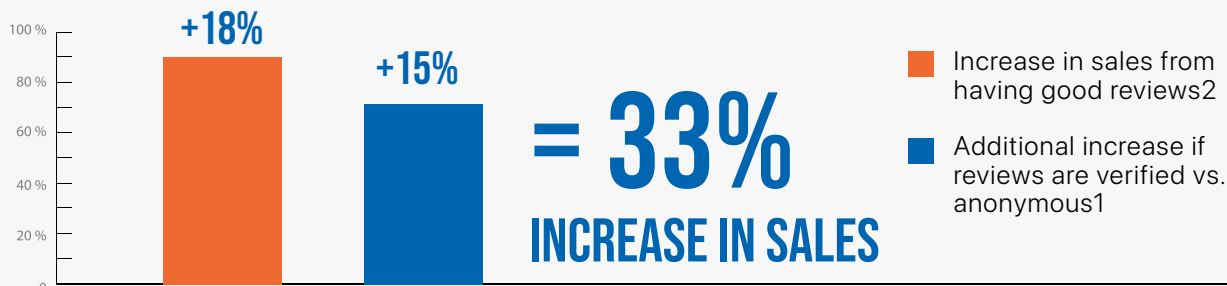


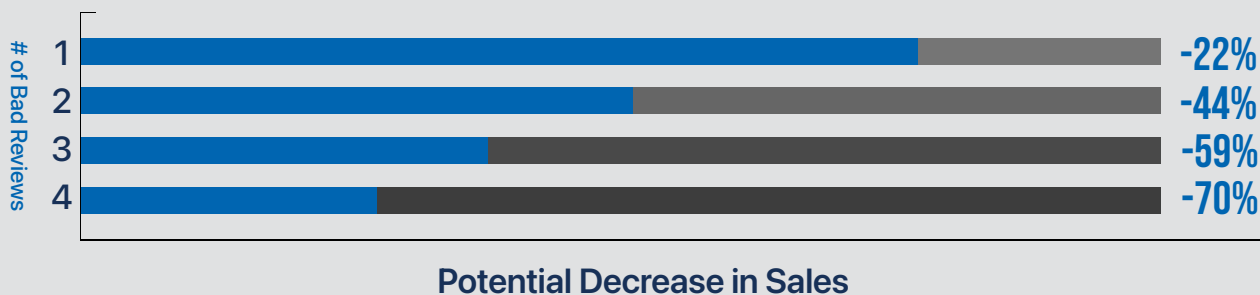
THE SALES IMPACT OF ONLINE REVIEWS

95% of customers are influenced by online reviews

GOOD REVIEWS



BAD REVIEWS



DRIVE REVENUES BY MANAGING YOUR ONLINE REPUTATION

Online reviews matter. Research shows bad reviews can hurt your business by 21.9% or more while good reviews can increase your business by 33%. Take control of your online reputation and generate way more positive reviews with Experience.com experience management software. Start by learning how others view you online and what you can do to improve your rank and authority score. To request your free CX Audit* visit: try.experience.com/customer-audit/

¹ "How Online Reviews Influence Sales," Spiegel Research Center, 2017

² "Ecommerce consumer reviews: why you need them and how to use them," Charlton, Graham, eConsultancy, 2012

³ "New Study: Data Reveals 67% of Consumers are Influenced by Online Reviews," Hinckley, Dan, Moz.com, 2015

* Must meet qualification criteria to get comprehensive CX Audit.