



# Do you know what customers are saying about your business online?

The majority of consumers rely on reviews before making a purchase decision. Maintaining a positive online reputation on sites like Google, Yelp and Facebook is something you can't afford to ignore.

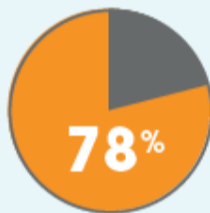
## Why Online Reviews Matter



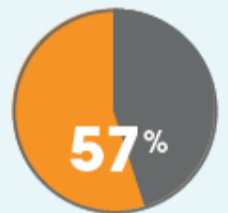
97%  
of consumers search for local businesses online



86%  
of consumers read reviews for local businesses



78%  
of consumers trust online reviews as much as personal recommendations



57%  
of consumers will only use a business if it has 4 or more stars

## Online Reviews Impact Your Bottom Line



According to a Harvard Study, a one-star increase in your Yelp rating can lead to a 9% increase in revenue.



Meanwhile, a one-star decrease in your overall Yelp rating could lead to a 5% loss in revenue.

## How We Help

We'll help you protect your brand, avoid negative reviews and maintain a positive online reputation.

### • Review Monitoring

Easily track all your online reviews from the top review sites including Google, Yelp and Facebook.

### • Daily Reputation Reports

Gain powerful insight into key metrics, like average star rating, total reviews, reviews by star rating, and more.

### • Automatic Email Notifications

Get notified of new reviews and how your business is performing with daily emails.

### • Promote Positive Reviews

Promote your best reviews by sharing them on social media.

### • Get More 5-Star Reviews

Increase your rating and get more 5-star reviews from happy customers.

### • Deflect Negative Reviews

Help stop negative reviews before they hit the major search sites by allowing customers to share their concerns directly and discreetly with you.

### • Respond to Reviews

Easily identify who, when, and where reviews were added so you can quickly respond.

### • Review Response Coach

We'll show you the best way to respond to customer reviews GOOD or BAD.

