

# HOW SHOPPER APPROVED IMPROVES ONLINE REPUTATION



## CASE STUDY

### eSUPPLEMENTS.com

- ✓ Health and Supplements Company.
- ✓ Offers Professional guides to choosing supplements.
- ✓ Ships Worldwide.

#### DEMOGRAPHICS



Located in Utah



Ships Worldwide



Wide Variety of Supplements



Alexa Ranking

#### REVIEWS BEFORE SHOPPER APPROVED

# 61

Trustpilot 61 Reviews 2.2 ★

Prior to working with Shopper Approved, eSupplements had only collected 61 total reviews

#### REVIEWS AFTER



# 5,217

Trustpilot 206 Reviews 4.2 ★  
Shopper Approved 5,072 Reviews 4.7 ★

8,552% increase in reviews in 3 years

\*Please note that the reviews are over a rolling 12 month period and so they are continuously falling off and being added to.

## Key Takeaways



eSupplements collected 8,552% (86x) more reviews with Shopper Approved than they did with Trustpilot



eSupplements went from an average online review rating of 2.2 with Trustpilot alone, to a 4.4 on Shopper Approved and Trustpilot - a 200% (2x) increase



eSupplements used the Shopper Approved Survey Destinations tool to send a portion of their reviews to Trustpilot as well, which improved their score



The significant increase in review volume, average score, and distribution across the web, improved eSupplements overall online visibility, reputation and sales

[Learn more at ShopperApproved.com](https://www.shopperapproved.com)

Free Trial

(888) 951-7467