



MEASURING INTEGRITY: REVIEW QUALITY REPORT 2023



EXECUTIVE FOREWORD

MEGAN HEADLEY, VICE PRESIDENT OF RESEARCH, TRUSTRADIUS



Worldwide, nearly \$200 billion will be spent on SaaS in 2023. IT spending overall will total \$4.6 trillion, and 200 million business technology buyers will consult software information sites—looking at customer reviews, feature and pricing information, and software recommendations.

At least 55% of business technology buyers recall consulting reviews. 29% check review sites as their first step in their research process, and aside from hands-on experience like demos, free trials, and prior experience with the product, reviews are the most influential resource on buyer decisions.

So the integrity of the information on these platforms matters. This report aims to provide you with all you need to know about how TrustRadius collects, vets, and publishes the information on our site—from reviews to pricing to scores.

Whether you're a technology buyer, user, reviewer, vendor, or all of the above, we hope this helps you gain confidence in what you're getting when using TrustRadius.

2022 by the numbers:

11.9M

buyers
helped

30,272

reviews
published

105,101

star ratings
Published

8,237,674

words
published

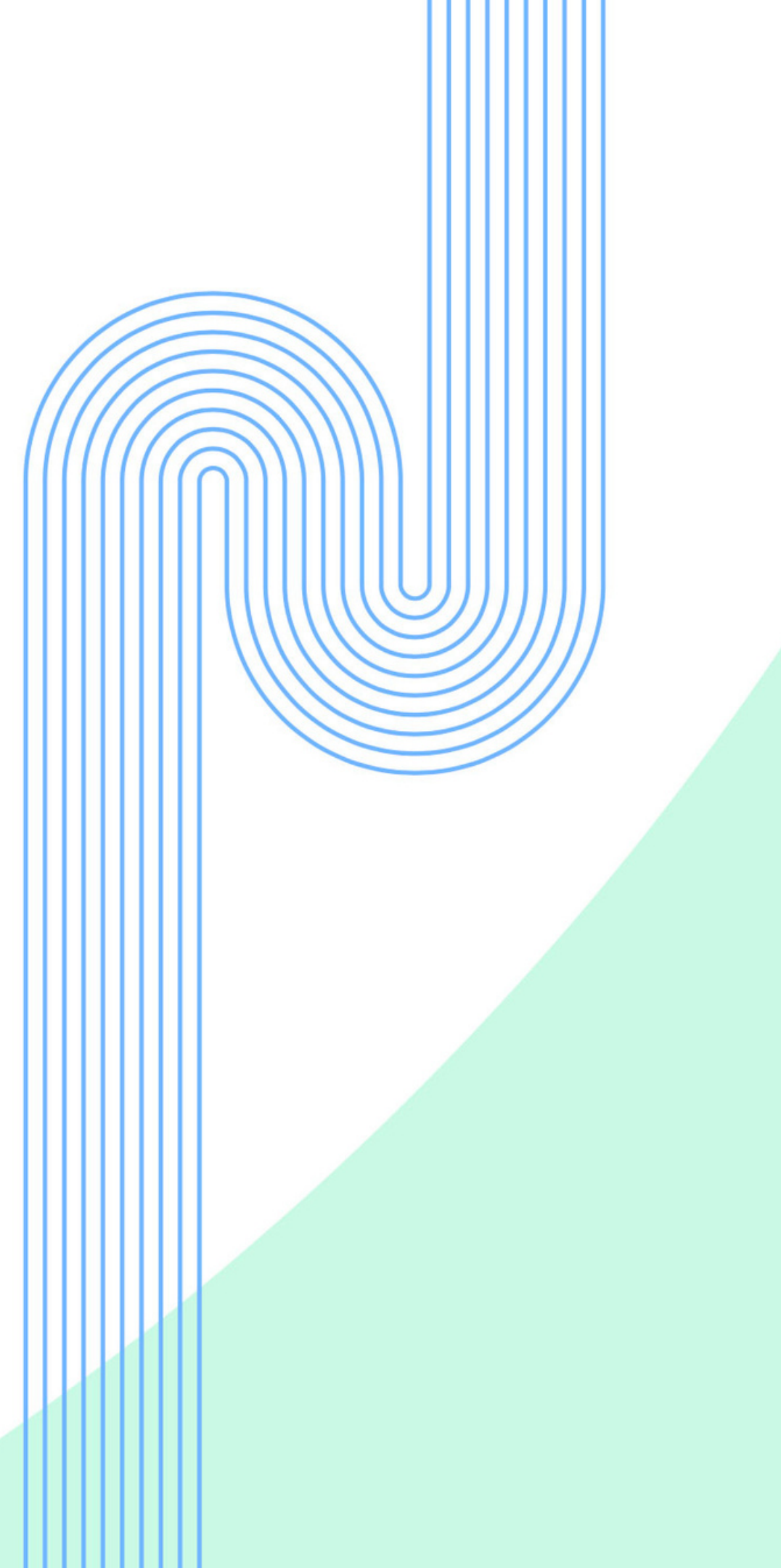
8.7

average
rating

A blue circle containing the white number '1'.

1

2022 REVIEW DATA





- 44% of reviews started on TrustRadius went on to be published
- Reviews were published for 4,688 products
- 2,518 reviews were updated by users to add more information

Most in-depth: [this review for Tovuti LMS](#) with 4,009 words

UPDATED JULY 21, 2022 Save

The amazing Tovuti LMS System is What You Need!

Verified User
Program Manager in Customer Service
Machinery Company, 51-200 employees

★★★★★ Score 10 out of 10 Vetted Review Verified User Incentivized

Usability 10

Tovuti LMS usability is great. For example, you can assign lessons to specific groups of people so they only see the lessons they are supposed to work on. Once they get through the lessons, we can give them kudos with certificates online and test for knowledge. Once the training is over, you can utilize their customer support for assistance on all issues you may run into. Its intuitiveness and the way the platform is built, just about anyone could build training content into an online usable system for training. Of course, there is always a learning curve as with any other software. But, once you get used to using the system (a very short learning curve), you can master the course/lesson building rather quickly. If you have videos or PowerPoint presentations made up already, it is very easy to translate those over into a lesson fairly easily.

