

2025

Building Buyer Trust: Review Quality Report





Allyson Havener
Chief Marketing Officer
TrustRadius

Executive Foreword

Buyer trust has to be earned. A lack of confidence in your brand may determine whether a customer chooses you—or your competitor.

When researching a new product, the top three resources B2B technology buyers consult are product demos, their own prior experience, and user reviews. In a world where genuine customer feedback can be a vendor’s biggest differentiator, having a place where buyers can find unbiased, trusted reviews is imperative. That’s where TrustRadius comes in.

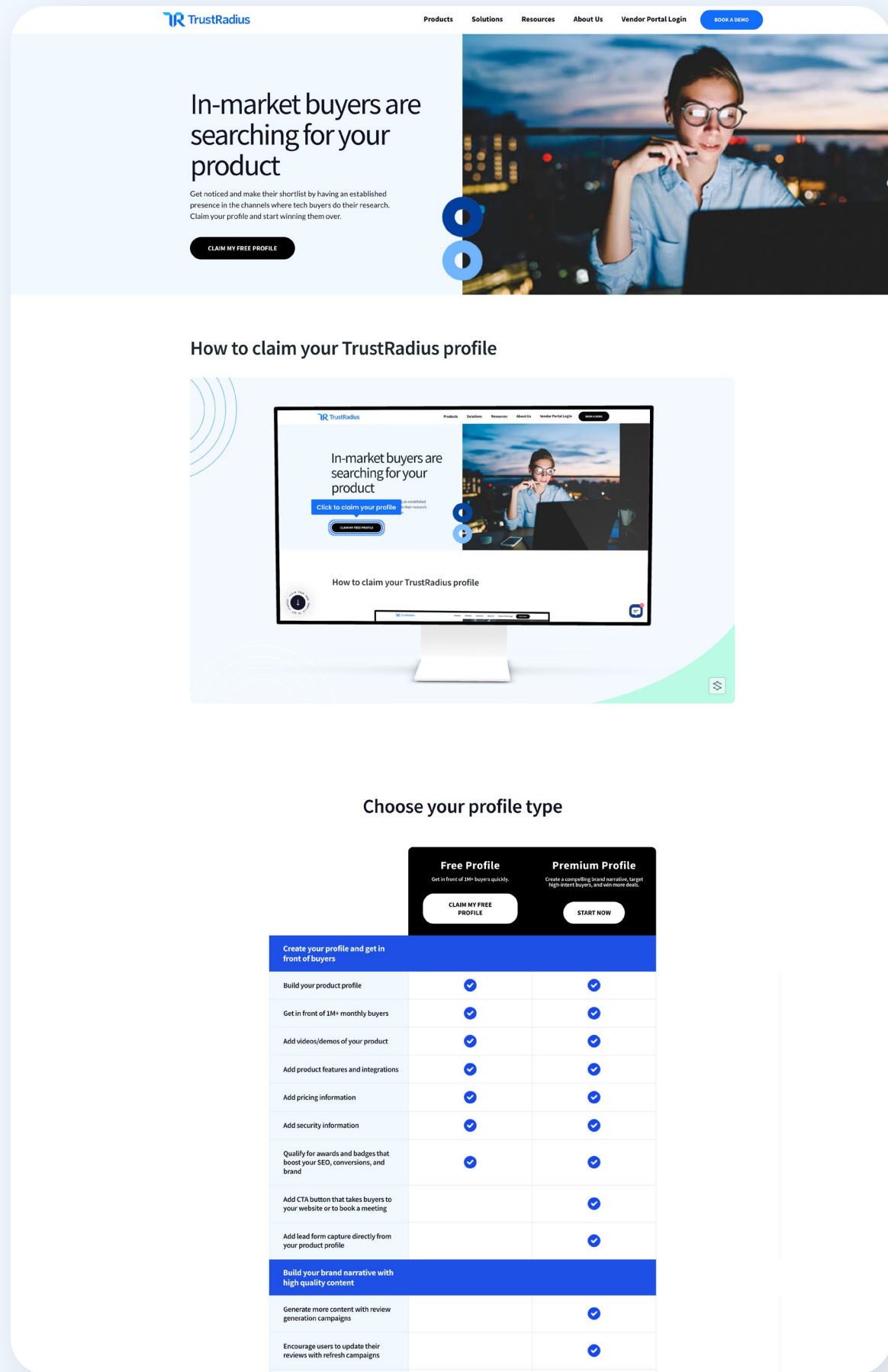
The increase in fraudulent, biased and AI-generated reviews has amplified growing distrust among buyers, as well as the need for closer moderation of review publications—something our team prides itself on and has done all along.

TrustRadius’ annual review quality report showcases the proprietary ways we:

- Vet reviews from authentic customers
- Enable buyers to make informed and confident purchase decisions
- Help vendors earn buyer trust through customer voice and proper use of intent data
- Support the growth of positive vendor-customer relationships



Category Traffic



Category Traffic

In 2024, TrustRadius reinforced its position as a trusted resource for B2B technology buyers while attracting high-intent buyers. The percentage of buying decision-makers visiting TrustRadius is higher than any other platform in the industry, giving vendors looking to maximize marketing ROI a high revenue yield per visitor.

However, aggregate traffic numbers no longer provide the complete picture, making it beneficial to include a focus on category-specific traffic as well.

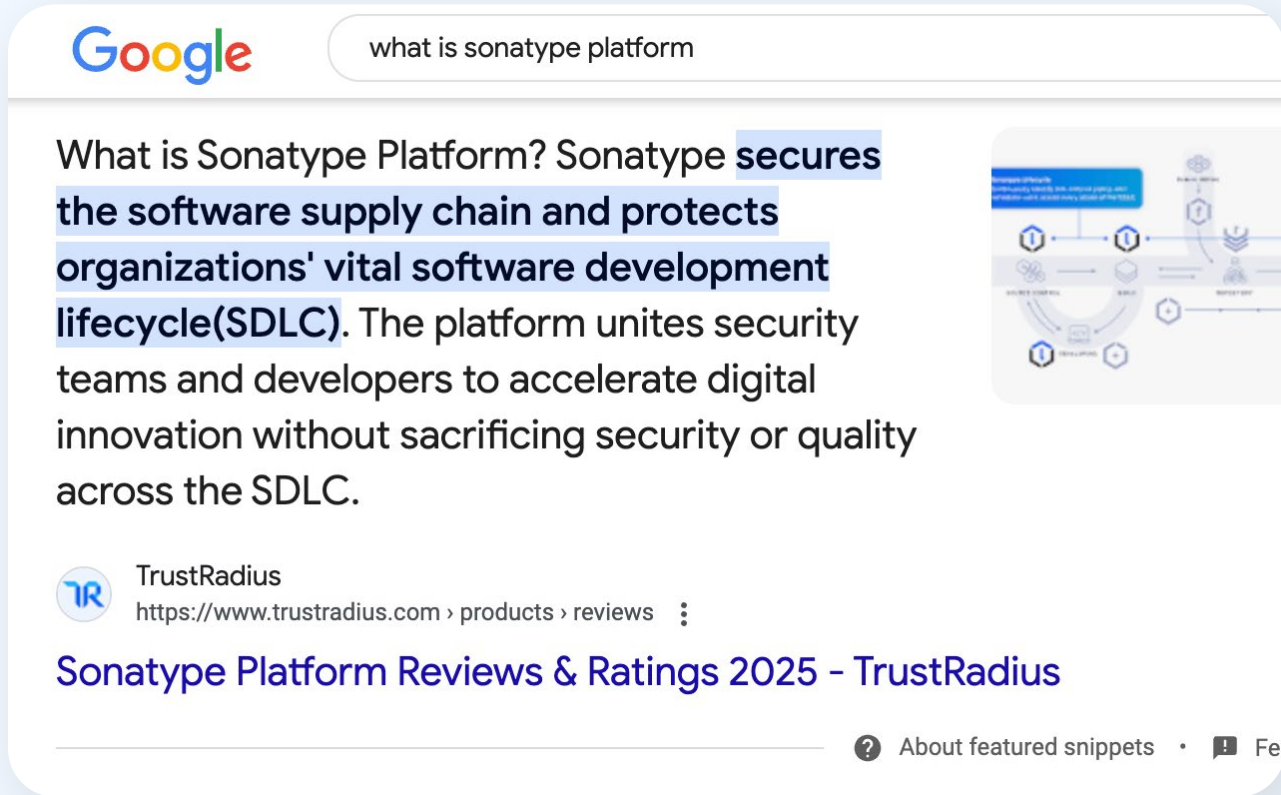
Primarily software-buying decision-makers sought comprehensive product insights, with **73% of organic traffic visiting reviews, pricing details, and competitive comparisons.**

