

¹⁸

<https://www.pwc.com/us/en/advisory-services/publications/consumer-intelligence-series/pwc-consumer-intelligence-series-customer-experience.pdf>

¹⁹ <http://pages.newvoicemedia.com/rs/182-ZPE-371/images/serial-switchers-service-research-UK.pdf>

²⁰ <https://blogs.gartner.com/jake-sorofman/gartner-surveys-confirm-customer-experience-new-battlefield/>

²¹ <https://www.cmo.com/features/articles/2017/3/3/loyalty-mind-blowing-stats-tlp.html#gs.ziPQTzVk>

²² <https://customergauge.com/benchmarks-report>

- **5%** of Google My Business listing views result in a website click, call, or direction request (BrightLocal, 2019).²³
- Between Q4 2017 and Q4 2018, direct searches grew by **38%**, while website clicks from GMB listings grew **29%** (BrightLocal, 2019).
- **50%+** of browser-based searches on Google.com resulted in zero-clicks (SparkToro, 2019).²⁴

Accurate business listings cannot be maintained manually.

- On average, if unmaintained, you can expect to see over **1.5** listings data points/per entity degrade each month (Reputation.com).
- For every business entity you have, on average **253** listings data points are on the web (Reputation.com).
- On average, it takes **10** minutes per data point to maintain listings manually (Reputation.com).

Social

Responding to social inquiries/posts retains more customers.

- Customers who receive a response on social media are **30%** more likely to recommend the brand to others (Twitter, 2016).²⁵
- Failing to respond on social media can trigger a **43%** decrease in customer advocacy; a reply, however, can give you a **20%** bump. (Lloyd Media Solutions, 2018)²⁶
- **67%** of consumers have used a company's social media channel for service (J.D. Power, 2013)²⁷.
- **42%** of consumers on social media expect a response with **60** minutes (Baer, 2016)²⁸.
- **78%** of people who complain to a brand via Twitter expect a response within an hour. (Lithium, 2013)²⁹

²³ <https://www.brightlocal.com/research/google-my-business-insights-study/>

²⁴ <https://sparktoro.com/blog/less-than-half-of-google-searches-now-result-in-a-click/>

²⁵ https://blog.twitter.com/marketing/en_us/topics/research/2016/study-twitter-customer-care-increases-willingness-to-pay

²⁶ <https://medium.com/@lloydmediasolutions/how-to-respond-when-customers-get-sour-on-social-media-4365d9fa29d8>

²⁷ <http://www.jdpower.com/press-releases/2013-social-media-benchmark-study>

²⁸

<https://www.convinceandconvert.com/social-media-research/42-percent-of-consumers-complaining-in-social-media-expect-60-minute-response-time/>

²⁹ <https://www.lithium.com/news-events/press-releases/2013/consumers-will-punish-brands-that-fail-to-respond-on-twitter-quickly>

Social media influences consumer purchasing decisions (all).

- **54%** of consumers use social media to research products (GlobalWebIndex, 2018).³⁰
- **75%** of people have purchased something because they saw it on social media (SS, 2016).³¹
- **57%** of people are more likely to buy from a brand that they follow on social media (SS, 2016).
- **1 in 3** people on Facebook use the platform to look for recommendations (Facebook, 2018).³²
- **2 in 3** people on Facebook visit the page of a local business or event once a week (Facebook, 2018).
- The average Twitter user has **700** followers. *One like or retweet can put you in front of hundreds of new people.* (KickFactory, 2016)³³
- People aged **55-64** are more than twice as likely to engage with branded content than those **28** or younger. (Social Media Today, 2014)³⁴

Social media influences **auto** consumer purchasing decisions.

- A dealer's social media channels are nearly **half** as important to consumers during the interest phase as visiting the dealership itself (Capgemini Consulting, 2017).³⁵
- **62%** of consumers say their automotive purchase decisions are likely to be influenced by positive comments on social media about a car, dealer, or manufacturer (Capgemini Consulting, 2017).
- Among an OEM's customers, **10%** can reliably be counted as brand ambassadors (Capgemini Consulting, 2017).

Brands that focus on relevant social media content engage more customers.

- While **86%** of social media users follow a brand, nearly **60%** of them are annoyed with too many promotions by brands (SS, 2016). *We suggest alternating between original insights, promotions, interesting news or blogs, reposts, pictures, and videos that drive local awareness.*
- **41%** of people will unfollow a brand that doesn't share relevant information (SS, 2016).

³⁰ <https://blog.globalwebindex.com/chart-of-the-day/social-browsers-brand/>

³¹ <https://sproutsocial.com/insights/data/q3-2016/>

³² <https://www.facebook.com/business/recommendations> and <https://www.facebook.com/business/news/insights/how-mobile-first-connections-drive-local-business>

³³ <https://kickfactory.com/blog/average-twitter-followers-updated-2016/>

³⁴ <https://www.socialmediatoday.com/content/6-myths-about-social-sharing>

³⁵ <https://www.capgemini.com/consulting-de/wp-content/uploads/sites/32/2017/05/cars-online-study-2017.pdf>

- Locations actively engaged on Facebook have **44%** more reviews across all sites, ratings over **10%** higher across all sites, and Reputation Scores over **100** points higher (Reputation.com).
- Photos with filters are **21%** more likely to be looked at and elicit **45%** more comments (AAAI, 2015).³⁶

Social listening is critical to understanding your audience.

- **96%** of the people that discuss brands online do not follow those brands' owned profiles. (Brandwatch, 2015)³⁷

Facebook is the social giant.

- **74%** of Facebook users check it every day. (Pew Research Center, 2019)³⁸
- The average time a user spends on Facebook is **35** minutes per day. (Mediakix, 2016)³⁹
- Facebook accounts for **53%** of social logins made by consumers to sign into the apps and websites of publishers and brands. (Statista, 2016).⁴⁰

³⁶ <https://pdfs.semanticscholar.org/f0fa/dd509727cd22b260a1f478d66d7c7972fa57.pdf>

³⁷ <https://www.brandwatch.com/blog/marketing-dark-matter-social-media-and-the-number-96/>

³⁸

<https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/>

³⁹ <https://mediakix.com/blog/how-much-time-is-spent-on-social-media-lifetime/>

⁴⁰ <https://www.statista.com/statistics/459601/preferred-social-login-id-global/>