Most popular: [this review for Avaya Experience Platform](#), which was read 3,297 times

JANUARY 26, 2022 Save

A Good Contact Center Call and Communication System

Verified User
Fraud Prevention Technician
Telecommunications Company, 1001-5000 employees

★★★★☆ Score 8 out of 10 Vetted Review Verified User

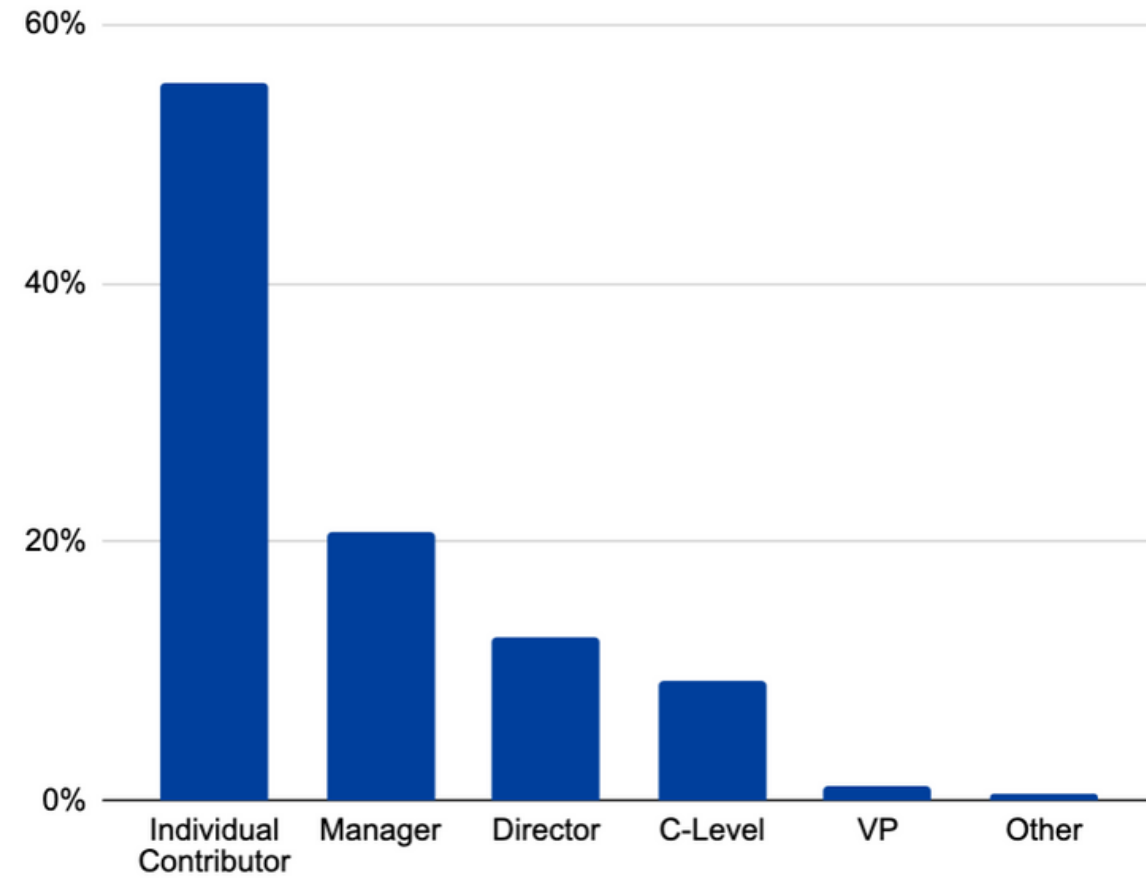
Likelihood to Recommend

I would recommend for practicality, it is easy to use, in addition to being super fast when you are not having problems with slowness. I would recommend it to companies that started operations recently and have the budget to bear the costs.

