



## **STUDY: Consumers Turn to Google, Yelp & Facebook for Online Store Reviews**

*Uberall study finds that two-third of brands don't respond to online customer reviews and are losing customers, as a result*

**SAN FRANCISCO, CA (November 29, 2018)** - [Uberall, Inc.](#), the location marketing solution for businesses competing to attract and win local brick-and-mortar customers, today released new data on how shoppers evaluate brick-and-mortar store reviews online. For the study, Uberall commissioned a survey of more than 1,000 consumers throughout the U.S.

### **Google is most used reviews service**

When researching where to shop, consumers often turn to online reviews of brick-and-mortar stores from customers. But what review aggregators and platforms do shoppers tend to go to the most?

When asked this question, the top-five responses were:

1. Google Maps & Reviews (51%)
2. Yelp (36%)
3. Facebook (35%)
4. Better Business Bureau (22%)
5. TripAdvisor (15%)

Instagram, Angie's List and Yahoo Local Listings were tied for 6th place with 13% each. Yellowpages (10%) was in 7th place, followed by Foursquare (3%) and Manta (1%).

"Google is dominant in customer reviews," said Josha Benner, Uberall Co-Founder. "But Yelp and Facebook are obviously very popular, as well. Facebook, in particular, is well-positioned to grow its share here. When combined with Instagram, Google has a real challenger."

### **45% of shoppers have left a review online**

Forty-five percent of respondents say they have left a review online, while fifty-five percent say they have never left an online review online. When asked why they left the review, 64% say they did so because they had a positive experience at that location. Alternatively, 28% left a review because they had a negative experience, while only 8% left a response for another reason.

“Customers can be a amazing brand ambassadors -- and this is the perfect example,” added Benner. “I think the perception is that most reviews are based on negative experiences. But our data proves that’s not the case. People leave reviews because they enjoyed the experience and intend on going back. And they want other shoppers to know that.”

### **One-third of customers don’t return if a brand doesn’t respond to their review**

When asked if the store responded to their comment, two-thirds (66%) said the store did not respond while 34% said that the stores did respond.

Does this change a shoppers decision based on if a store answered a review? Uberall found that 66% of shoppers did continue to shop at the said store after leaving their online review, even if the review wasn’t replied to, while 34% haven’t shopped there since.

“Most customers that leave reviews will continue to shop at a location, even if the review wasn’t responded to,” Benner said. “But one-third don’t return. That’s a huge number. Brands with multiple locations need to have a strategy in place to respond to customer reviews -- regardless of whether or not the review was positive or negative.”

For more information about Uberall, visit: [www.uberall.com](http://www.uberall.com).

### **About Uberall, Inc.**

[Uberall](http://www.uberall.com) is a global leader in location marketing technology. Its flagship Location Marketing Cloud platform empowers the world's biggest brands to connect with their customers and turn online interactions into offline sales. Uberall gives businesses central control of their digital presence and online reputation, enabling them to easily manage brand interactions in real-time on all digital platforms—mobile, voice and desktop—across websites, mobile apps, store locators, search engines, maps, social platforms, and advertising networks. The [Location Marketing Cloud](http://www.uberall.com) provides a consistent, accurate digital brand footprint that helps businesses capture new customers and maximize revenue for every location.

Uberall is headquartered in Berlin, with additional offices in San Francisco, London, Paris, Amsterdam, and Cape Town. Its clients include Fortune 500 companies and industry leaders from all over the world.

Learn more at <https://www.uberall.com>.

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