Reviews that matter

Display and collect business reviews that have the biggest impact on your website's conversion rate.

2,098 Visitors

12 Conversions

It was great! I got answers to all of my question and great customer service.

Tomas Lindroos

High Performer — Europe — FALL 2021

High Performer — Europe — SUMMER 2021

Capterra 4.7

The three key areas of your website that drive customers to contact you the most:

Visualization

Images
Videos
Graphics

33,33%

Copywriting

Value proposition
Benefits
Unique selling points

33,33%

Social Proof

Reviews
Customer testimonials
Case studies

33,33%

Easy to handle

Hard to handle

The potential of social proof is often completely underutilized

77%
are willing to try a new product or service if someone they can relate to **recommends** it!

84%
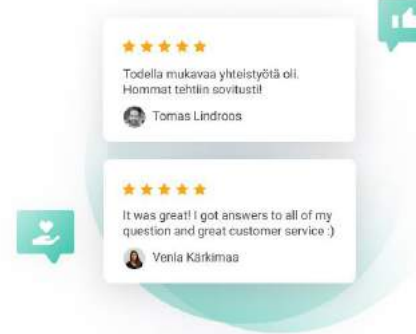of people trust online reviews as much as personal recommendations

9/10
buying decisions are made with peer **recommendations**.

91%
of people read online reviews

68%
form an opinion after reading between one to six reviews

★★★★★
All staff was kind and made me feel at ease and comfortable. Nice overall experience.
Kristen Ramos

Todella mukavaa yhteistyötä oli. Hommat tehtiin sovitusti!
Tomas Lindroos

★★★★★
It was great! I got answers to all of my question and great customer service :)
Venla Kärkimaa
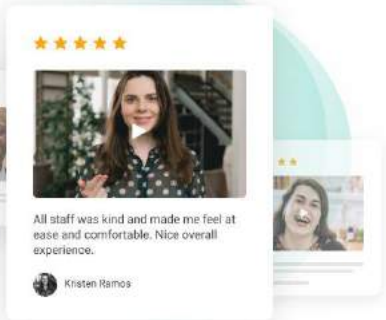
Without Social Proof
your website loses
potential leads and direct sales -
more than 20% on average!

* Based on multiple A/B tests comparing conversion rates between visitors who were exposed to social proof and those who were not

trustmary

Why Social Proof is so hard to handle?

Limited Resources
Implementing social proof strategies requires time, budget, effort, and **dedicated resources**.

Difficulty in Obtaining Reviews
Companies struggle to collect and display **genuine and fresh** customer reviews on their website.

Negative Social Proof
Companies may fear negative social proof, where customers leave **unfavorable reviews or feedback**.

Lack of Strategy
Companies don't have a **clear strategy** or plan for leveraging social proof.

Lack of Tools
Using social proof tools effectively requires technical expertise, especially when integrating them into **existing systems or platforms**.

trustmary

empowers your business by leveraging your social proof and **maximizing the potential of your website** by increasing the number of leads by up to 56%.

trustmary

End-to-end solution for automating review leveraging on websites

HubSpot
pipedrive
zapier

4000+ softwares

Google ★★★★★

facebook

yelp

Google Play

Tripadvisor

Capterra

G2

Collect

Multiple collection methods and **templates** to collect new reviews from customers, or to import reviews from 3rd-party platforms