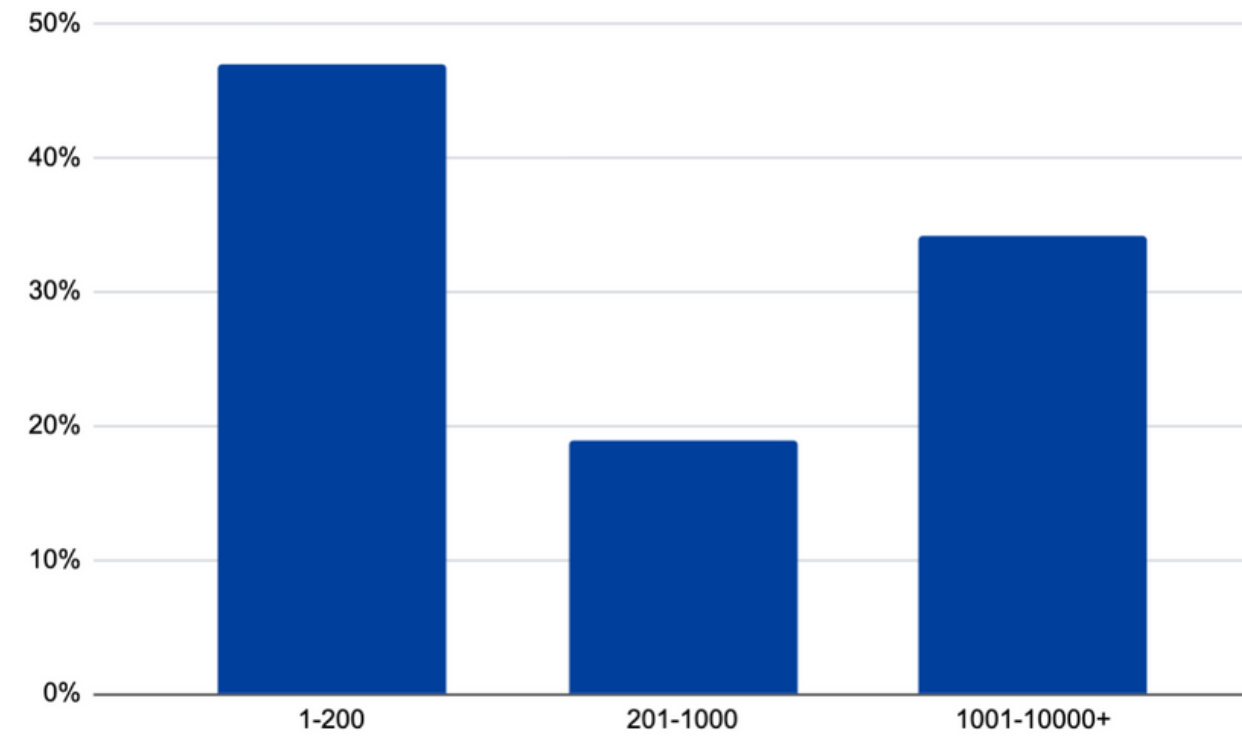
2022 REVIEWERS



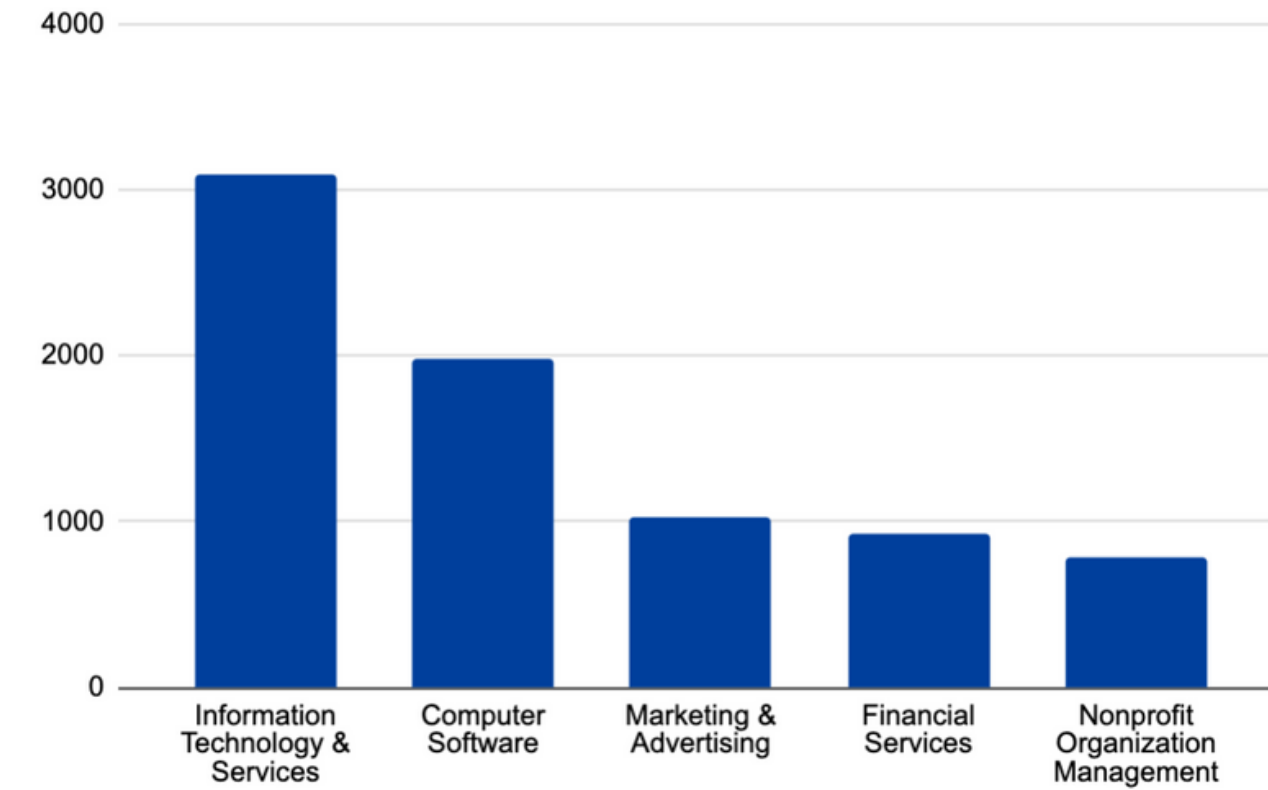
JOB TITLES



COMPANY SIZE



TOP INDUSTRIES

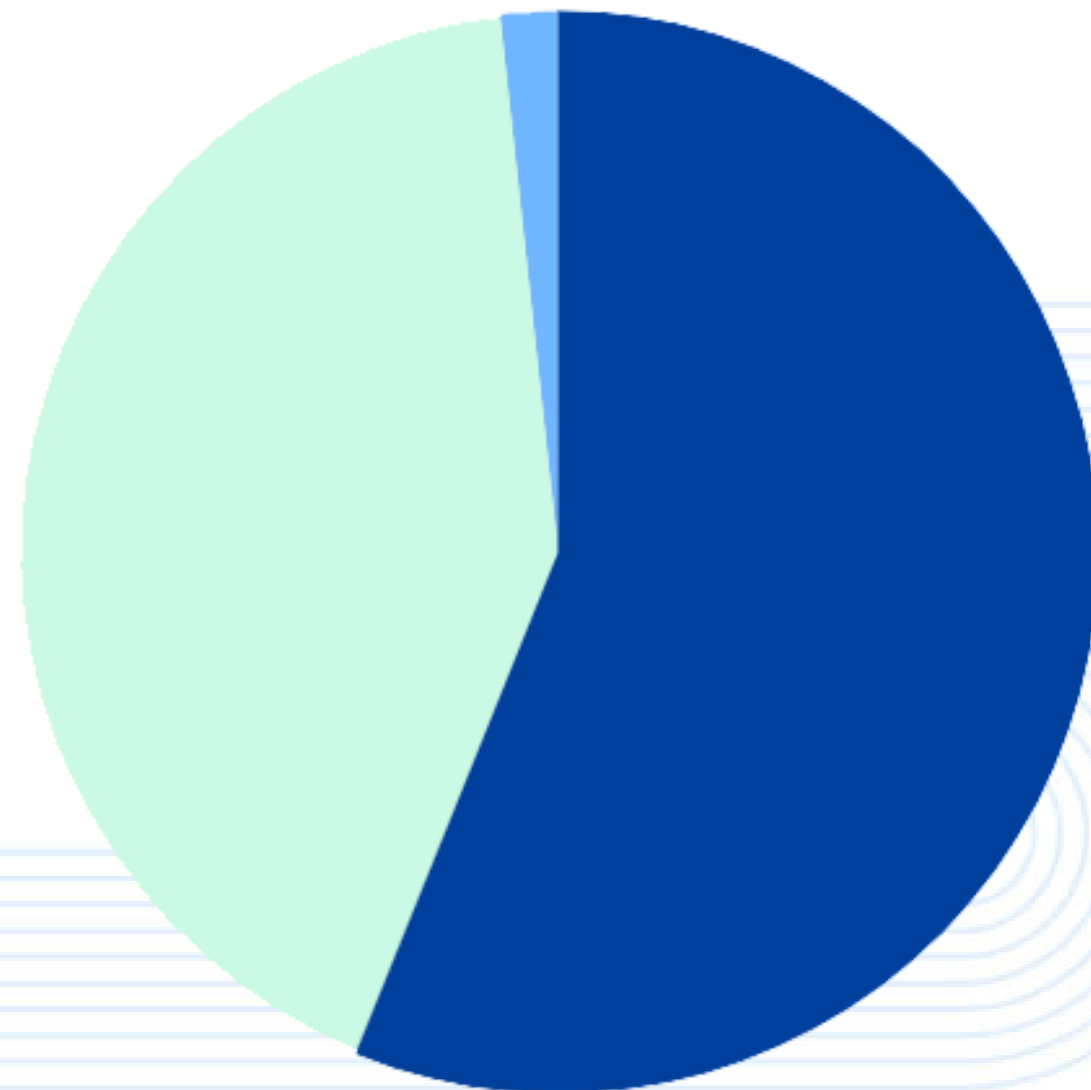


The more than 30,000 reviews published on TrustRadius in 2022 were written by over 22,000 individual users. A significant portion—15%—work for large enterprise companies with 10,000 or more employees from a wide range of industries, including information technology and services, computer software, marketing and advertising, financial services, and nonprofit organization management.

