

## Why Businesses Choose Feefo?

**For nearly six years, Feefo has been the trusted choice for over 2,500 brands looking to transform their customer feedback. Here's why:**



### Proven, closed loop platform

Our closed-loop platform means that only verified customers that have actually made a purchase or used your service are invited to leave their feedback. No fake reviews. Ever.



### Winning response rate

With an industry-leading response rate, you know that with Feefo, you will see more quality, genuine feedback on your products and services.



### Seamless Feefo integration with your website

Displaying Feefo Product and Service scores on your website builds trust with your customer base and helps convert sales. On average, Feefo partnered merchants have seen up to a 6.7% increase in conversions after displaying Feefo ratings and reviews on their site.



### Google Licensed Partner

As a Licensed Content Partner, Feefo sends all of your verified customer reviews to Google. To date, that number exceeds 33 million. This organic, user-generated content improves your search engine rankings, making you stand out from competitors and 'win the click' of potential customers.



### Increase CTR on your advertisements with Google Stars

Google recognizes genuine reviews as a ranking factor, acknowledging them as a sign of credibility and displaying them as stars on your advertisements. On average, Feefo merchants have seen a boost on their advertisement click-through-rate of 17% after partnering with Feefo.



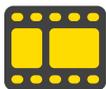
### Detailed analytics and reporting

Our powerful analytics and reporting suite helps you harness your customer feedback. See data at both product and service level, understand trends in your customers' buying preferences and monitor the responses of your consumers.



### Real-time customer service

Stay up-to-date with reviews as they are posted. Publicly respond to any customer concerns, resolve situations, and demonstrate your attention to customer service.



### Video and Photo Review Included

Feefo understands the power of rich media. That's why we are the first to offer Photo and Video Reviews as standard to all Feefo Merchants. Allow your customers to promote your products for you!

**Start harnessing the power of genuine customer reviews today.  
Call 617 861 0611, or e-mail [usasales@feefo.com](mailto:usasales@feefo.com)**