New Business Reviews

Video and text format, Custom fields, Tags, Review Management

Third-party Reviews

Automated import, Notifications, Filtering

Feedback

NPS, CSAT, Custom Feedback, Reporting
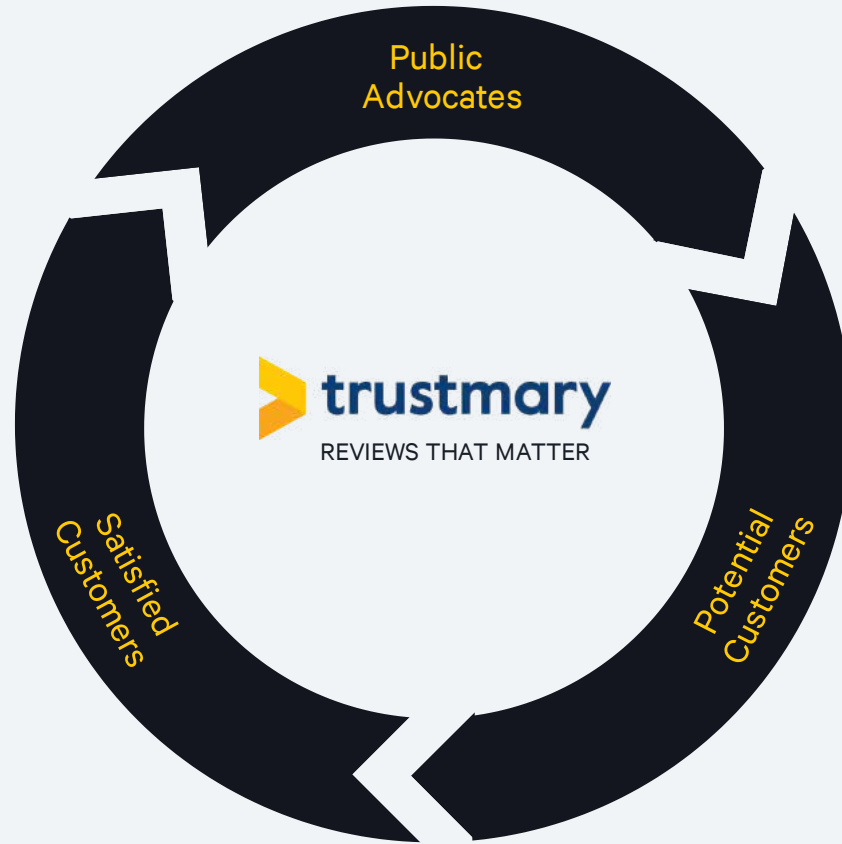
Display
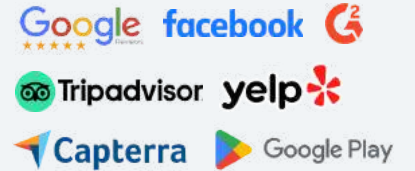
Pre-tested **widgets** for leveraging social proof and **automatic optimization** to boost website efficiency

Inpage Review Widgets

Brand Fetching, Schema Markup

Pop-up Review Widgets

Rules, Call-to-Actions, Notifications

Conversion Optimizer

Review Scoring, Conversion Tracking, Analytics, A/B Tests

WordPress
HubSpot
Joomla!
Drupal
SQUARESPACE
WiX
etc.

8
16 Conversions
11

Proven value quickly

for large to small businesses

Importing and displaying third-party reviews on the website takes a few minutes. Collecting new video or text reviews takes less than 15 minutes. **When using Trustmary's review widgets, website's conversion rate increase by more than 20% on average!**

DESIGNED ESPECIALLY FOR COMPANIES IN SERVICE-BASED TRADITIONAL INDUSTRIES

nets •   STARIA   eezy   HögforsGST   Sharing smart solutions   advanceb2b   enerim   AUNTIE

VISMA   zimple   we love pipedrive   Bookers GROUP   ELEGA   smartum!   Well2   NEUROSONIC®

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Social Proof ✔

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33,33%

Easy to handle

Easy to handle with Trustmary

Guaranteed and Quick Results

ALL THESE WITH TRUSTMARY EXPERT

Collecting Feedback

- Creating survey forms
- Distributing/sending surveys
- Message templates
- Reporting and notifications
- Automations
- Integration with CRM and other systems

Leveraging Reviews

- Importing reviews (Google, Facebook…)
- Creating and distributing review forms
- Publishing reviews
- Creating review widgets
- Installing widgets on websites

Collecting Leads

- Lead collection pop-ups
- Call to Action widgets
- Chatbots
- Conversion tracking
- Analytics and notifications
- A/B testing

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