ON BEHALF OF VENDORS

In 2022, we published 17,033 reviews on behalf of our customers—54% of all reviews published! Of those, 58% were sourced via customer channels like events, login pages, and customer newsletters. 42% were sourced by TrustRadius directly on behalf of our customers.

- Vendor sourced (56.1%)
- TR sourced (42.2%)
- Organic (1.7%)



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-based 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 help. To get your review journey started with TrustRadius, [request a demo](#).



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TRUSTRADIUS REVIEW QUALITY



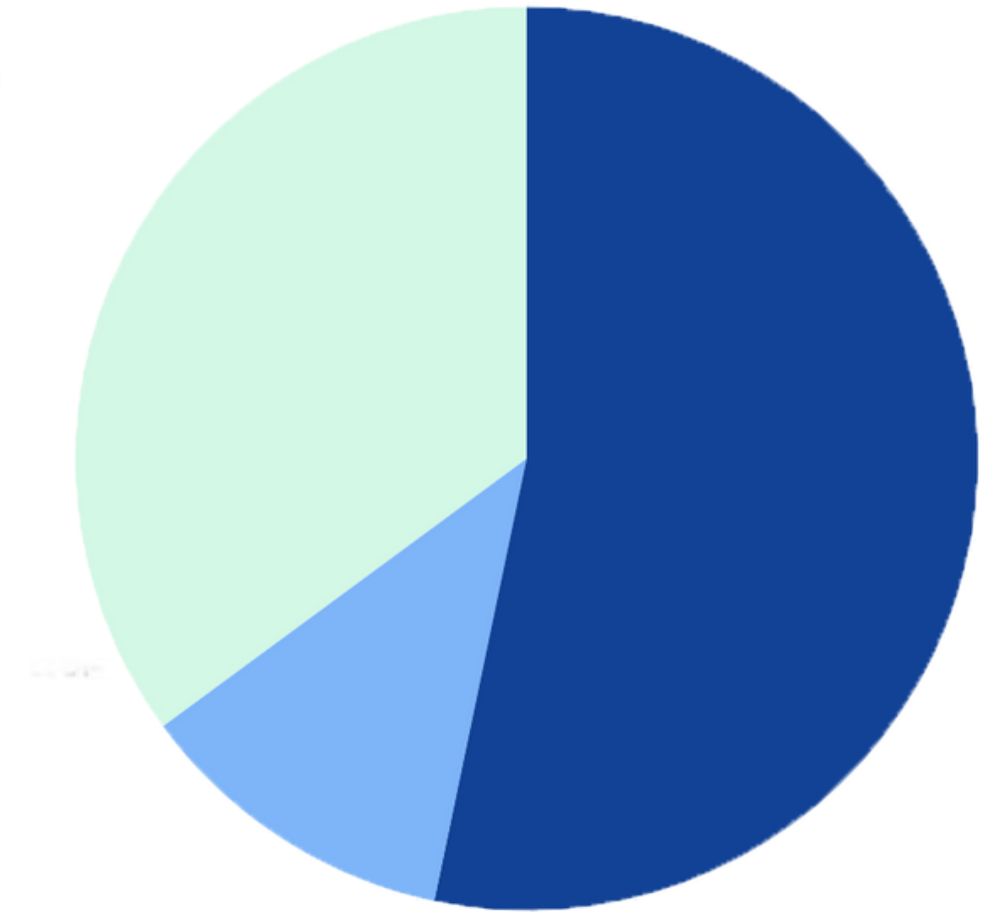
REVIEW STATUSES

The TrustRadius research team verifies the content of each review *before* its published to provide the most reputable, candid opinions possible. Dozens of review experts work hard to ensure only legitimate content is published: no plagiarism, no fraud, and no conflicts of interest. We also constantly strive to edit and improve this process for even more accuracy.

In 2022, 54% of submitted reviews were published, 12% were returned to the reviewer with a request for more details, and 35% were rejected outright—the vast majority for being inauthentic. TrustRadius aims to publish the highest quality reviews. Most reviewers spend 15 minutes or more writing their review, and many are over 400 words.

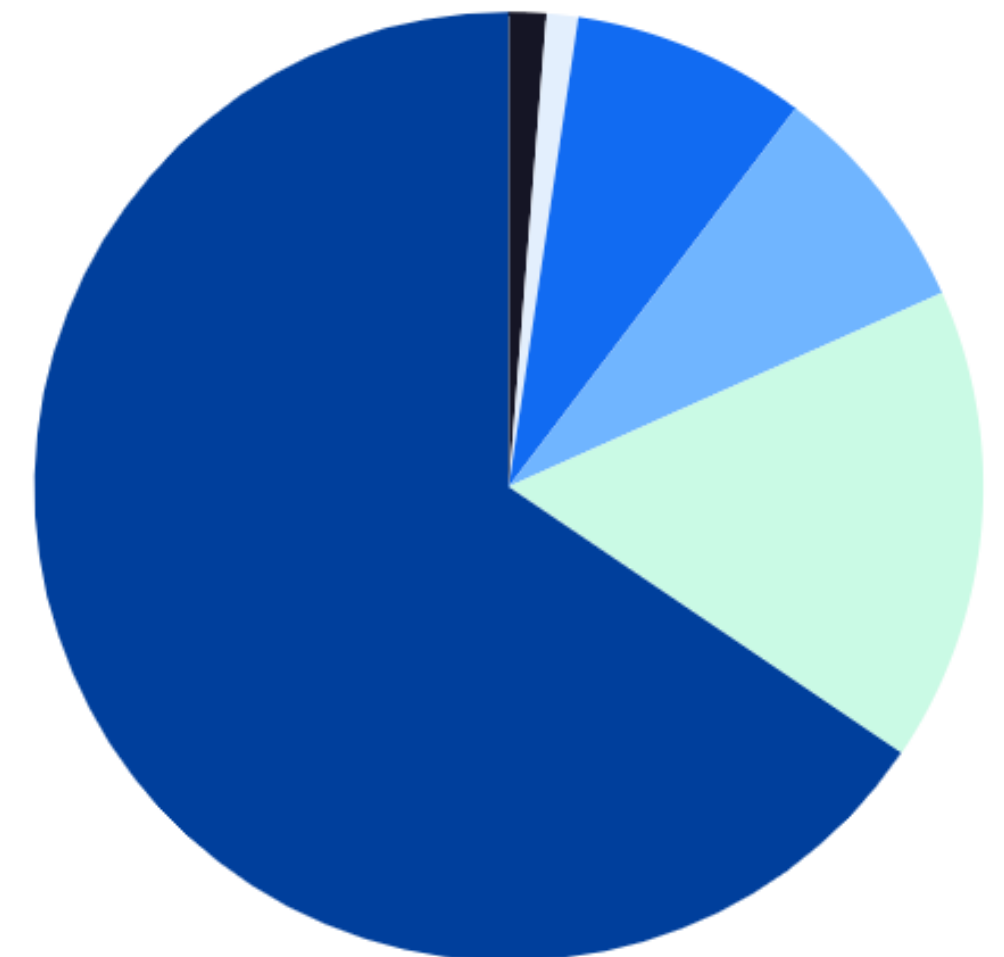
We often work directly with reviewers to ensure we can publish their reviews. This involves highlighting the additional details they need to provide an insightful, clear picture from their experiences.