By understanding these visitor activities, we are able to align buyers with a company's ideal customer profile (ICP) and capture valuable engagement in the form of buyer intent signals. In 2024, TrustRadius downstream intent data showed that **56% of buyers planned to make a purchase within the next three months**, illustrating just how serious our visitors are about making a purchase.

[Claim your product's TrustRadius profile →](#)



Search Engine Results Pages (SERPs)



Search Engine Results Pages (SERPs)

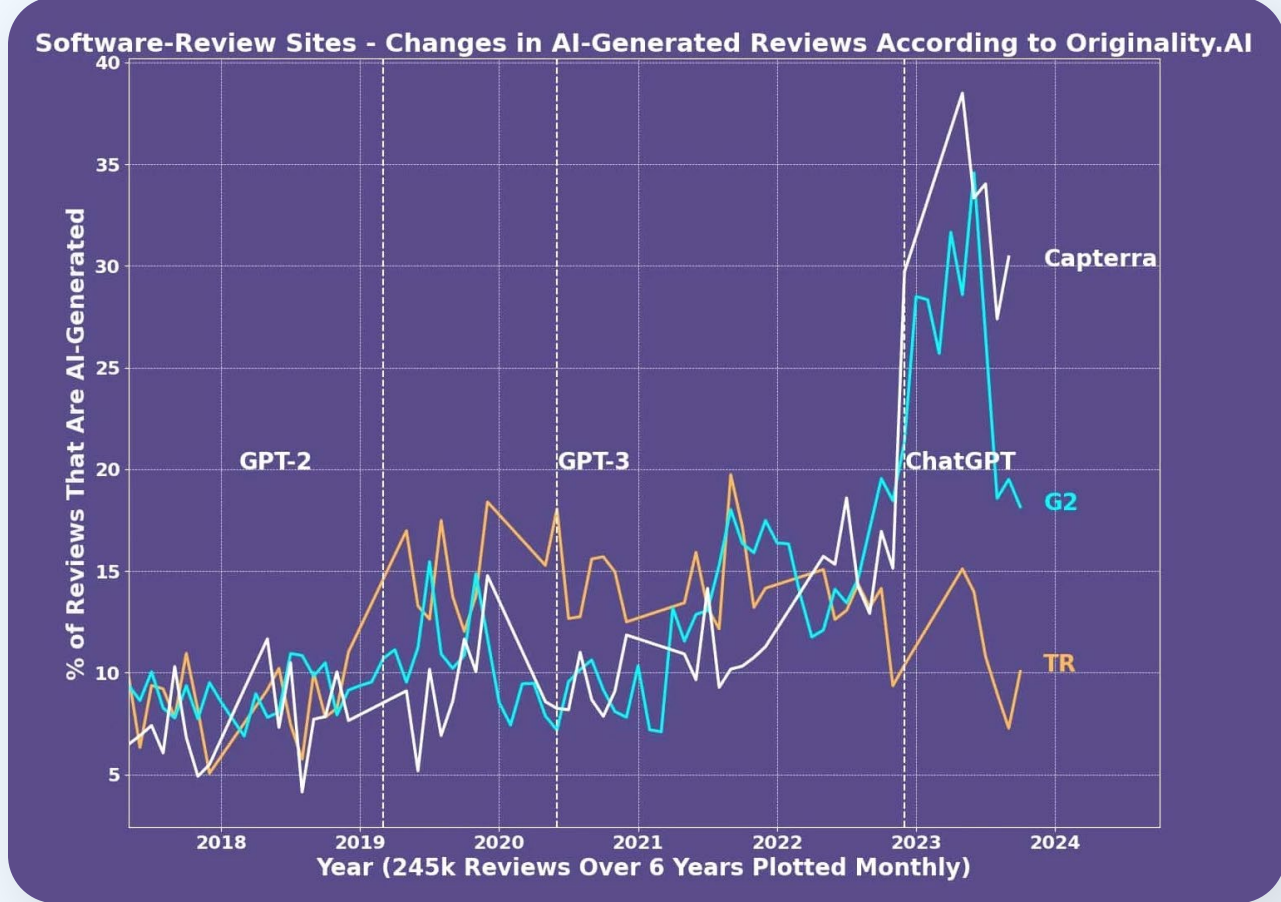
[Google is the top website](#) B2B tech buyers use for research, making search engine results page (SERP) rankings crucial. Fortunately, vendors who keep their TrustRadius product profile up-to-date and continuously generate reviews tend to land top-of-page in Google's AI Overview.

This is because high-fidelity intent signals continue to differentiate **TrustRadius as a trustworthy source of genuine customer feedback**—especially important as AI-generated content becomes more prevalent.

In fact, according to [third-party research](#), **TrustRadius has the least amount of AI-generated reviews compared to competitors**—about 10%—thanks to our rigorous moderation processes.

Jonathan Gillham, Founder and CEO of Originality.ai, said that [the decrease of AI-generated reviews](#) on TrustRadius after the introduction of ChatGPT provides a direct contrast to the steep increase found in Originality.AI's study of Capterra, a similar software-review site.

Having a presence on TrustRadius is just one way vendors can improve their SERPs. The more genuine partnerships and integrations a vendor has with reliable sources, the more their audience will grow—along with their opportunity for higher revenue.





2025 Review Stats

UPDATED JUNE 10, 2024 Save

Yubico YubiKeys is a secure easy to use solution that has made our company more secure

IT Systems Engineer
 (Construction, 201-500 employees)

Score 10 out of 10 Vetted Review Verified User Incentivized

Modules Used:
 YubiKey 5 Series, YubiKey Bio Series, Security Key Series.

Overall Satisfaction with Yubico YubiKeys

Use Cases and Deployment Scope

We currently use Yubico YubiKeys for our higher at risk users that have access to sensitive company information. For us it is an easy secure way for them to be secured and not worry about unauthorized access to sensitive data we need protected. It also assures that we reduce the risk as much as possible for risk of credential theft.

MOST IN-DEPTH

[This review](#) for [Yubico YubiKeys](#) at 2,875 words.

FEBRUARY 16, 2024 Save

Hootsuite knows about customer satisfaction!

