TrustRadius

FIGHTING FRAUD: REVIEW QUALITY REPORT 2024

EXECUTIVE FOREWORD
ALLYSON HAVENER, SENIOR VICE PRESIDENT OF MARKETING AND COMMUNITY, TRUSTRADIUS

User reviews have consistently been a top five contender of the most commonly consulted and influential resources for buyers according to our annual B2B Buying Disconnect reports. But, due to the influx of fake reviews in the B2B and B2C marketplaces, public distrust of reviews is on the rise.

Reviews that are fake, plagiarized, or written with artificial intelligence (AI) aren't going to give buyers the info they're looking for, and like always, they're not going to be published on TrustRadius. Internet fraud has been around since 1994, starting with credit card fraud, then evolving to identity theft, phishing, and deep fakes—and it will continue evolving with the internet. TrustRadius is well aware of this and we are committed to fighting back. In fact, we have a dedicated team taking proactive steps to safeguard the integrity and purpose of each review before it's published on our platform.

There is a lot that goes into ensuring only legitimate, unbiased reviews are published. This report aims to show you how we do it.

2023 by the numbers:

14M	21,336	93,789	5,558,539	8.7
buyers helped	reviews published	star ratings published	words published	average rating

1 2023 REVIEW DATA

53,777 REVIEWS STARTED

43,260 REVIEWS SUBMITTED

21,336 REVIEWS PUBLISHED

MOST IN-DEPTH: THIS REVIEW FOR WRIKE AT 3,112 WORDS

MOST POPULAR: THIS REVIEW FOR HOOTSUITE, READ 1,452 TIMES

- 40% of reviews started on TrustRadius in 2023 went on to be published
- Reviews were published for 2,217 products
- 2,216 reviews were updated by users to add more information

2023 REVIEWERS

JOB TITLES

| | Individual contributor | Manager | Director | VP | C-Level |

COMPANY SIZE

| | 1-200 | 201-1,000 | 1,001-10,000+ |

TOP INDUSTRIES

| | Technology and software | Manufacturing and consumer goods | Services and consulting | Social services | Finance |
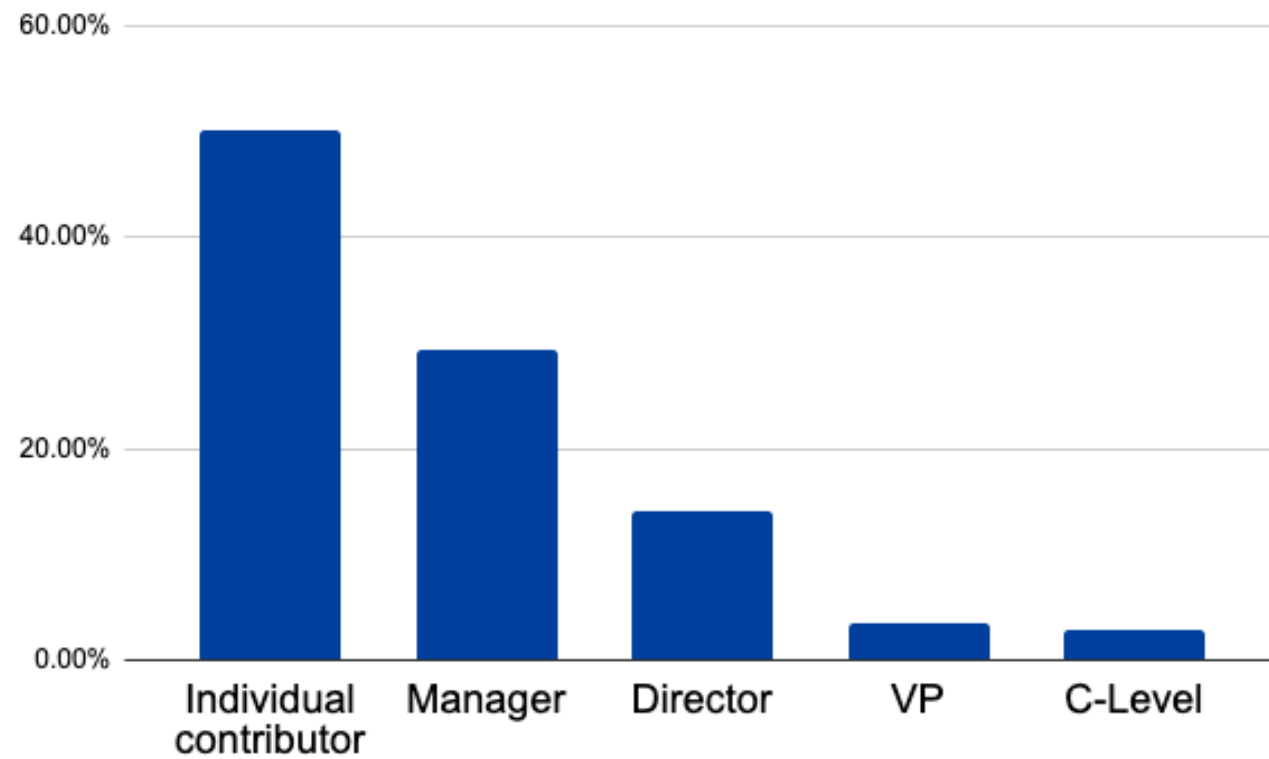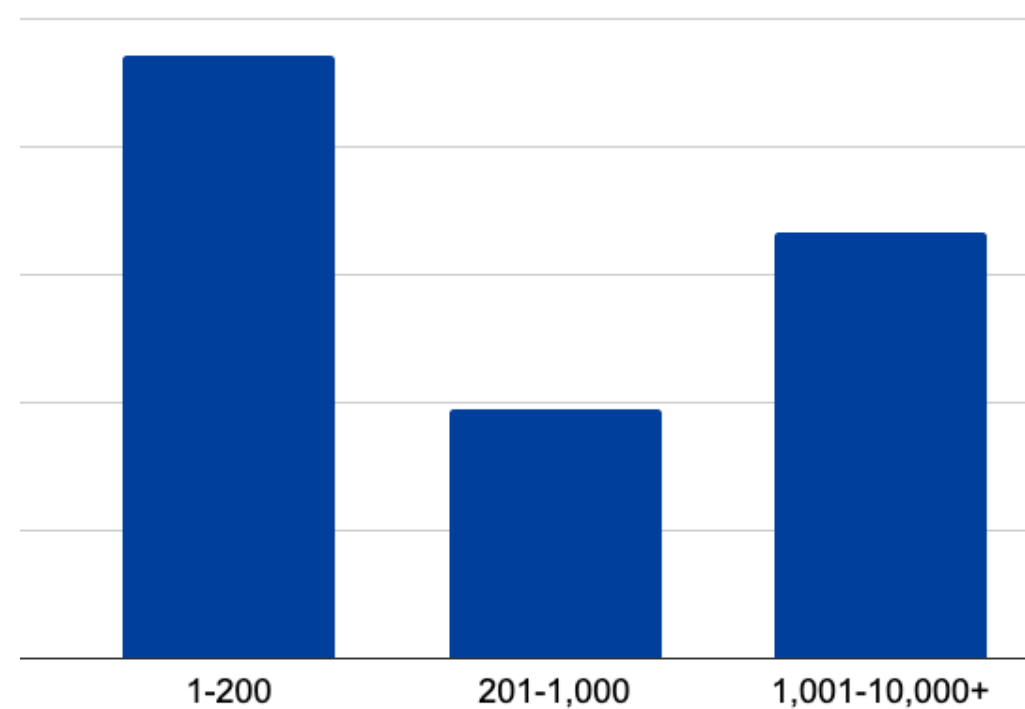
The more than 20,000 reviews published on TrustRadius in 2023 were written by over 19,000 individual users. A significant portion—15%—work for large enterprise companies with 10,000 or more employees. Those reviewers come from a wide range of industries, including information technology and software, manufacturing, business services and consulting, and social services.