- Published (53.6%)
- Returned for more detail (11.7%)
- Rejected (34.7%)



REVIEWS REJECTED BY REASON

- Conflict of interest (1.3%)
- Lack of experience (1.1%)
- Other (8%)
- Plagiarism (8%)
- Poor quality (16.1%)
- Suspicious user (65.5%)





SAMPLE REVIEW:



UPDATED OCTOBER 21, 2022

GiveSmart make it easy to give smartly!

Verified User
Administrator in Customer Service
Education Management Company, 11-50 employees

★★★★☆ Score 8 out of 10 ✓ Vetted Review ✓ Verified User Incentivized

**VERIFIED
USER &
INCENTIVE
DISCLOSURE**

Overall Satisfaction with GiveSmart

Use Cases and Deployment Scope

We use GiveSmart for our fall annual fund campaign and our spring fundraising gala.

Pros and Cons

- + Easy to use; intuitive
- + Robust; had everything we needed
- + Great support team
- Things are not as clear/intuitive since the merger with MobileCause
- I'm not always sure which side of the platform to use since the merger

**RESPECTFUL &
UNBIASED**

Business Processes Supported

- Building and maintaining our donor database
- Running our annual fund campaign
- Planning and executing our fundraising gala

**SPECIFIC USAGE
EXAMPLES**

Innovative Uses

- With our previous fundraising software, it didn't have the ability to handle galas. It was great to be able to use GiveSmart to build the silent and live auctions, sell tickets, assign bidder numbers, sell items, etc.
- Managing recurring donations is easy! It's nice to get the monthly reminder that someone has donated so we make sure to say thank you a few times a year.
- We are considering adding a Fun Run as a fundraising opportunity, and it's great to have the peer-to-peer option for that.

**UNIQUE
USE CASE**

Our highest quality reviews average over 300 words, and most users spend at least 15 minutes creating them. Responses of a few words in length lack the essential context for our community to use. They offer little to no individual perspective and offer no real guidance for prospective buyers of a given product. These lackluster reviews also offer no information for vendors on how to improve their product or service.

We also verify the review content and source of how someone came to write their TrustRadius review. Incentivized reviews are always disclosed as such, and those found to be part of a representative sample are also marked.

SALES TEAM ENABLEMENT

These in-depth reviews end up creating a library of quotes and content that convert at a really high rate. Customer quotes and testimonials can improve conversion on your landing pages or you can feed sales with customer proof points and create compelling marketing collateral.