Digital Marketing Specialist
 (Construction, 501-1000 employees)

Score 10 out of 10 Vetted Review Verified User

Software Version:
 Hootsuite Professional

Overall Satisfaction with Hootsuite

Alternatives Considered

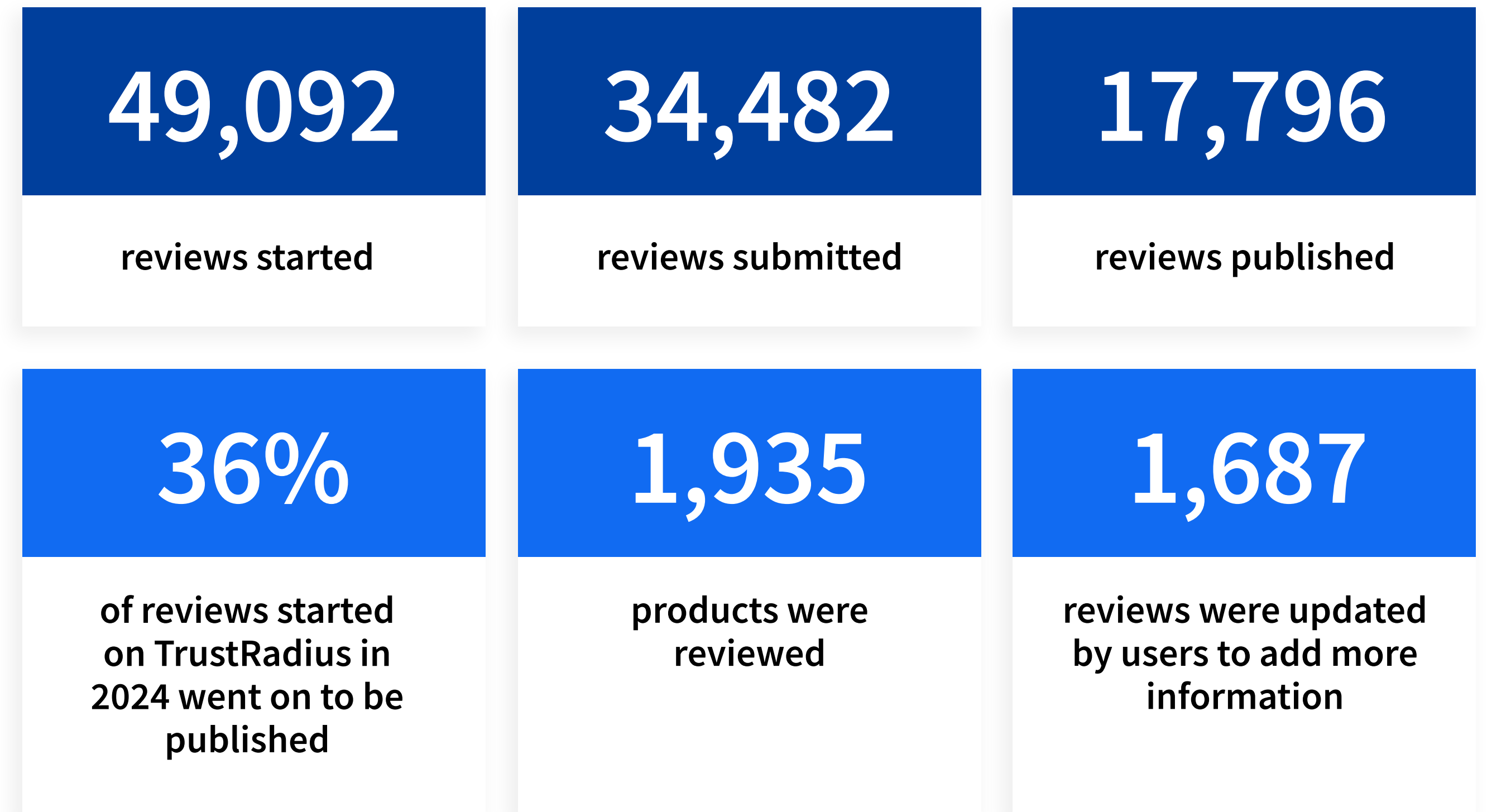
- B2BSprout Suite

I think the two are extremely comparable, however, the social listening on sprout is more advanced and they can use your account data from up to two years back. Hootsuite is B Corporation though, which is preferred for our vendors.

MOST POPULAR

[This review](#) for [Hootsuite](#), read 2,902 times.