ON BEHALF OF VENDORS

In 2023, we published 16,105 reviews on behalf of our customers—71.5% of all reviews published for the year. Of those, 50% were sourced through customer channels, including log-in pages, in-product prompts, social media, and customer newsletters. Over the course of the year, TrustRadius ran nearly 1,500 email campaigns and attended 27 events, sourcing 49% of our customers' reviews.
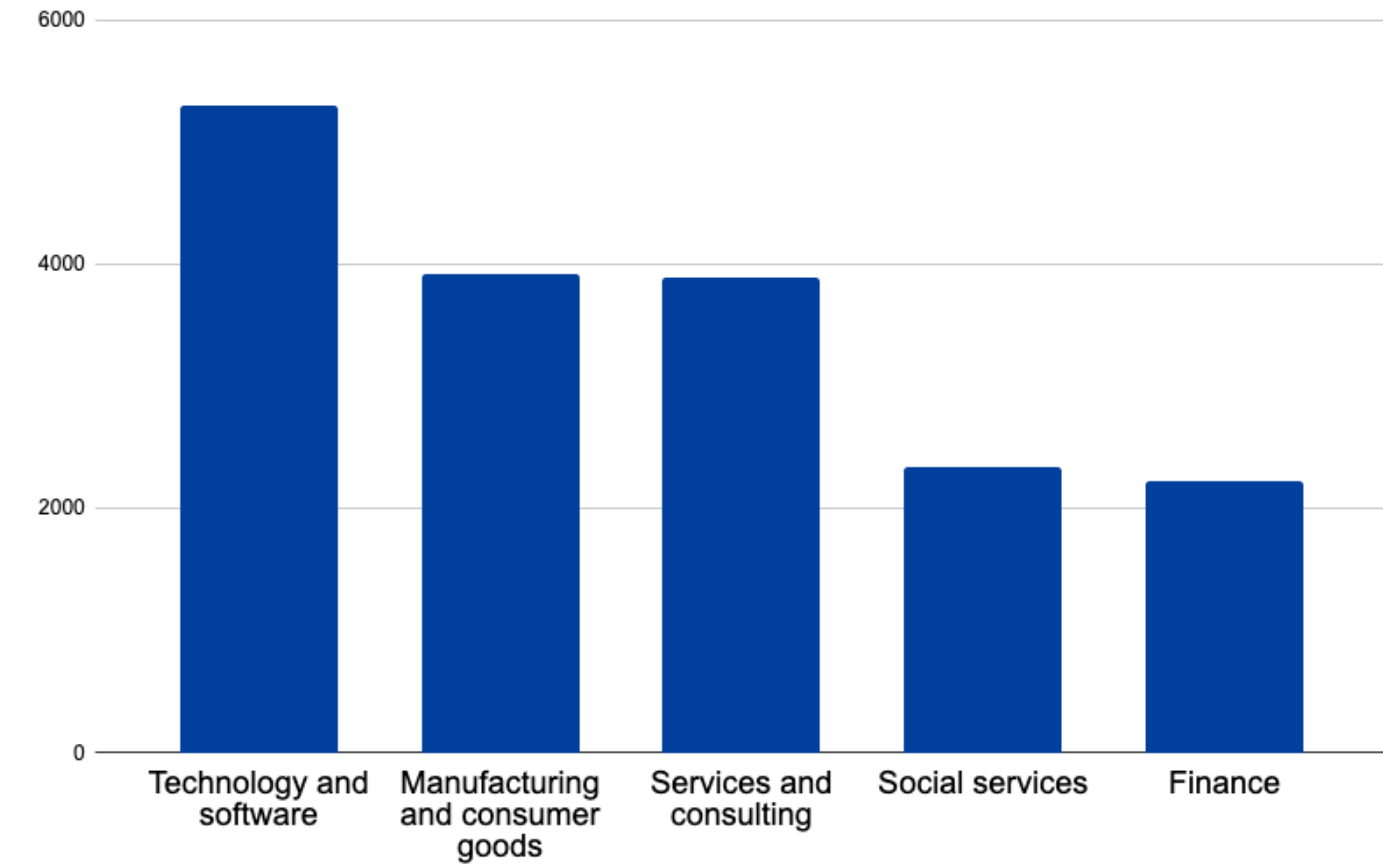
- TR sourced (48.5%)
- Vendor sourced (47.6%)
- Organic (3.9%)
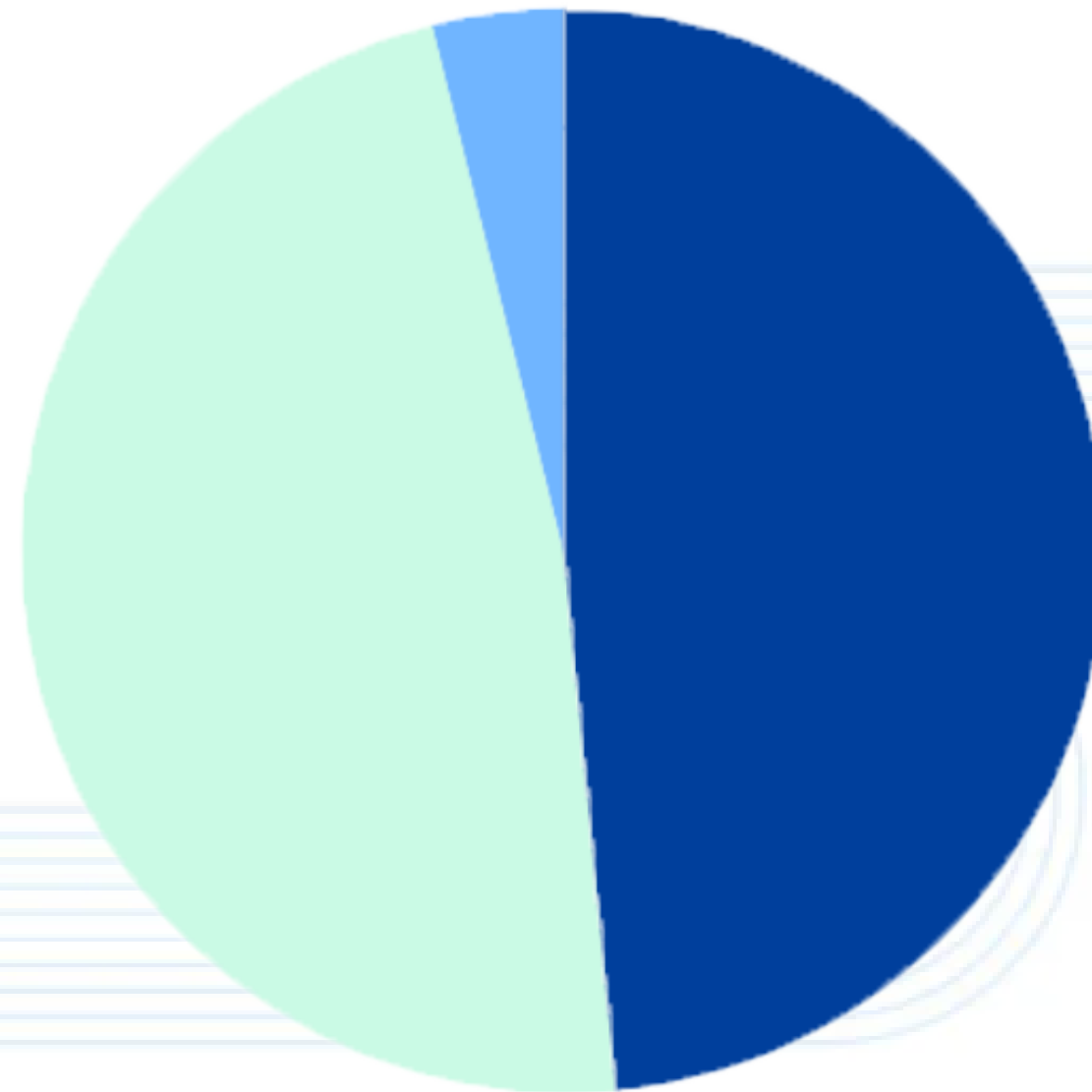
YOUR CUSTOMERS ARE YOUR BEST MARKETING ASSET