3

FIGHTING REVIEW BIAS

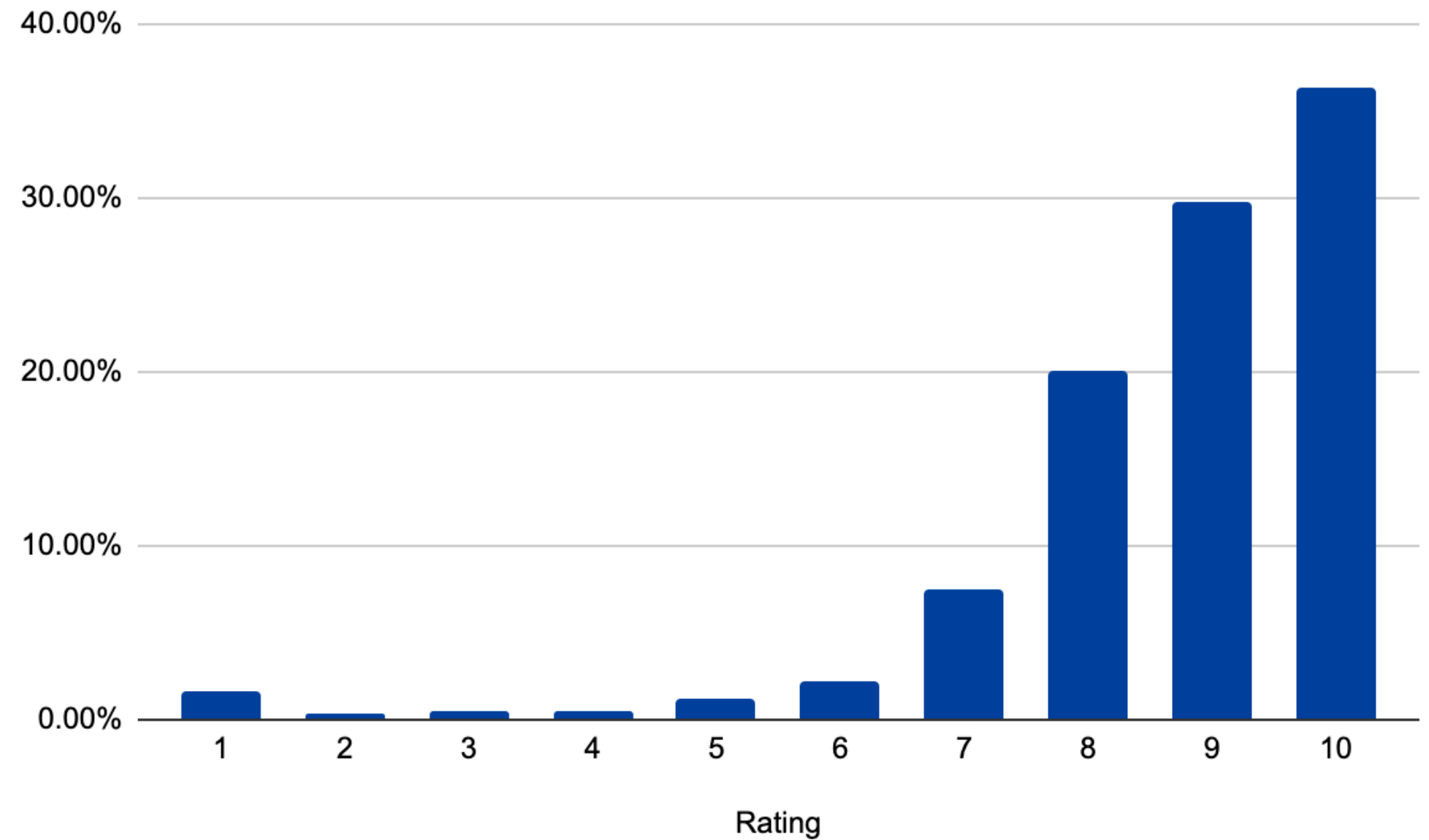




RATINGS DISBURSEMENT

Both extremely unhappy and extremely satisfied reviewers often provide unprompted feedback. While useful, this leaves a glaring absence of more nuanced, detailed opinions. TrustRadius is no stranger to this example of participation bias and uses incentivized reviews to level the playing field.

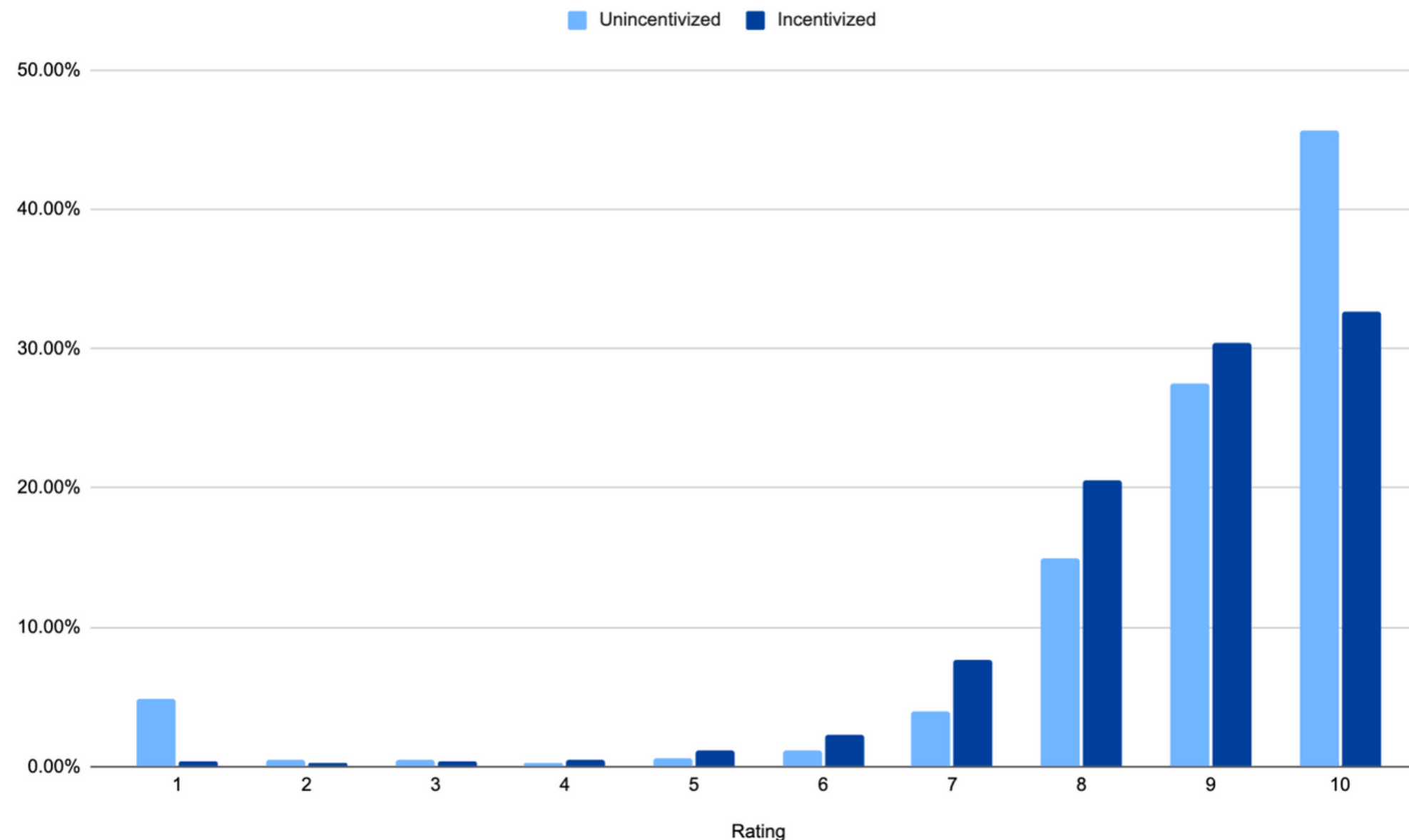
An insightful technology review requires time and expertise to provide useful feedback. The use of incentives thanks reviewers for the time and effort they put into their review.



UNINCENTIVIZED VS. INCENTIVIZED REVIEWS

In B2B reviews, incentives result in decreased participation bias and more reviews from users, as well as those offering the essential comprehensive, middle-of-the-road feedback that is most useful to software buyers.

Incentivized reviews account for 76% of all reviews on TrustRadius. As you can see from the chart, the use of incentives helps counteract the overrepresentation of extremely happy—and extremely unhappy—users when no incentive is offered. You can read more of our research on why incentives result in better B2B tech reviews [here](#).





