



PRODUCT REVIEWS & CONVERSION RATES

Does linking to product reviews improve conversion rates and revenue?

Background

It is a common belief in the nutritional supplement industry that personal testimonials are the most effective way to make a sale. Consumers appear to trust personal experiences more than factual presentations.

FDA laws regulating claims are confusing, but it is generally agreed that product testimonials regarding nutritional supplements frequently cross the line of acceptability on merchant websites. Credibility is also a concern for merchants who post testimonials. It is not uncommon for merchants to write their own reviews designed to make their products sound impressive, leading to a general distrust of merchant-posted testimonials. One viable alternative for merchants is to link to reviews and testimonials on an independent third party website providing non-biased reviews.

NutritionalTree.com contains product reviews on thousands of nutritional supplements written by consumers based on actual use. *The purpose of the test outlined below was to determine if a merchant could increase sales by linking to NutritionalTree reviews.*

Methodology

To accurately assess the effectiveness of linking to NutritionalTree reviews, we ran a split A-B test where new website traffic was split randomly between two pages selling the same product. In our test, approximately 50% of website visitors were sent to each page. The only difference between the two test pages was that Page B contained a graphic link to Nutritional Tree reviews on the product.

The graphical link was located under the product picture and appeared like the image below.

Customer Rating



[Read Reviews](#)

Both pages contained identical offers of a single bottle and a Buy 3 and Get 1 Free special.

During the test, we tracked the following: number of visitors to each page, average order size, conversion rates, and revenue per visitor.



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Results

The test ran for one week on our participating merchant's website. Here are the results:



Conclusion

The results were rather surprising. While we anticipated a modest increase in sales, the test showed a **67% increase in conversion rates** and an **82% increase in revenue per visitor**.

Of course, there is no guarantee that every merchant who links to NutritionalTree reviews will see the same results. However, this test clearly shows that reviews and testimonials do sell! Nutritional Tree reviews can be a valuable tool for your business as you seek to improve your revenue.

To learn more, visit www.NutritionalTree.com/Link.