Transparency is a core value at TrustRadius—it's the foundation that has made us the most-trusted research platform for informed business leaders. Decision makers across industries rely on verified, peer-sourced guidance and research from TrustRadius. Vendors like you are able to engage and convert high-intent buyers by telling your unique story through richly written reviews. Whether you want to convert more top-of-funnel leads or reduce the time to closed-won, reviews can make a huge difference.
 To get your review journey started with TrustRadius, <u>request a demo</u>.

2 TRUSTRADIUS REVIEW QUALITY

100% TRUSTED BY BUYERS

TrustRadius is committed to ensuring all reviewers provide quality, candid opinions you can trust. And to verify that reviewers are who they say they are, we've combined technology and human power to vet them in two ways: by work email and LinkedIn profile. Digging deeper, reviewers are also asked about their role within the company and recent product usage.

Because our community values individual perspectives, we look for specific insights about how each product serves the reviewer's role. Also, reviews that include guidance for specific features, comparisons to alternatives, warnings about limitations, and a clear picture of the use case for their company are the most trustworthy and useful. Additionally, reviews must be original, not plagiarized or duplicated from other sites, and not created using AI.

Moderation is not a single step but a comprehensive initiative to fighting fraud before publication. We regularly audit our content to make sure buyers only get the truth. This involves analyzing trends in feedback and user activity to flag patterns that may be suspicious.