2025 Review Stats



2025 Reviewers

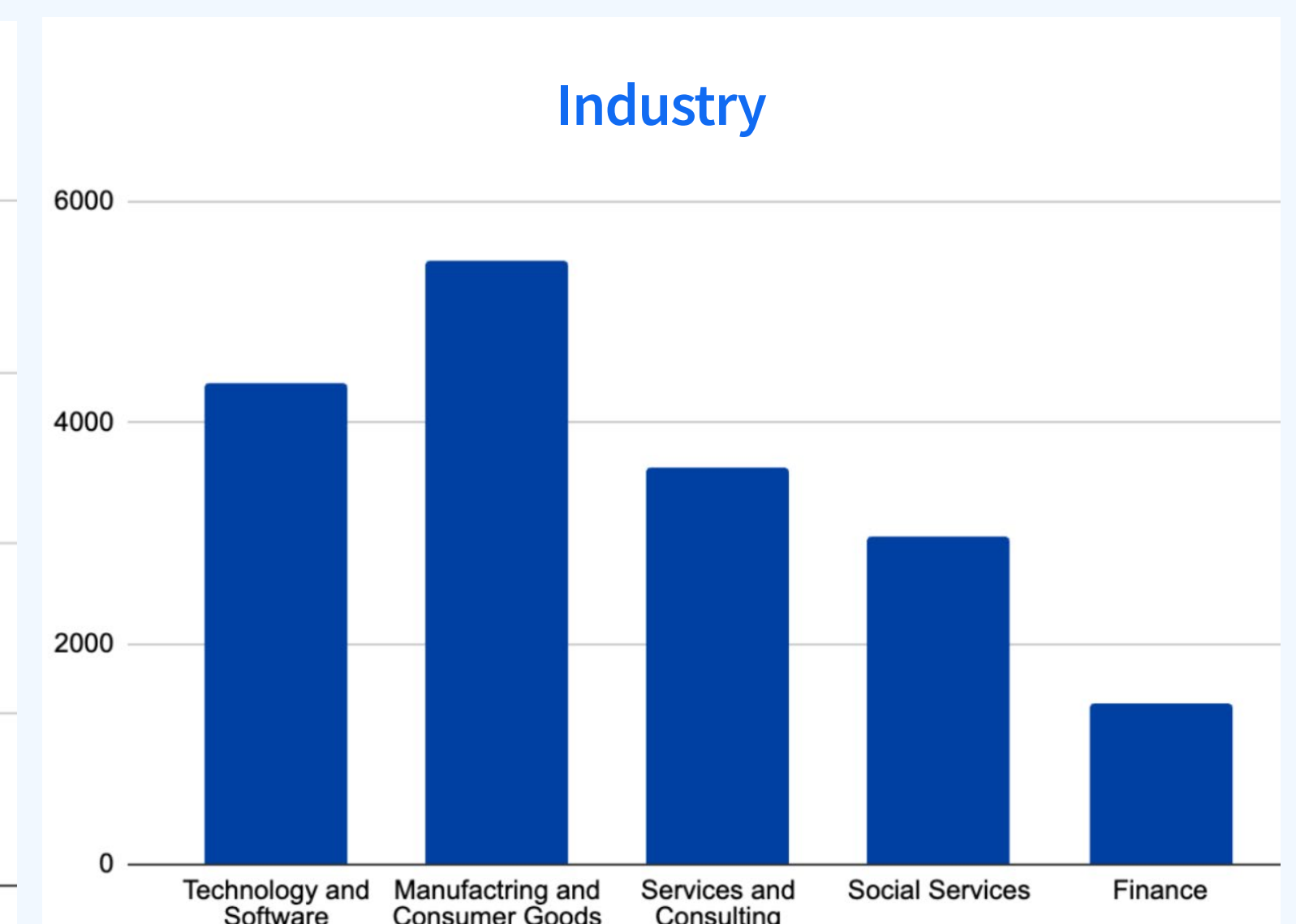
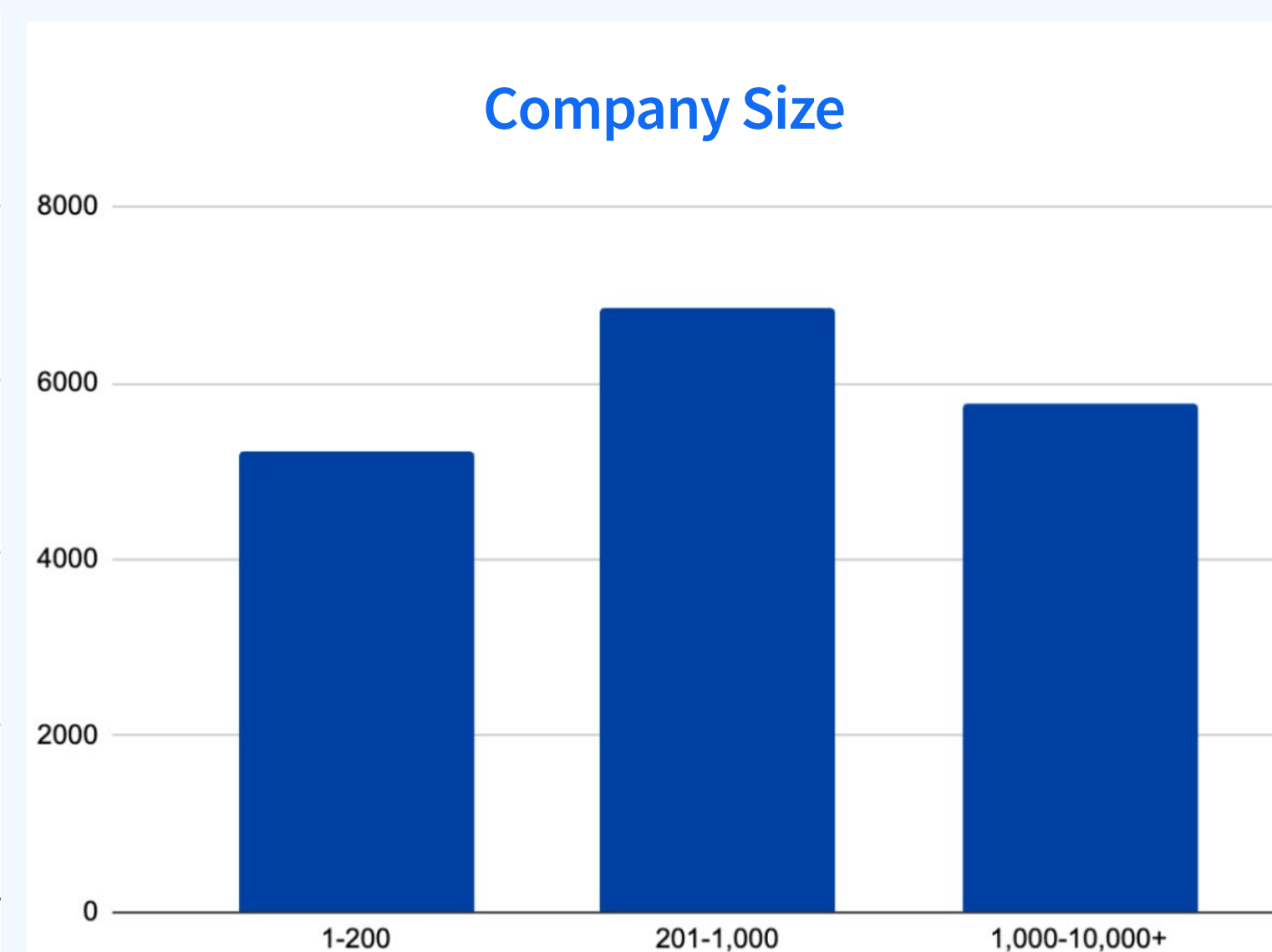
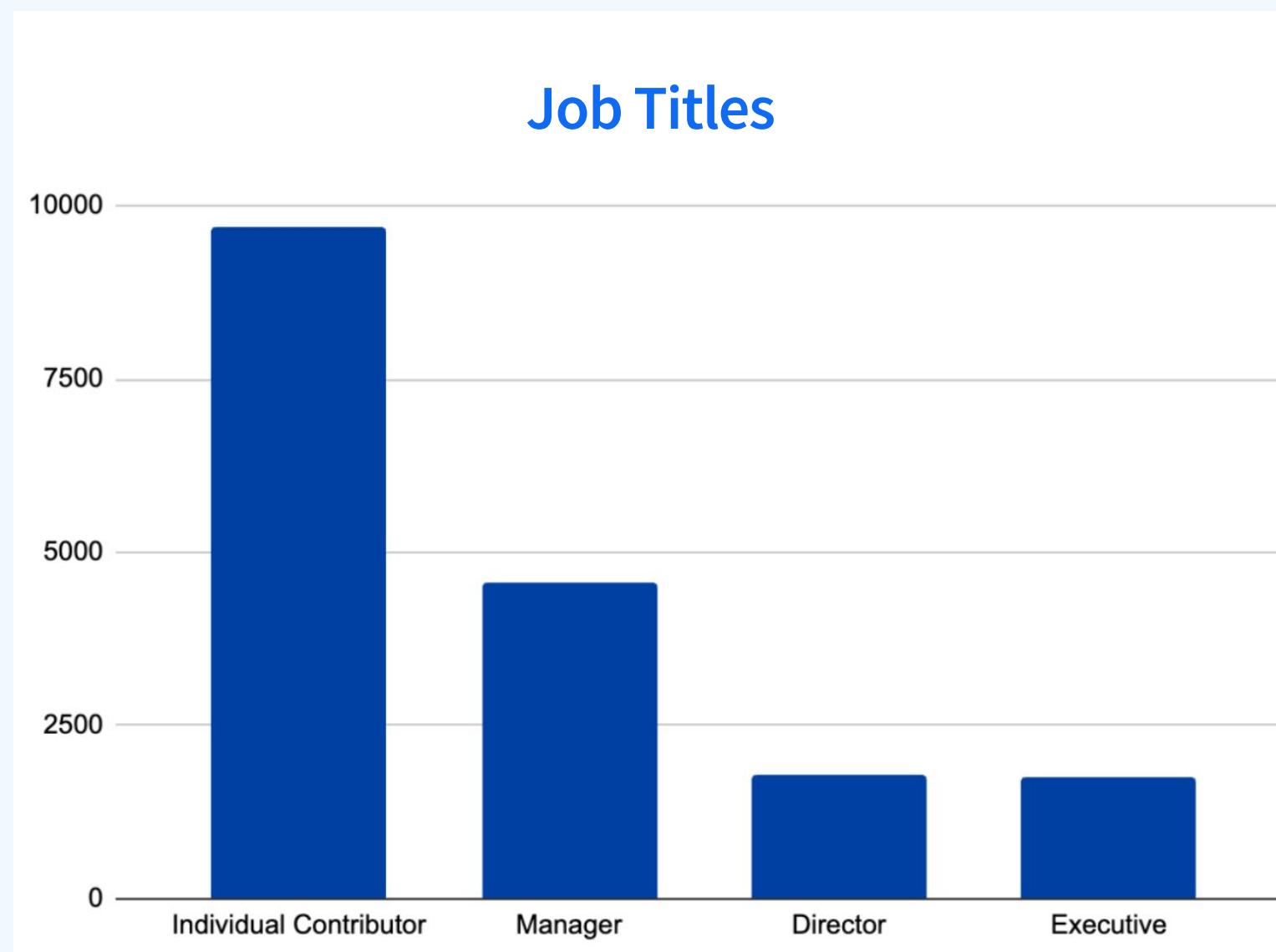
Over 17,000 reviews were published on TrustRadius in 2024 and were written by over 15,500 individual users in a wide range of industries, including information technology and software, manufacturing, business services and consulting, and social services.

