

## FEATURE

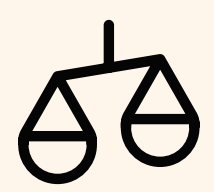
# On-Page Display

Put your social proof where it matters

Seamlessly integrate customer feedback into your product pages. Display the most helpful reviews, including customer insights and product attributes – and give shoppers the power to find the review they most want to read. The widgets feature user generated reviews including photos and videos.



Turn browsers into buyers with real customer reviews



**79%**

of people put as much weight on online reviews as personal recommendations



**18%**

Reviews produce an 18% uplift in sales on average



**70%**

of online shoppers read between 1 and 6 reviews before making a purchase

## Drive conversions with social proof

To instil trust and transform buying decisions, you need to showcase easy-to-read customer feedback, at the right touchpoint.





*“One of the hardest things for us as an online company is building trust. Feefo gives us that extra level of credibility at every step, from the homepage to checkout.”*

**Zac Chiswell**, Operations Director, Discount Coffee

### Customer stories

Pages featuring Feefo widgets helped Discount Coffee achieve a **15% increase** in conversion rates.

[Read here](#)



## How can On-Page Display increase trust, engagement and conversions?



### Put your customer first

Enhance their experience with intuitive, accessible navigation and responsive designs that integrate seamlessly across devices and displays the newest feedback.



### Connect with your customers

Our merchant reply feature fosters authentic communication, with up-voting buttons to help customers accelerate the most helpful reviews.



### Understand your insights

Get a deeper understanding of what your customers think with at-a-glance analysis of reviews including rating descriptions and rating only summaries.



### Enhance credibility

Improve trust in your brand by showcasing authentic reviews on your website with clear verification labels and customer details from real reviews.



### Grow your following

Accelerate growth by sharing your feedback on social media, to extend your brand reach and amplify positive reviews.

**To find out more,  
contact a consultant**

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**Book a demo**