Returned for more detail (11.3%)
Rejected (39.2%)
Published (49.5%)
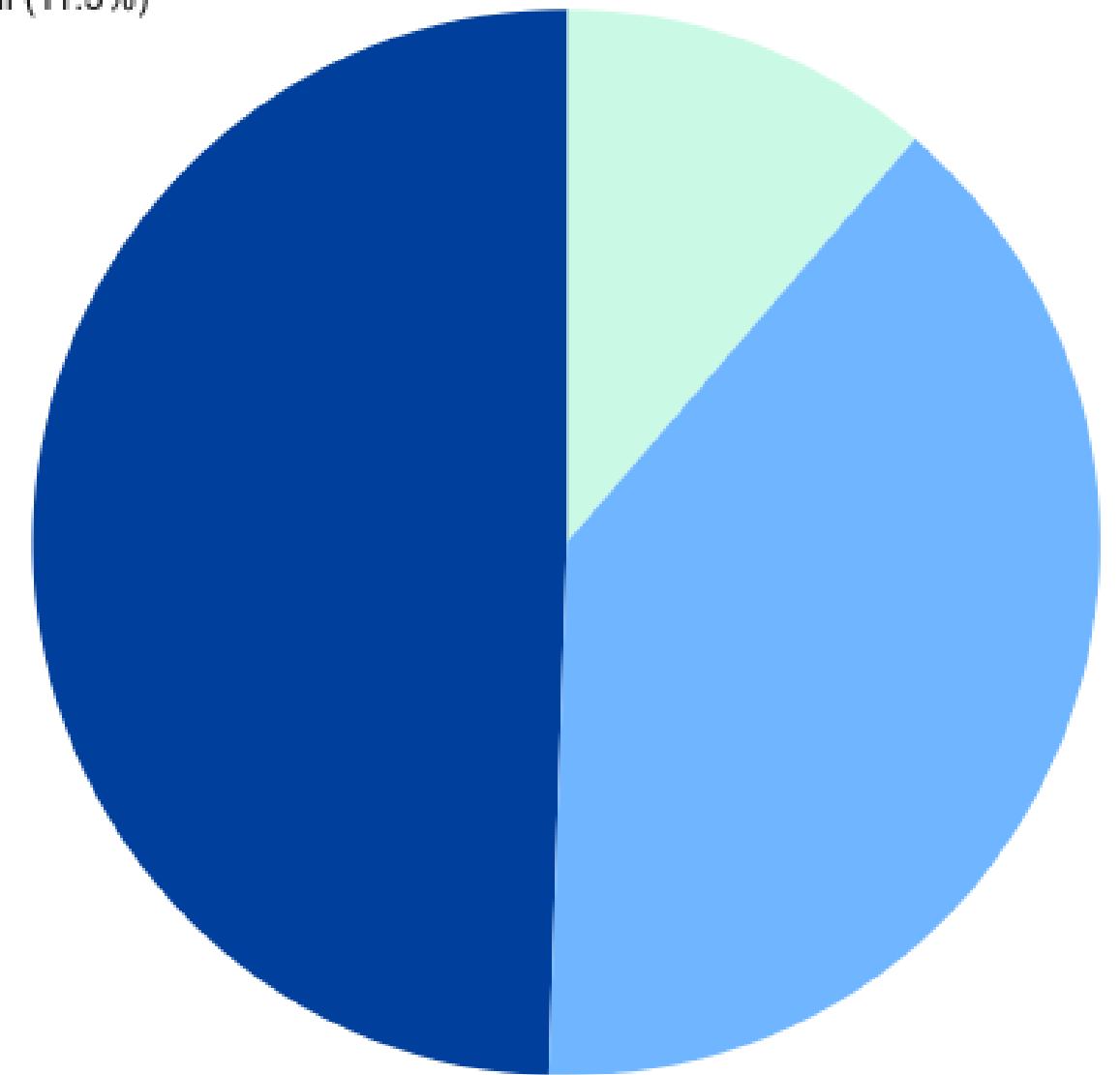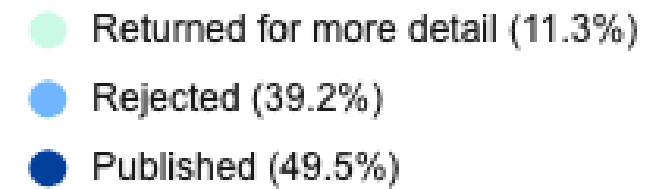
PUBLISHING ONLY THE BEST

Here at TrustRadius, we only accept the highest quality reviews, which ensures that they are helpful for both buyers looking to purchase and vendors looking to celebrate and improve their software. There are several reasons why a review may not meet our rigorous standards for publication:

Legend:
- Lack of experience (1.0%)
- Conflict of interest (.9%)
- Other (14.9%)
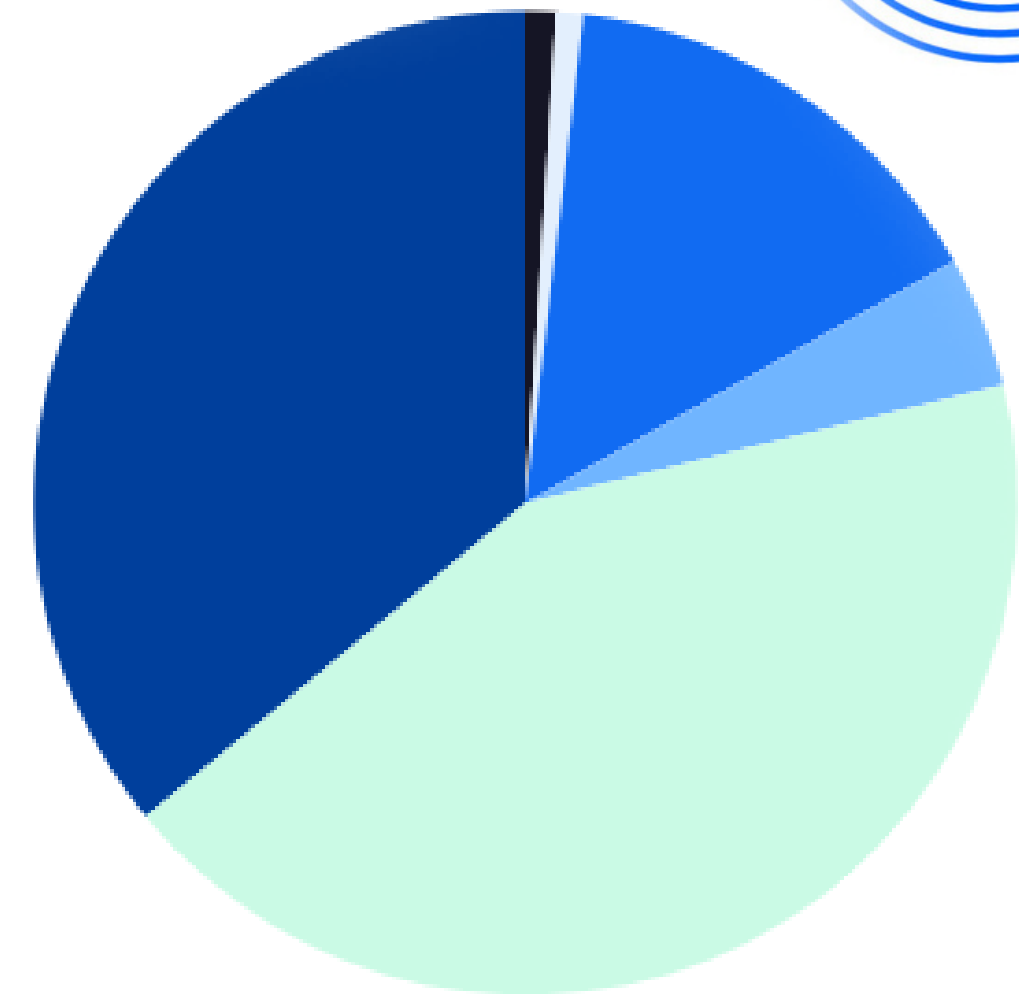- Plagiarism (4.3%)
- Poor quality (42.9%)
- Suspicious user (36.0%)