32%

work for large companies with 1,000 or more employees

10%

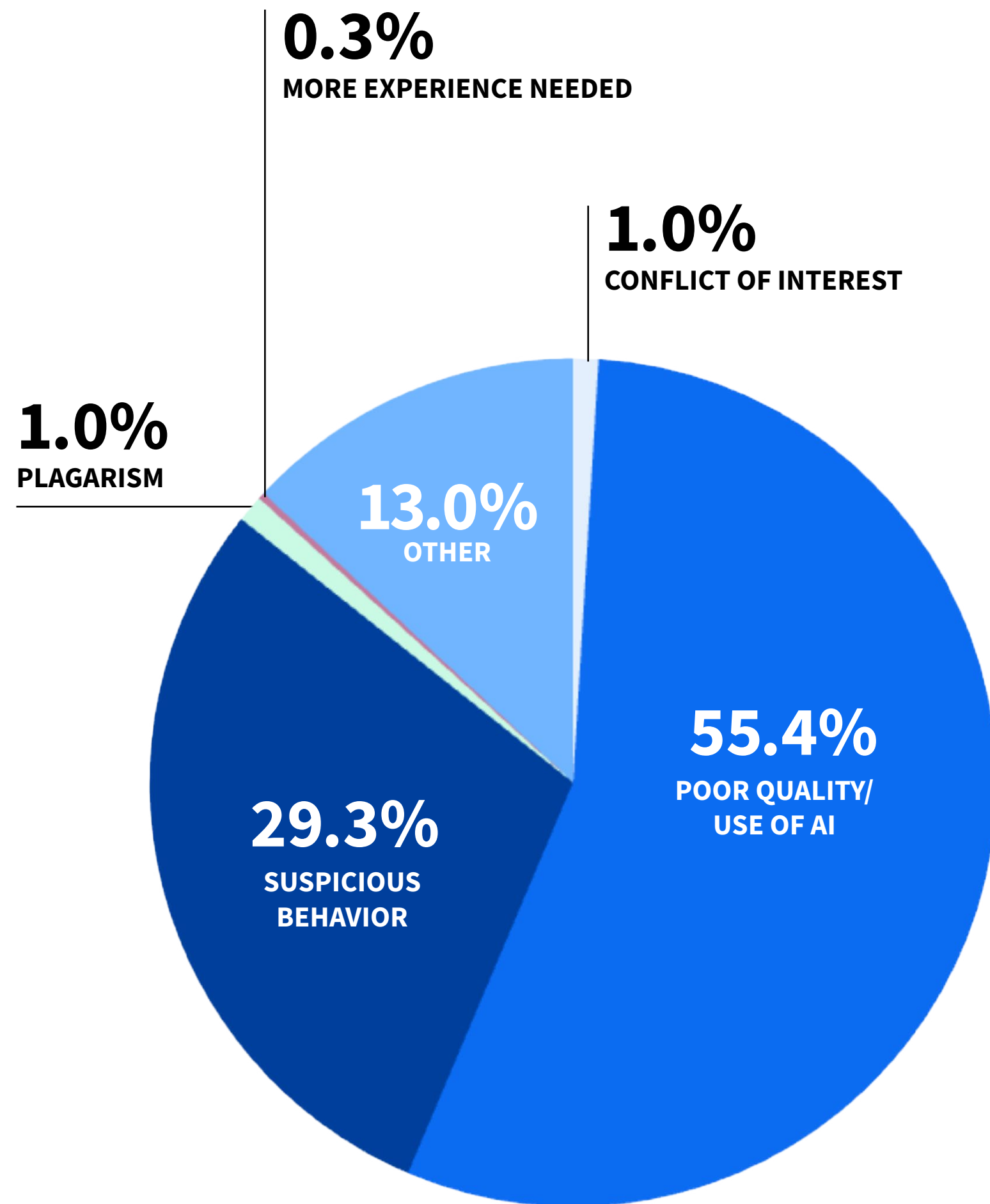
are an executive level or higher

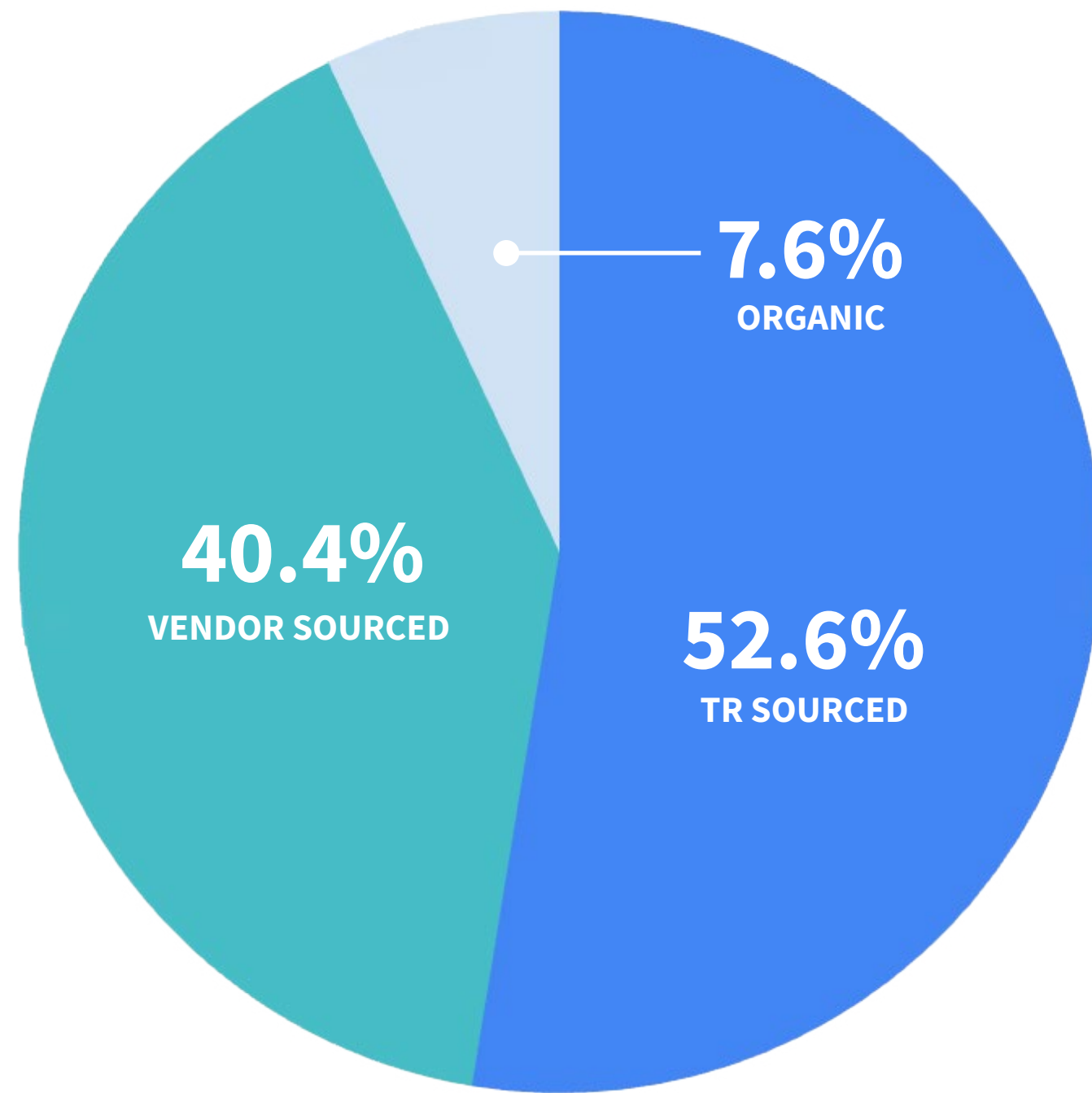


Publishing Quality over Quantity

At TrustRadius, we prioritize only the highest quality reviews to ensure they are valuable for both buyers making informed decisions and vendors aiming to celebrate and improve their software. However, some reviews may not meet our rigorous publication standards for several reasons:

- **Suspicious behavior:** The reviewer has demonstrated questionable behaviors like writing reviews for products they do not use or using fake personal information to validate their account.
- **Poor quality:** These reviews are vague or lack helpful context for our visitors to pull from. This includes reviews edited or written by AI as they are not a reviewer's own words and experience.
- **Conflict of interest:** Sometimes company employees try to leave reviews for their company's product or a competitor's, which goes against one of our core values: No Ads, No Bias.
- **Lack of experience:** There is no minimum amount of time required for reviewers to have used a product, but they must be able to share helpful insights about their product usage.
- **Plagiarism:** Reviews must be original to our platform. This includes self-plagiarism—when a reviewer posts the same review on multiple sites





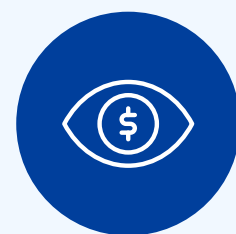
On Behalf of Vendors

In 2024, we published **16,545 reviews** on behalf of our customers—**93% of all reviews** published on TrustRadius for the year. Of those, **40%** were sourced through customer channels, including log-in pages, in-product prompts, social media, and customer newsletters.

TrustRadius Event Support also attended **29 events in 2024 on behalf of customers**. The customers who leveraged this event service sourced an average of **64%** of their reviews for the year from that one channel.

Interested in gathering quality reviews at your next event?
 Learn how [TrustRadius can help you](#).

Why drive reviews at events?



Vendors with TrustRadius on-site at events see at least **5x more reviews** collected vs. sourcing reviews themselves



Vendors we've helped during 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



TrustRadius Review Quality



Katie Marino-Kyle 
Senior Customer Service Leader

Verifications 

Identity

Verified by CLEAR using government ID
Less than 6 months ago

Workplace

TrustRadius: Verified using work email
Over 1 year ago

Showcasing Premium Quality

At TrustRadius, we believe in transparency and are committed to ensuring all reviewers are providing feedback you can trust. **Strict moderation of reviews before publication is our first line of defense.**

Quality reviews come from real people who have recent product experience and are being authentic with their feedback. The TrustRadius review moderation team continually evolves their verification method, including analyzing behavior patterns, to ensure only premium-quality reviews are published.

The key to publication? Verifying the author.

Each reviewer's employment and position are checked as well as the legitimacy of their LinkedIn or business email. When verifying work emails, we look at the **authenticity** of the company domain, confirm IP address location, and with the help of our research analysts, confirm position-appropriate software usage.

When evaluating users on LinkedIn, we use the **verification badge on their profile** to show that they were able to confirm specific information such as their identity, workplace, or educational institution. We also look at key indicators like the user's activity, employment, network, certifications, and other identifying information.

UPDATED NOVEMBER 06, 2024 Save

Apptio Helps Global Insurance Company Manage Its Technology Spend

Score 9 out of 10 Vetted Review Verified User Incentivized

Software Version:
ApptioOne

Modules Used:
Cost Analytics (formerly Cost Transparency), Planning and Budgeting (formerly IT Planning), IT Financial Management Foundation.

Overall Satisfaction with IBM Apptio

Use Cases and Deployment Scope

We use Apptio for global IT budgets and forecasts, expense and variance analysis, show back bills for business areas, Application TCO, service costing reports, project and supplier spend reporting, headcount monitoring, and monitoring public cloud spend. Using Apptio has significantly streamlined our global IT budgeting and forecasting timeline and improved its accuracy and credibility. What used to take several weeks is now accomplished in a few days. Apptio has also reduced the time and effort required to roll up global technology costs from multiple general ledgers in multiple currencies. Accomplishing these basic financial tasks now with minimal effort has allowed us to focus on things that are more meaningful to our technology consumers (e.g. application TCO, services TCO, showback bills, supporting Cloud FinOps). Our TBM maturity continues to grow with Apptio.

Return on Investment

- Using Apptio has significantly streamlined our global IT budgeting and forecasting timelines and improved its accuracy and credibility. What used to take several weeks and was not always trusted is now accomplished in a few days and is credible with management.
- Our application TCO coupled with technical services TCO has improved the communication and understanding between our infrastructure and application teams. Its helped everyone better understand which costs are truly variable versus allocations of longer-term variable, and fixed costs.
- Our application TCO reports have helped our application owners become application undertakers when applications are decommissioned. Without our reports, no longer used databases and servers were often kept in place.
- Our showback bills have helped us price services for transition services agreements (TSAs) as we've sold off certain books of business.
- Coupled with a report distribution tool from Rego Consulting (RegoEngage), we are able to distribute useful monthly reports to nearly 500 stakeholders.

Features

We currently use Datalinks to automatically bring into Apptio our MS Azure public cloud spend and consumption. We are the primary tool for our newly formed Cloud FinOps team. We also continue to refine our cost model, which supports application TCO, services TCO, showback bills, etc. We have built reports that allow us to analyze consumption and expenses at any point of our cost model.

Support Rating 9

Apptio has some very good online resources and Apptio Community is often helpful. We also generally receive good technical support on more complex problems that periodically arise. Our account manager, customer service manager, and strategic advisor are all top notch. They have in interest our success.

The Anatomy of a Great Review

Reviews must be original—not plagiarized or created using artificial intelligence. So, in order to qualify for publication, we look at a review for specific details about that individual user’s experience.

Reviews that have little to no individual perspective lack context for our community members to use—same with one- to two-word responses. These lackluster reviews give buyers no guidance for purchase decisions, and likewise, give vendors no information for product development.

That’s why we look for **specific insights** about how a product serves the reviewer’s role—guidance around features, comparisons to alternatives, warnings about limitations and gotchas, and a clear picture of the use case for their company are all helpful. Together, those insights make a great review.

For reviews that do get published, we’ve found that **most users spend at least 15 minutes writing them, and on average, contain over 300 words.**



Contextual Understanding: Man vs. Machine

There is a vast difference between the capabilities of AI compared to a human in understanding the subtleties of language like intent, cultural references, slang, or sarcasm. That's why, at TrustRadius, we believe in moderating user-generated content (UGC) using a combination of people and computers.

There are a few key issues with relying solely on AI-based moderation systems. Sometimes content may appear problematic, but in reality is harmless or intended humorously. They can also be overzealous in rejecting UGC content, or exhibit bias due to data they were trained on. Our team of moderators understands context and will override a program when necessary, which is crucial for making accurate judgements and preserving user sentiment.

Not surprisingly, [research has shown](#) that users are more likely to trust a content platform where human moderators are involved in the decision-making process. The human aspect provides reassurance that final decisions have been thought through and are not based on impersonal algorithms.



Taking Action to Safeguard Consumers



Taking Action to Safeguard Consumers

In 2024, the Federal Trade Commission (FTC) released their final ruling on the Trade Regulation Rule (16 CFR Part 465) addressing online reviews, endorsements, and testimonials—and how that advertising impacts buyers. **Their goal is to protect consumers from being misled by deceitful or manipulated reviews by ensuring all businesses follow honest practices.**

What's now prohibited? Among other things, fake or AI-authored reviews, undisclosed incentives, and misleading or biased testimonials. This applies to all types of advertising, including digital platforms like TrustRadius, and requires transparency and authenticity in how reviews and endorsements are shared with the public.