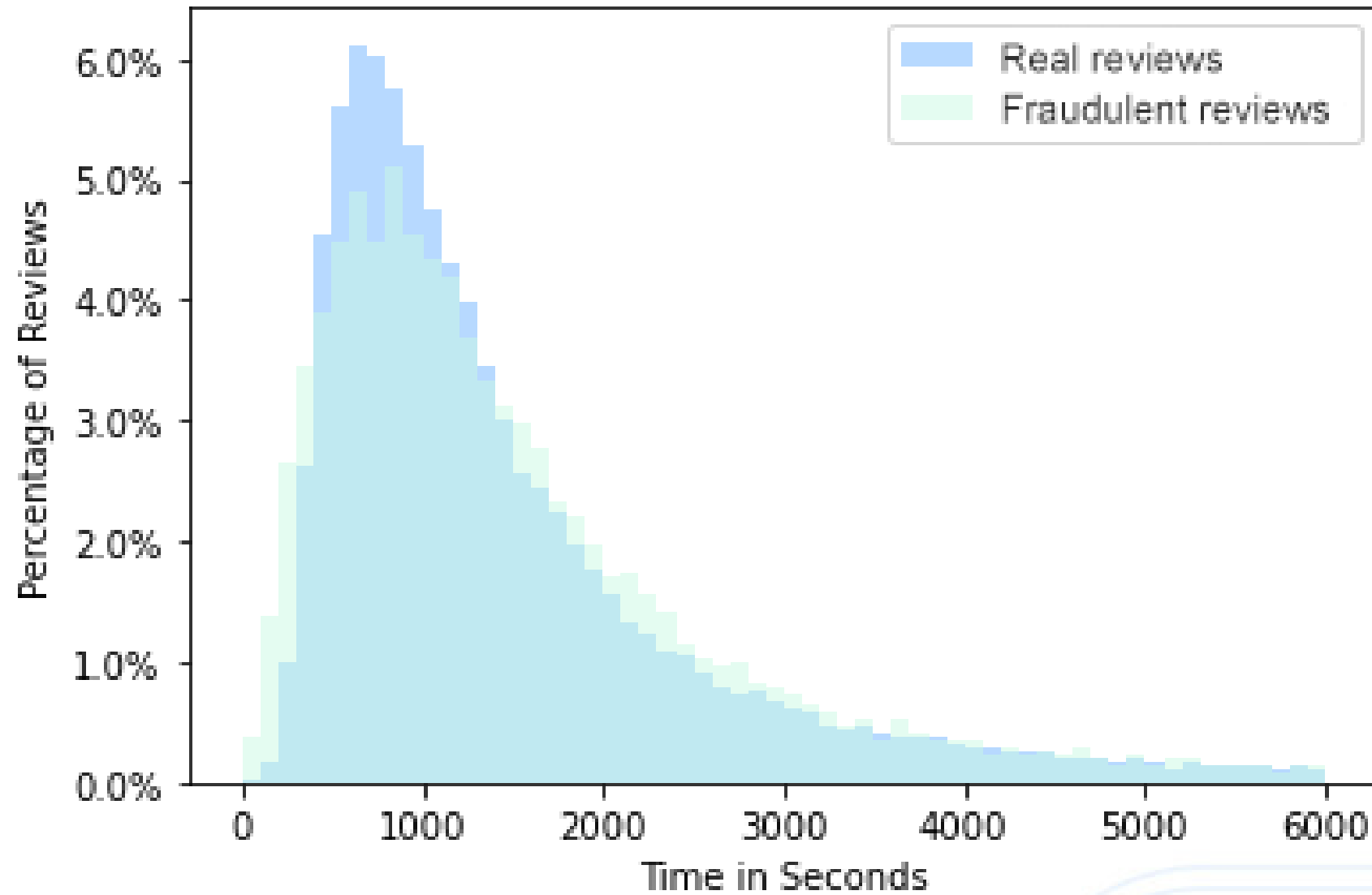
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THE FUTURE OF DETECTING FAKE REVIEWS



TIME TO COMPLETE REVIEW

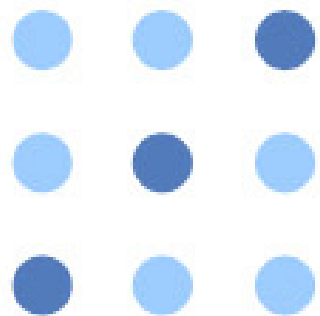
Time to Complete Review



Most buyers believe they've seen at least one fake review in the past year, and B2B and B2C markets are feeling this impact. In B2B tech, fake reviewers are primarily motivated by gift card incentives. Buyers can spot fake reviews; when they do, they lose trust in your brand and ours.

Machine learning allows us to look at dozens of behavioral, textual, and demographic data points simultaneously. Even subtle differences can be built into a high-confidence prediction of a fake review. These reviews can then be flagged as high-risk reviews for intensive manual review. They can then be examined with a level of scrutiny that wouldn't be feasible for all reviews, but that is perfect for these tight cases.

By using this technology, our team stays ahead in the arms race against fraudulent reviewers while also ensuring the appropriate level of human discretion is applied to each and every review.





**5 POWERING THE
FULL BUYER
JOURNEY**





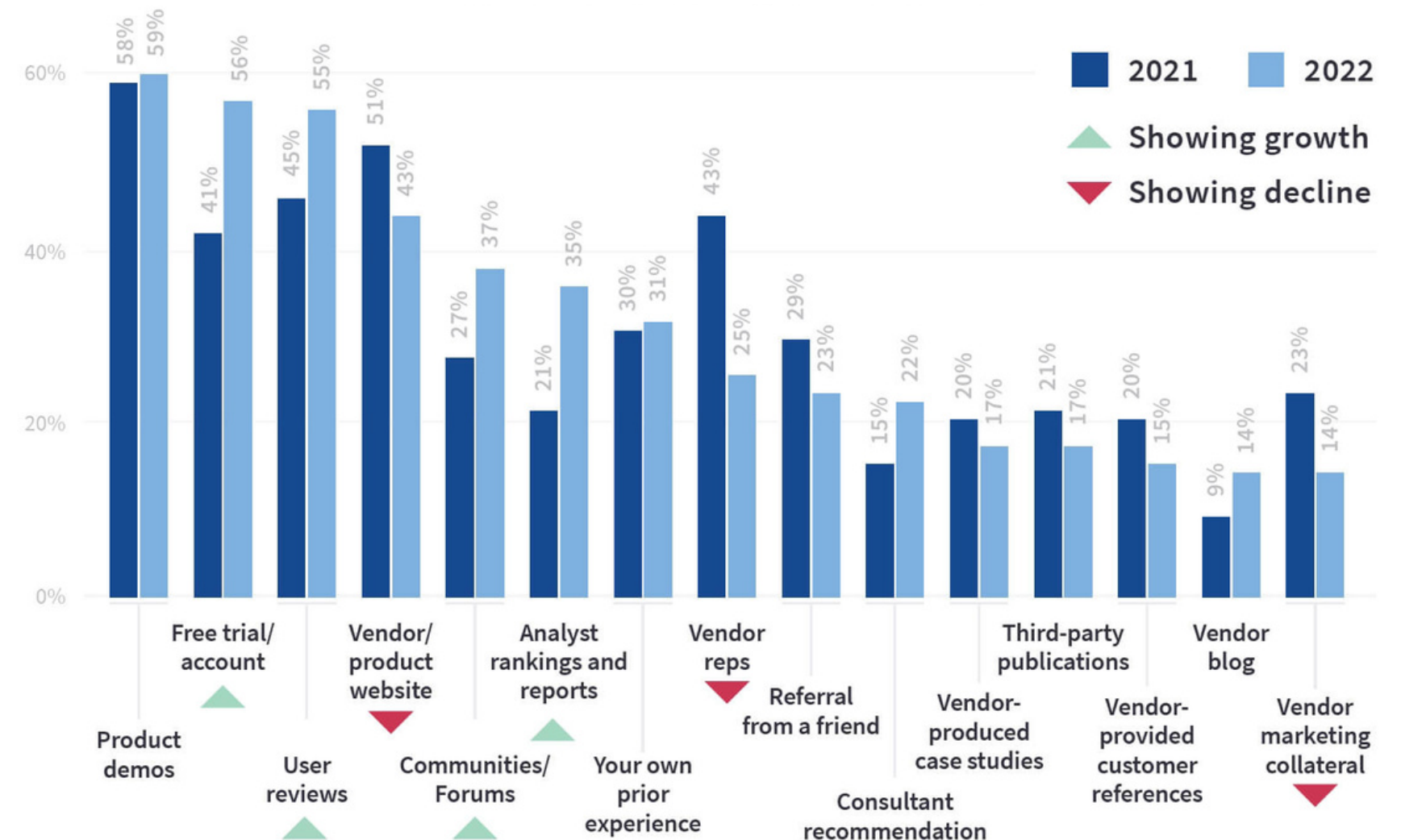
According to TrustRadius' 2022 B2B Buying Disconnect report, technology buyers are looking for self-service options that allow them to complete the bulk of their research without reaching out to the vendor.

