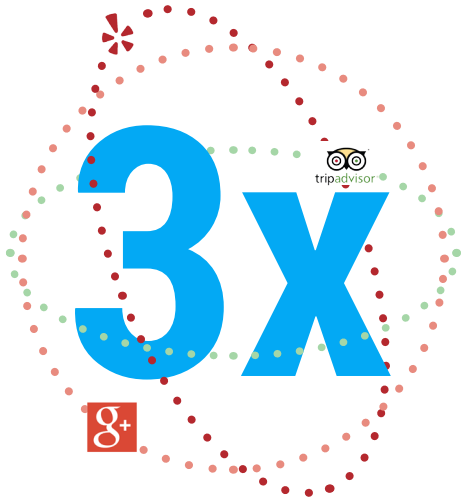


# Are you leveraging reviews and ratings for your brand?



## Sites like Yelp, Google+ and TripAdvisor influence 3x more sales than a brand's own website.

Reviews and ratings can help people find – and notice – your business. The more reviews you have, and the higher your ratings, the more likely that customers will find you. If customers have a positive experience and help to create that buzz, your reputation grows.

**61% of customers use reviews and ratings regularly before purchasing** ★★★★★

(Charlton, 2012)

It's crucial to keep a finger on the pulse of the conversation surrounding your brand by tracking, monitoring, and responding to any buzz surrounding your business.



## Sound like a monumental task? Use an automated tool so you can



Track historical review data from the first to the most recent and see how brand sentiment has changed over time



Get email notifications in real time if a review under 2.5 stars is written about your brand



Instantly see your average rating across major search engines

**Turning readers into buyers is easier than you think.  
Get started today.**