The good news is that TrustRadius has [always complied](#) with the FTC since it was founded in 2012 (before the FTC ruling on reviews), including this most recent pronouncement.

“Fake reviews not only waste people’s time and money, but also pollute the marketplace and divert business away from honest competitors,” [said FTC Chair, Lina M. Khan](#). “By strengthening the FTC’s toolkit to fight deceptive advertising, the final rule will protect Americans from getting cheated, put businesses that unlawfully game the system on notice, and promote markets that are fair, honest, and competitive.”



Upholding Trust and FTC Compliance on TrustRadius

Shortly after their ruling, the FTC started taking action in multiple cases involving incentivized fake reviews, misleading advertisements, and AI-generated reviews.

Fortunately, TrustRadius is dedicated to being a trusted source of information for B2B technology buyers—meaning we are more concerned about the quality of reviews than the quantity. An author needs to write their own review without the aid of AI, as a false perception of their use cases and understanding of a product could be produced, going against the FTC’s endorsement rules.

That being said, **we do not allow AI-written reviews to be published on TrustRadius**, especially when it comes to incentivized reviews—though people do try to sneak them in. Instead, incentivized reviews must only be written by the author, are publicly labeled as “incentivized,” and are never tied to review sentiment.

Preventing AI Misuse and Ensuring Authentic Reviews

Claiming AI-generated content as personal work could lead to legal repercussions for the reviewer, the vendor, and TrustRadius. That's why it's thoroughly addressed in our site terms and conditions and our review flow.

Like teachers using AI detectors to check the originality of student work, we use them for reviews. However, to avoid the false positives students are receiving, our review moderation team cross-checks reviews in multiple detectors that are set with a very high threshold to look for telltale signs like generic phrases (“users have reported”) or unusual language.

If flagged as AI-positive, the review will undergo further investigation from our team. Because AI-generated content often lacks specific examples, our team looks deeper for detailed insights into product use and job impact, or different subtleties of language.

While we anticipate future FTC guidelines on AI reviews as technology improves, we are proactively ensuring AI isn't used to create misleading content for commercial gain.

Unauthorized Activities

When using this Site or the Services you agree to abide by common standards of etiquette and act in accordance with the law. For example, you agree not to:

- disseminate any unsolicited or unauthorized advertising, promotional materials, 'junk mail', 'spam', 'chain letters', 'pyramid schemes', or any other form of such solicitation;
- impersonate any person or entity or otherwise misrepresents your affiliation with a person or entity, including TrustRadius;
- violate any law, statute, ordinance or regulation (including, but not limited to, those governing export control, consumer protection, unfair competition, anti-discrimination or false advertising);
- infringe any third party's copyright, patent, trademark, trade secret or other proprietary rights or rights of publicity or privacy;
- use any Artificial Intelligence ("AI"), robot, spider, scraper or other automated means to access the Site or to create any reviews that you submit;
- frame, mirror, host or otherwise distribute the Materials without our express written permission;
- take any action that imposes an unreasonable or disproportionately large load on our infrastructure;
- alter the opinions or comments posted by others on this Site or Services;
- interfere with, restrict or inhibit any other person from using or enjoying the Services or the Site;
- take any action which may expose TrustRadius or its affiliates or its users to any harm or liability of any type; or
- attempt to modify, translate, adapt, edit, decompile, disassemble, or reverse engineer any software programs used by TrustRadius in connection with the Site or the Services.

This list of prohibitions provides examples and is not complete or exclusive. TrustRadius reserves the right to (a)

Invited by TrustRadius (TR) on Vendor's Behalf

A de minimis incentive was given to thank the reviewer for their time. The incentive was not used to bias or drive a particular response, nor was the incentive contingent on a positive endorsement. [More Info](#)

 Incentivized

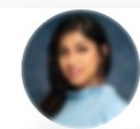
One stop shop for all real time competitive intelligence needs.

★★★★★ December 19, 2024

 Incentivized  Vetted Review  Verified User

Helps monitor competitor performance at a regular cadence. The positive and negative sentiments and the AI recognition are very accurate. Saves a lot of my time when looking...

[Continue reading](#) →



Analyst - Corporate
Manager, Global Strategy

AI 3 years of experience

 [View profile](#)

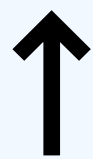
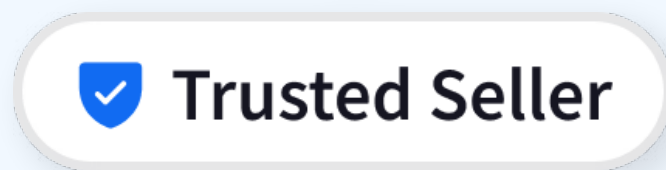
The Role of Incentive Transparency in Building Trust

The FTC mandates that when incentives—cash or free goods—are received in exchange for writing a review, they must be disclosed and not used to drive a particular response. Fortunately, incentivized reviews on TrustRadius are [never contingent on sentiment](#), and if an incentive has been received, an “incentivized” badge appears on the review, allowing buyers to keep that in mind during their research.

Both TrustRadius and vendors offer small incentives to reviewers as a thank you for their time in providing genuine feedback. We have found that these **incentives increase response rates and participation from a broader range of users** and motivate reviewers to spend more time writing detailed responses. This leads to a larger representation of opinions and deeper insights on features, integrations, and specific use cases.



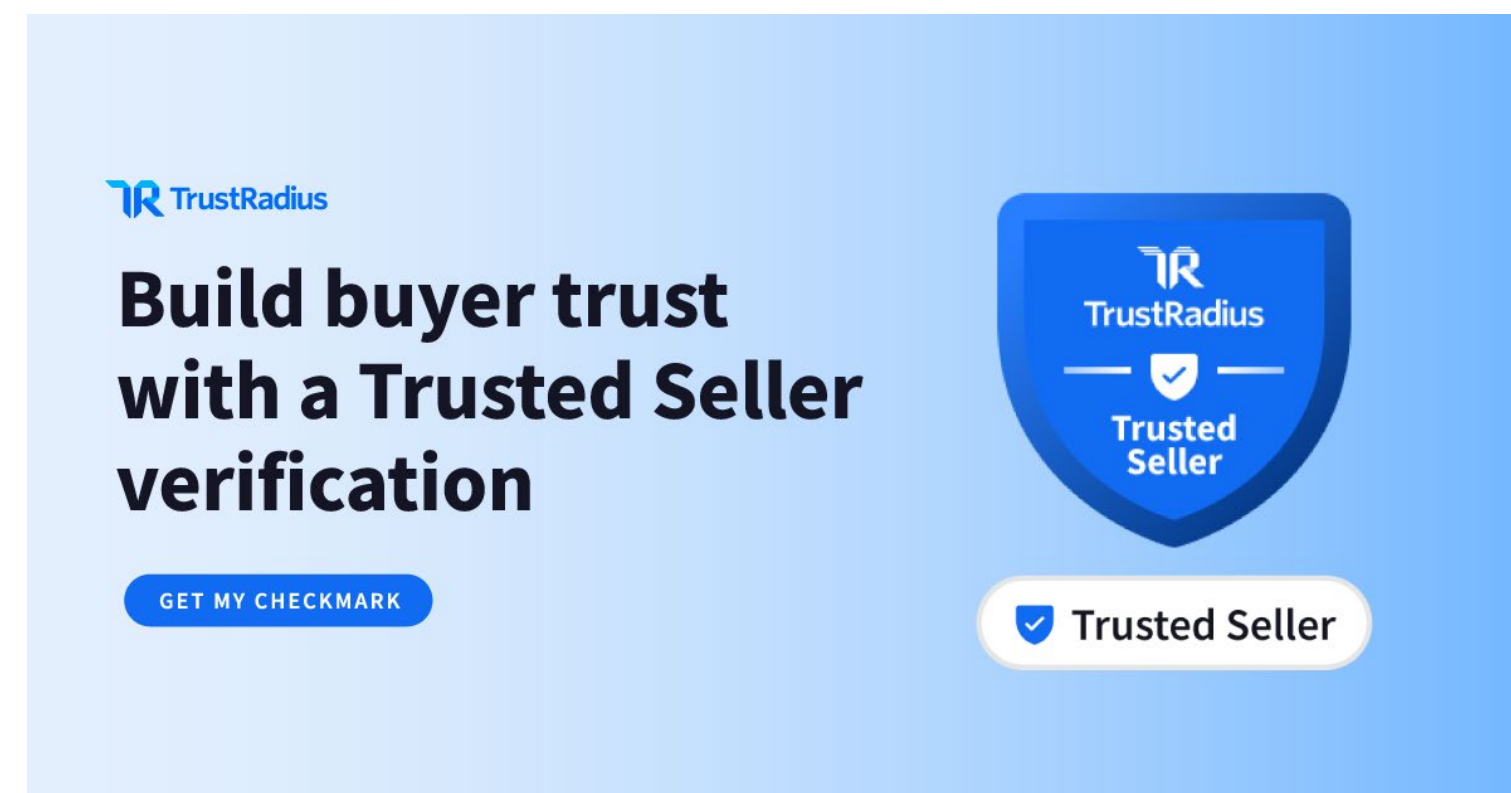
However, sometimes people only care about the incentive and have no interest in giving real product feedback. So much so, we discussed it in a [TrustRadius Reviews After Dark](#) episode. Check it out for a few laughs and a deeper dive into our review moderation process.



