

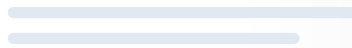
Purchase Verified



Sarah J.



Amazing quality!



Verified-only vs. Open:

Which review platform is right for you?

So you want to collect customer feedback – and that's great, because the more you know about your buyers, the better you can meet their needs.

Plus, displaying reviews on your website is a great way to help people make informed purchasing decisions.

Now, you need to decide whether to opt for a verified-only platform like Feefo, where you only get feedback from your real buyers, or an open platform, where anyone can leave feedback about your brand whether or not they've interacted with you.



To help you out, here are the **pros** and **cons** of each.

Verified-only platform:

Collect real feedback from real customers

Pros

Win more customers over

People are 15% more likely to buy when reading a verified review over an anonymous review*. They want to hear from customers who have genuinely interacted with your brand.

Beat the fakes

No one can post fake reviews on your website, as only genuine buyers are invited to leave feedback.

Trust your data

With real feedback from real customers, you can be sure that fake reviews aren't skewing your data – so your business decisions are always backed by valid insights.

Streamline the feedback process

Customers don't need to sign up or log in to leave a review, because their feedback is tied to a specific sale or interaction. This means they can share their thoughts quickly and easily.

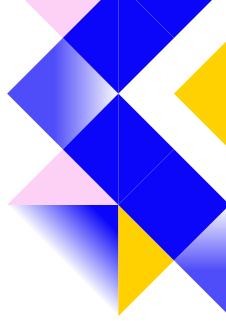
Cons

- ◆ As only real buyers can leave feedback, you may collect fewer reviews than you would with an open platform.
- ◆ If someone visits your website but doesn't engage or make a purchase, you can't collect feedback from them (unless you run surveys).
- ◆ You must proactively reach out to customers for feedback – Feefo makes this easy with an automated email or text message that we send to each of your buyers.



Open platform:

Collect a high volume of reviews



Pros

Get lots of feedback

With an open platform, anyone can search for your company and leave a review – so you may be able to collect more feedback faster.

Hear from non-buyers

If someone visits your website or branch but doesn't make a purchase, they can still leave feedback about your brand.



Cons

- ◆ Anyone can leave feedback, even if they haven't interacted with your brand or purchased from you. This opens the door to fake reviews from competitors and spam accounts, which can put your reputation at risk and skew your data.
- ◆ Open review platforms tend to operate like comparison sites, which means you risk losing potential customers to competitors.
- ◆ Flagging and removing fake feedback is challenging, as it's difficult to spot a fake review from a real one unless the writer gives proof of purchase.
- ◆ Customers often have to sign into a profile to leave a review, which is time-consuming and may put them off giving feedback.

Contact us

Still unsure which type of reviews platform is right for you?
Speak to one of our advisors and they'll be happy to help.



Or visit us at:



feefo