



## It's a Fact - Online Product Reviews Impact Buying Decisions

**90% of consumers who read online reviews claim that positive reviews influenced their decision to buy.**

STARS Online Product Review Program™ allows you to place your product into the hands of consumers who test the product and then write and submit an objective review to a chosen list of sites.

Powered by a national panel of 1.6 million members who sign up to participate in a wide range of marketing research studies, STARS is uniquely positioned to target the right reviewers for your product.

STARS works with major national retail companies and manufacturers as well as smaller businesses to provide honest reviews based on the consumer's experience using the product.

### The STARS Process

- Products are selected by the vendor and sent directly to the reviewer by the STARS team or manufacturer
- Reviewers are recruited based on target demographics and vendor specifications. Reviewers agree to write a detailed, objective review in exchange for receiving the free product.
- Reviewers receive an email with a direct link to review the product. STARS dedicated project team monitors reviews and follows up with reminder emails and phone calls as needed.
- Reviewers are not influenced on the content of their review, nor is it possible to preview or edit the text submitted in this process.



**Can online product reviews have the same impact as personal recommendation?**

The answer is an overwhelming "yes." 84% of consumers trust online reviews as much as personal recommendations.

**Contact us today to find out how STARS can help you build your business and your brand.**

For more information, visit the STARS website: [www.stars-reviews.com](http://www.stars-reviews.com).

**STARS Online Product Review Program™ is a division of Focus Pointe Global.**

**To learn more about Focus Pointe Global's quantitative and qualitative research solutions, visit [focuspointeglobal.com](http://focuspointeglobal.com) or email us at [onecall@focuspointeglobal.com](mailto:onecall@focuspointeglobal.com)**