Introducing the Trusted Seller Verification

The [Trusted Seller verification](#) (formerly TRUE) is a verification that recognizes companies that are dedicated to ethical review sourcing and clear, helpful product information for buyers. The Trusted Seller verification recognizes transparent companies that:

- Disclose review sourcing methodology and use of incentives
- Provide equal opportunity for product users to share honest feedback safely
- Read all published reviews and respond when necessary
- Provide buyers with up-to-date product information to help them make informed purchasing decisions

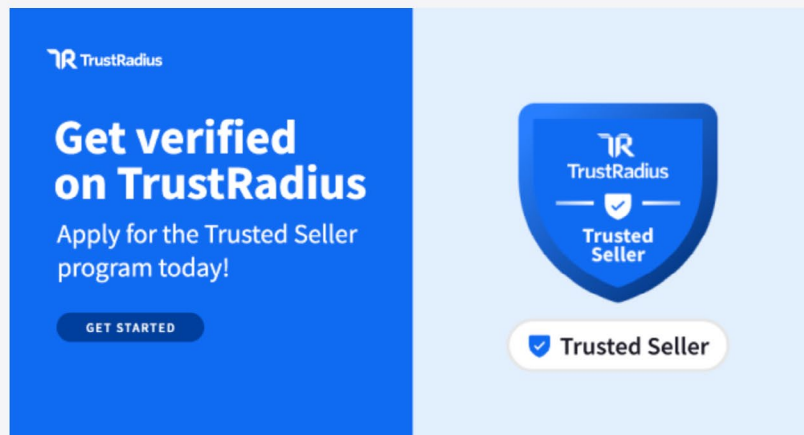




Why the Trusted Seller Verification Matters to Buyers

The Trusted Seller verification makes it easy for buyers to see which vendors adhere to review generation best practices and that their product profiles are complete and up-to-date. The Trusted Seller verification ensures that buyers can identify vendors who prioritize:

- **Building trust.** Trusted Sellers will have a verification checkmark at the top of their product listing to show buyers that their brand is trusted by customers and has a vested interest in authentic reviews.
- **Standing out.** Not every company will qualify for the Trusted Seller program, so the products that do will stand apart. Buyers will know they can trust those reviews and product information over the rest.
- **Helping buyers make confident purchase decisions.** Trusted Sellers are committed to providing buyers with an accurate picture of customer sentiment through unbiased reviews and up-to-date product information. This helps buyers determine which products are the right (or wrong) fit for their needs.



The TrustRadius Trusted Seller verification recognizes vendors who act in the best interest of software buyers. A Trusted Seller adheres to the highest standards in the industry. Buyers can be confident not only in their reviews but also in their partnership.

A Trusted Seller must:

- Regularly source reviews (at least 10 per year), ensuring there's up-to-date product feedback for buyers
- Disclose review sourcing methodology and use of incentives
- Provide equal opportunity for product users to safely share honest feedback
- Read all published reviews and respond when necessary
- Regularly update their product profile with up-to-date product information

To participate, vendors must fill out the following application. It takes about 10 minutes.

Who is the best person to fill out this application?

Typically, this should be someone who manages corporate reputation by engaging with review sites, analysts, reference customers, etc. They should be familiar with how their organization contacts customers to ask for reviews, how their organization reacts to reviews, and how content and data are used by their organization for sales and marketing purposes.

What's the benefit?

You'll earn a Trusted Seller verification that helps you build trust and stand out in your market. Buyers doing independent research on TrustRadius will see that you are a Trusted Seller, you'll be included in TrustRadius press outreach and coverage of the Trusted Seller verification, and you'll be able to use your Trusted Seller verification in your own materials as well. You'll also have the opportunity to be interviewed and featured in TrustRadius content as an industry leader.

Apply Now

How to become a Trusted Seller

To become a Trusted Seller, vendors must:

- **Apply for the program** by submitting their review sourcing methodology
- Source at least **10 unbiased reviews within the 12 months** prior to applying for the program
- Provide buyers with comprehensive and up-to-date product information by completing their **TrustRadius profile**. [See profile completeness checklist.](#)

These requirements ensure that buyers have access to accurate product information and recent, unbiased user reviews.



Vinay Bhagat
Founder and CEO
TrustRadius

Executive Summary

The Federal Trade Commission’s 2024 ruling on consumer reviews couldn’t come at a better time due to the proliferation of fraudulent, biased, and generative AI-written reviews. The fight against untrustworthy or misleading reviews has been a focus for TrustRadius since its inception in 2012. **Buyers deserve the whole truth.**

As generative AI becomes more widely accessible, we have shifted our moderation processes to be even more [innovative and stringent](#). As a result of our strict process, less than 11% of reviews published on TrustRadius are AI-generated, far less than our competitors.

Buyers are tired of having to discern between AI-generated or fake reviews and real, authentic customer feedback. This highlights the importance of a credible review generation

program and platform. With the launch of our new Trusted Seller verification program, we’ve removed the guesswork from ethical review practices. Vendors who meet our standards will earn a Trusted Seller verification, prominently displayed on their product profiles, to signal credibility at a glance. With 56% of buyers planning to make a purchase decision within three months, there’s no time to lose in building trust.

Through continuous improvement to our moderation and transparency practices, TrustRadius remains a trusted source of information for buyers—with quality, trustworthy reviews at the heart of it all.

To learn more about how TrustRadius can help you supercharge your tech marketing efforts, [start a conversation with us today](#) →



About TrustRadius

TrustRadius is a buyer intelligence platform for business technology. Through comprehensive product information, in-depth customer insights, and peer conversations, buyers are enabled to make confident decisions. Meanwhile, TrustRadius empowers technology brands to capture and activate the authentic voice of customers, which improves products, buyer confidence, engagement with in-market buyers, and return on investment. 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.

