

# FPG PRODUCT REVIEWS

## Product Reviews Impact Buying Decisions

*FPG Product Reviews allows you to place your product into the hands of consumers who test and submit an authentic online review.*

Powered by a national panel of 1.6 million double opt-in panelists who participate in a wide range of marketing research studies. FPG is uniquely positioned to target the right people to use and review your product.

We work with major national retail organizations and manufacturers to provide honest reviews based on real consumer experience using the product.

## The FPG Product Review Process



SELECT

You or your vendors determine what products you would like to have reviewed each month.



SHIP

The products to be reviewed are sent to a centralized FPG location to be distributed nationally, or the client can send products directly to the reviewer's home. Reviewers receive an email with a direct link to submit their review.



REVIEW

Reviewers are recruited from our panel based on target demographics. They agree to write an objective review in exchange for receiving the free product.



POST RESULTS

Reviewers receive an email with a link to their product to submit their review. FPG monitors, reviews, and follows up with reminder emails and phone calls. Clients have access to the reviews at any time.



### Contact

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Five reviews result in purchase likelihood increasing by a factor of almost

**4x**

(Spiegel Research Center)

**97%**

of shoppers say reviews influence buying decisions.

(Fan and Fuel)

Displaying reviews can increase conversion rates by

**270%**

(Spiegel Research Center)



**FPG** Focus Pointe  
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DEEPER CONNECTIONS. DEEPER INSIGHTS.