Suspicious behavior: The reviewer has demonstrated multiple behaviors that indicate they are a bad actor, including writing reviews for products they do not use and using fake personal information to try to validate their account.

Poor quality: Reviews with vague information or one- to two-word responses lack useful context for our community members to pull from and do not offer guidance for prospective buyers.

Conflict of interest: We do not allow employees of a company to leave reviews for their company's product or a competitor's, as buyers will view these insights as having bias, contradicting one of our core values of "No Ads, No Bias."

Lack of experience: Although we do not require reviewers to have used a product for a minimum amount of time, they must still have helpful insights about their product usage.

Plagiarism: Reviews must be original and not authored using AI. It is a breach of professional integrity and unacceptable. This includes self-plagiarism—when a reviewer posts the same review on multiple sites.

THE RICHEST REVIEWS IN THE MARKET

Our highest quality reviews average over 300 words, and most users spend at least 15 minutes creating them. Responses of a few words lack the essential context for our community to use. They offer little to no individual perspective and no real guidance for prospective buyers of a given product. And for vendors, lackluster reviews do not provide valuable information on how to improve their product or service.

SALES TEAM ENABLEMENT

These in-depth reviews end up creating a library of quotes and content that convert at a high rate. Using these quotes and testimonials can improve conversion on your landing pages and feed your sales team with customer proof points and compelling marketing collateral—Alteryx saw $200,000 in new business pipeline generated by enabling their sales team with the TrustRadius Quote Finder Chrome Extension.

We can help you get more customers on the record and control your product narrative in the market to win more deals. Interested?

JULY 10, 2023

♡ Save

The master of productivity maximization
Verified User
Employee in Finance and Accounting
Information Technology & Services Company, 10,001+ employees

Score 9 out of 10 ✓ Vetted Review ✓ Verified User | Incentivized |

VERIFIED USER AND INCENTIVE DISCLOSURE

Overall Satisfaction with Quickbase

Use Cases and Deployment Scope

Quickbase is used in my organization for building workflows and ensuring seamless and timely flow of data and information. The main benefit of this application is the easy to use and intuitive interface which helps complex datasets stored in Excel workbooks to be clubbed together. The real time project work status updates are a phenomenal capability. This helps the efficiency and productivity metric of systems different resources to be gauged so as to make it measurable and identify the best practices by key performers.

UNIQUE USE CASE

Pros and Cons

(+) Segregation of duties by defining custom user roles is a huge plus point

(+) Integrations are possible into the application without the requirement for code and a RESTful API

(+) Custom extensions can be developed using traditional methods

(−) The price point is slightly on the higher side and smaller businesses operating on a tight budget may not be able to afford it in the long run

(−) Building custom user interfaces is a bit of a challenge unless there is an in-house consultant who specialises in the product

UNBIASED

(−) Network glitches and lags in data can be observed from time to time

Quickbase Benefits

Quickbase generates timely and accurate reports of the details of work done by each resource in the team. This creates transparency and helps in identifying trends and patterns in the style of working among different individuals. It reduces the scope of misrepresentation and results in higher levels of conscientiousness and diligence.