We pioneered the first decisioning platform for technology buyers to offer more than just quality user reviews. TrustRadius product profiles were built to provide tech buyers with all the essential information they need for their buying journey. In addition to reviews, these profiles include pricing and video content, security information, and interactive product demos.

Customer reviews were one of the top three self-service resources that buyers are looking for. Every published review on TrustRadius has been vetted to ensure it contains the most insightful product information to aid a buyer's purchase decision.

We constantly strive to innovate our fraud-detection capabilities to ensure review legitimacy. These aspects and more are core elements of our Promise to Buyers.

RESOURCES CONSULTED DURING EVALUATION PROCESS



TrustRadius 2022 B2B Buying Disconnect Survey data collected from 2,185 technology buyers across TrustRadius' global network in February 2022.



81% of software buyers want transparent pricing information. We've published over 4,500 different pricing overviews, and are adding more every day. This, combined with over 13,000 videos on product profiles, gives buyers the info they need in one place.

TrustRadius partners with expert technology vendors to provide even more essential information to our buyers. Our partnership with Whistic Security provides security details right on a product page. Buyers can even take an in-depth, self-guided tour of products through our partnerships with multiple interactive product demo providers.

My Research Boards

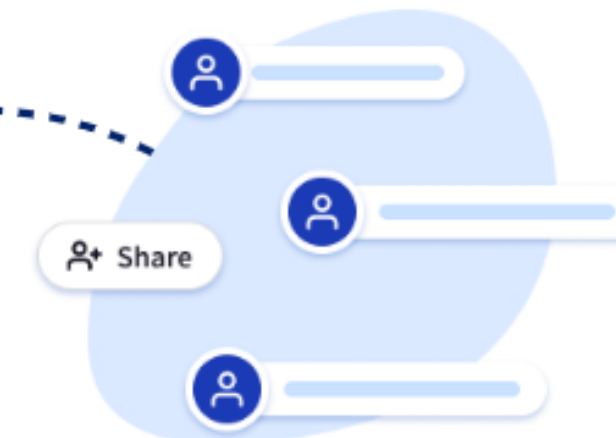
1. Save Products, Reviews, or Comparisons



2. Organize your Research



3. Leave notes and share with collaborators



TrustRadius' buyer research boards were designed to help guide technology buyers through the challenging buying process by helping them determine which product suits their unique needs. By combining in-depth reviews and additional product information with tools that simplify the evaluation process, we strive to help technology buyers make the best purchase decision possible.

EXECUTIVE SUMMARY

VINAY BHAGAT, FOUNDER & CEO, TRUSTRADIUS



At TrustRadius, we firmly believe building trust is critical for success, and it begins with prioritizing quality over quantity. This is true for all aspects of a business. Being trusted and focusing on quality always wins. When I founded TrustRadius in 2012, I saw the opportunity to elevate the level of transparency available to technology buyers. More than 10 years later, we've seen that our initiative to become the most-trusted and quality resource for technology buyers not only matters, it's a driving factor in today's buying journey.

Savvy technology buyers no longer rely on one-size-fits-all analyst rankings or blindly trust sales pitches to find the best technology for their use case. They don't want to hop on a call to get the product information needed to make decisions. 100% of today's B2B technology buyers want self-serve experiences. They demand comprehensive and vetted product information validated by real users, transparent pricing, and the ability to test-drive products before they buy.

A driving force behind the shift is that today, 65% of the workforce are millennials and Gen Z. These generations are digital-first consumers who conduct the majority of their journey anonymously. They are averse to "salesy-ness." These behaviors are now mirrored by older generations and partly accelerated by the pandemic and preferences developed in B2C. To succeed in this new reality, technology providers must influence buyers where they do research, provide them with the content and resources they seek, and then engage with them on their terms.

TrustRadius, the B2B technology decisioning platform, has attributed much of its success to creating a comprehensive and reliable resource for buyers researching technology solutions based on customer reviews. We're not pay-to-play. In fact, we enforce a rigorous verification process to ensure that every review is legitimate and provides ample information to help the buyer in their path to discovering the best software solution. Our high-quality standards, moderation process, and measures to fight review bias and fraud on our site instill confidence at the start.

In turn, go-to-market teams gain access to unbeatable customer insights that help drive further marketing efforts and an increase in their pipeline. That's how TrustRadius has become the indispensable marketing channel for vendors hoping to see growth and drive results in 2023.



ABOUT TRUSTRADIUS

TrustRadius delivers the most credible technology decisioning platform, helping buyers confidently make decisions with comprehensive, vetted product information and customer-generated content. Technology providers are empowered to tell their unique stories, engage high-intent buyers, and gain customer insights. More than 12 million annual visitors generate and use high-quality content like verified reviews, data, and ratings on [TrustRadius.com](https://www.TrustRadius.com).

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, [start a conversation with us today](#).