SPECIFIC USAGE EXAMPLES

3 FIGHTING

FAKE REVIEWS
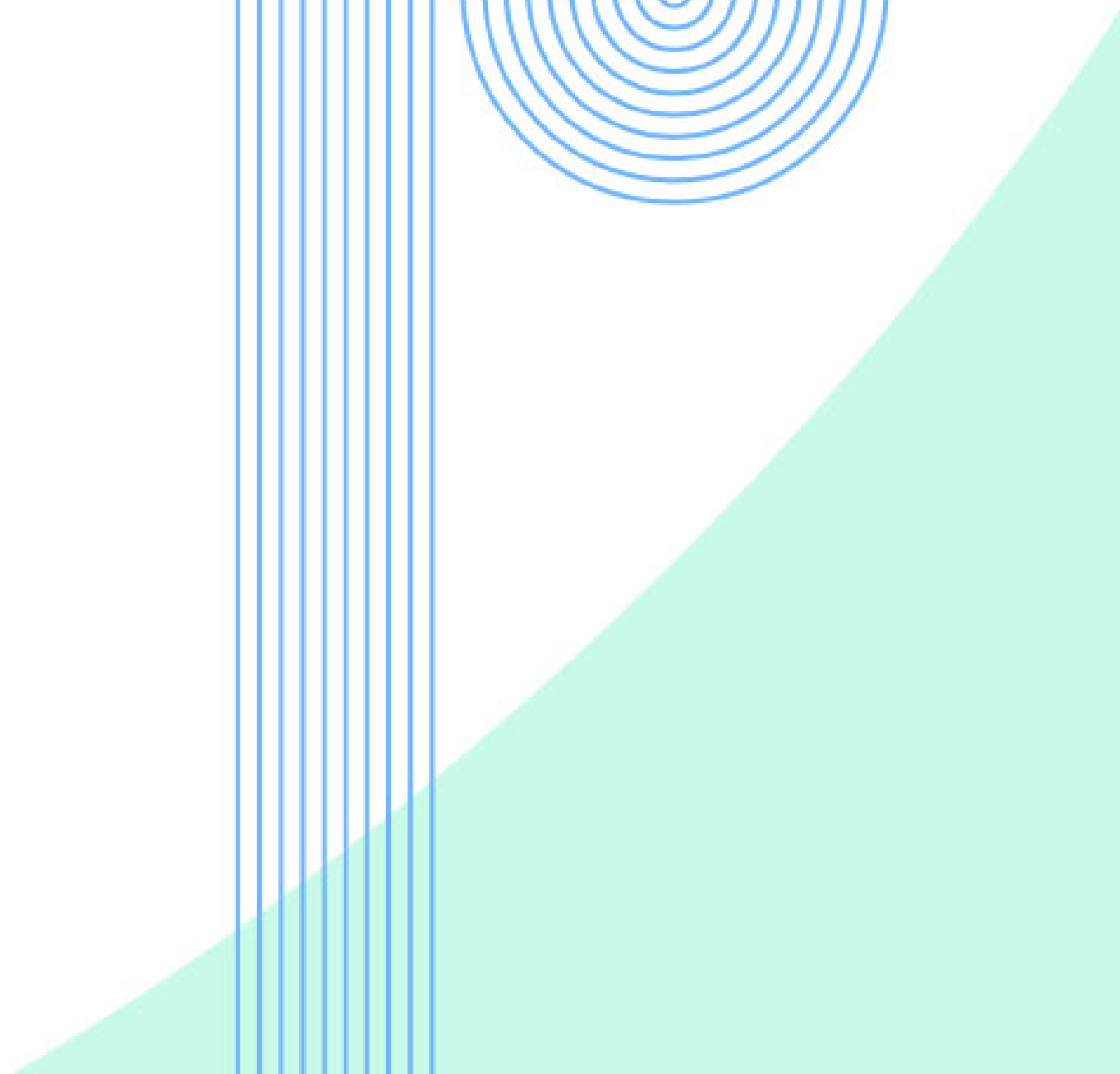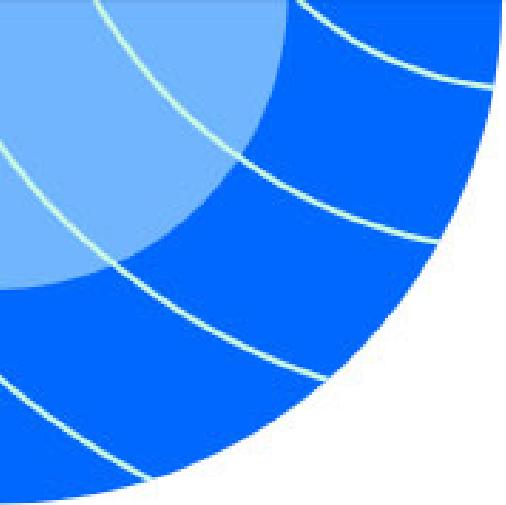
MODERATING FOR SUCCESS

No buyer wants to make a software decision that depletes their budget using false or inaccurate information. And no vendor wants to deal with an unhappy customer who feels misled. That's why TrustRadius takes a proactive approach to fighting fake reviews.

Strict moderation of reviews before publication is our first line of defense, and no one else in the industry has replicated our rigor or our success. Brooke Rhoades of LeanData shared that they have used G2 in the past but they "lacked the <u>valuable vetting process</u> that TrustRadius has when it comes to leaving reviews."

This vetting process consists of us looking at a review submission in two ways:

1. **We look at the reviewers themselves:** Each reviewer's employer and position are verified, and we check that their LinkedIn or business email is legitimate. There are other factors as well, but those are top secret.
2. **We look at the review content:** Does the information include user examples that are relevant to the reviewer's job? Does the job make sense for the software they're reviewing? For example, a software engineer giving feedback on a CRM product would send up red flags.

Because fake reviews tend to lack relevant detail and often don't make sense for the role of the reviewer, our moderation team digs into each one. We have built a method for verification with our platform and analyze behavior patterns before publishing anything. Mike Wong of Medallia <u>appreciates</u> that "reviewers are vetted to ensure they are qualified whereas another site seems to stress quantity over quality."

UNETHICAL USE OF ARTIFICIAL INTELLIGENCE

Artificial intelligence (AI) is everywhere you look, from big tech to English class, and is accessible to the general public. Using AI is not inherently untrustworthy, but a vendor's integrity could pay the price when people with devious intentions use it.

Some reviews on TrustRadius have an incentive tied to their publication regardless of sentiment. If a reviewer uses AI to write their content for an incentive, presenting it as their own experience would lead to a false perception of their use cases and understanding of a product, and in turn, unfair compensation.

The legality of who owns AI-generated content is currently a gray area, but depending on the context and jurisdiction, falsely claiming AI-generated content as a reviewer's own could lead to legal repercussions.

When someone takes credit for something they didn't personally write, it undermines TrustRadius as *the* B2B buyer decisioning platform. This makes it more important than ever that we look for a reviewer's specific insights into product use and how a product impacts their job.
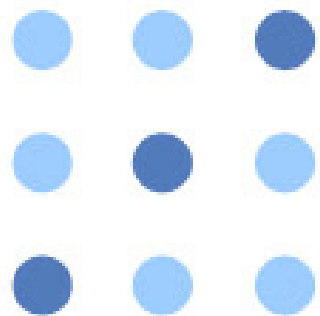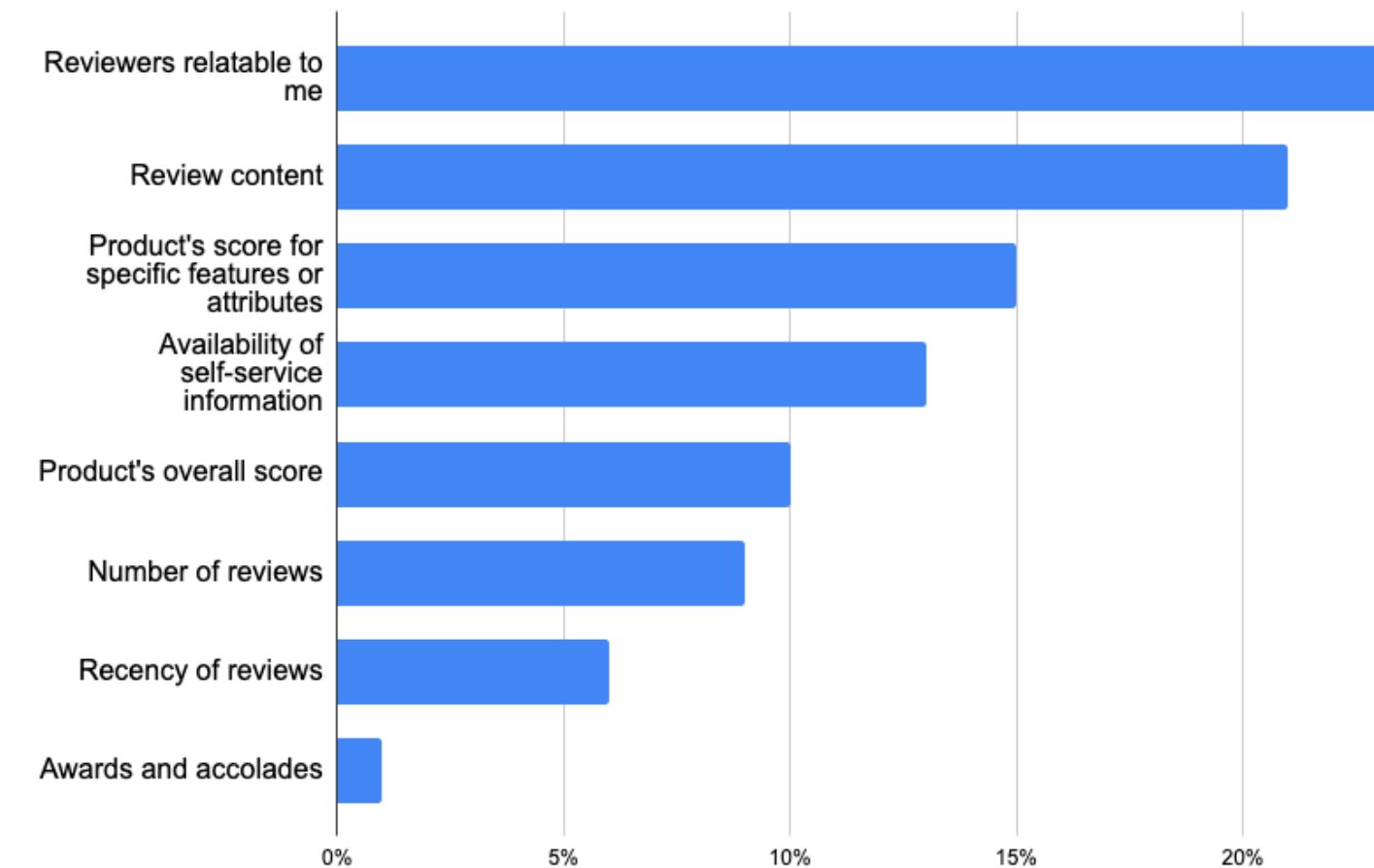
EROSION OF CONFIDENCE IN THE MARKETPLACE

Technology buyers are intelligent and understand that no product is perfect. Consequently, they are suspicious of products that only have positive reviews. Buyers want honest opinions from users in similar roles to their own; relatability and reliability go hand-in-hand.

According to our 2023 B2B Buying Disconnect report, a candid review from a user in a comparable industry carries more weight with buyers than countless positive reviews with different use cases.

To ensure that published reviews on TrustRadius accurately reflect customer sentiment, we've created a framework for unbiased review sourcing, and we give those unbiased reviews and ratings more weight in our trScore.

The trScore comes from an algorithm we developed to combat cherry-picking review sourcing. Doing this presents a score sentiment indicative of the average user. This impacts awards on our site and the coveted TRUE certification, demonstrating to buyers that a vendor is committed to transparency when sourcing reviews. This certification is free and available to any software vendor collecting reviews per our best practices.

MOST IMPORTANT EVALUATION FACTORS FOR BUYERS ON REVIEW SITES

Reviewers relatable to me
Review content
Product's score for specific features or attributes
Availability of self-service information
Product's overall score
Number of reviews
Recency of reviews
Awards and accolades

0%   5%   10%   15%   20%

LET US HELP YOU

- Build buyer trust and customer advocacy
- Stand out amongst competitors
- Expand your market presence

Best-in-class technology companies are TRUE certified. Apply now!

4 SOURCING QUALITY REVIEWS

GETTING CUSTOMERS ON THE RECORD—IN PERSON

With buyers looking more and more for social proof, gaining real insights from a vendor's verified customer base during in-person events is an easy way to quickly collect a tremendous amount of reviews. However, having the human power to get that done can be demanding. Fortunately, TrustRadius is ready to take the load off of your team with our hands-on strategy and day-of assistance.

Capturing written and video reviews at scale gives vendors an abundance of genuine social proof they can share. It also helps them qualify for Best of and Top Rated Awards, and increases their visibility on TrustRadius.
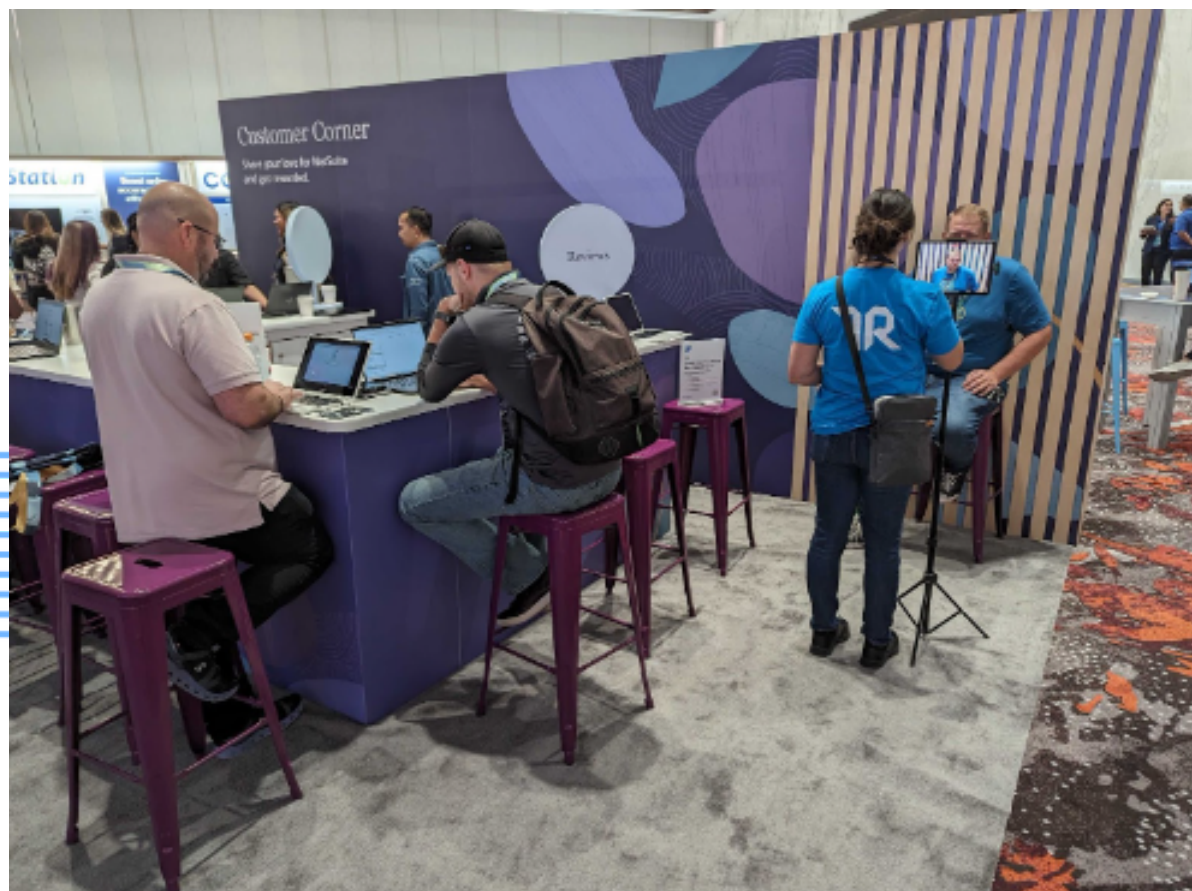
WHY DRIVE REVIEWS AT EVENTS?

- Vendors with TrustRadius on-site see at least five times more reviews collected vs. sourcing reviews themselves
- Events yield the highest conversion rate of any campaign, gaining vendors 60+% of their reviews from one channel
- Vendors we've helped during their events see a conversion of 5-10% of attendees sharing feedback
- By generating reviews fast, you are creating new content, increasing pageviews, and tracking for our awards

VIDEO REVIEWS: THE FUTURE OF REVIEW GENERATION

Video reviews ease the pressure on a reviewer by shortening their time investment from a 15-minute written review to an eight-minute interview. Also, reviewers on camera tend to include a lot more personal anecdotes about their experience with the product since their answers are off the cuff —an experience more akin to chatting with a colleague asking for advice than writing an essay.

Even though we ask the same set of questions whether written or filmed, video reviews are far more conversational and vendors see two- to three-times the word count of a transcribed interview, delivering high-quality content for buyers. Not only does this have a significant positive impact on buyers, but with the reviewer's consent, a video review can be used by a vendor in their marketing efforts, providing a fresh take on social proof.

Interested in gathering quality reviews at your next event? Learn how TrustRadius can help you.

EXECUTIVE SUMMARY
VINAY BHAGAT, FOUNDER AND CEO, TRUSTRADIUS

Reviews are one of the top three most consulted and influential resources in today's self-serve buying journey, and are also a foundational part of TrustRadius as a Buyer Intelligence Platform. Having transparency about product performance and fit for a use case builds collective confidence amongst the buying committee. So from inception, our team has placed a huge emphasis on ensuring reviews we publish are legitimate, represent market sentiment without excessive bias, and are sufficiently in-depth so they are useful to buyers. Over time, our team has fine-tuned this rigorous verification process of reviewers and their feedback.

In 2023, 40% of the reviews submitted to TrustRadius were rejected from being published. Why? Because our team vets them all. Superficial and fake reviews are useless to buyers. We reject reviews based on poor quality (42.9%), unverified reviewers (36%), and other forms of fraud. We will continue to fight back against fraud, curb the unethical use of AI in our industry, and publish only the most quality content.

TrustRadius works hard to enable buyers with confident decisions by providing comprehensive product information, in-depth customer insights, and peer conversations. We also help technology brands capture and harness the authentic voice of customers so they can efficiently improve their products and engage in-market buyers to improve ROI. None of this can be done if the reviews aren't genuine.

ABOUT TRUSTRADIUS

TrustRadius is a buyer intelligence platform for business technology. We enable buyers to make confident decisions, through comprehensive product information, in-depth customer insights, and peer conversations. We help technology brands capture and activate the authentic voice of customers to improve their products, build confidence with prospects, and engage in-market buyers to improve ROI. Founded by successful entrepreneurs and headquartered in the technology hub of Austin, Texas, TrustRadius is backed by Mayfield Fund, LiveOak Venture Partners, and Next Coast Ventures.

To learn more about how TrustRadius can help you supercharge your tech marketing efforts, <u>start a conversation</u> with us today.

TrustRadius