



Review Platform Comparison Guide



Shopper Approved

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Value Proposition

- Collects up to 10x more reviews than other platforms
- Syndicates to more locations than other review platforms
- Can send customers to open review sites to leave reviews

Pros

- Highest-rated review platform on G2, Capterra, and Trustpilot
- Focuses primarily on Google search results & traffic
- SEO-optimized review page that displays reviews in Google search
- Provides US-based phone, chat, email, and FAQ support

Cons

- Not as focused on social media as other platforms
- Not as many app integrations as other platforms



Trustpilot

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Value Proposition

- Most visible online review platform
- The only publicly-traded platform

Pros

- Great consumer recognition
- SEO-optimized review page that displays reviews in Google search

Cons

- Most expensive review platform
- Open review platform (subject to manipulation)
- Offers the least amount of tools and features
- Lowest-rated review platform on G2 and Capterra
- Only provides email and FAQ support (No phone support)
- Has been known to remove positive reviews when a business leaves
- Tricky contract terms with sharp annual price increases



Yotpo

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Value Proposition

- Focuses primarily on social media
- Offers Reviews, SMS marketing, and Loyalty products in-house

Pros

- Has a lot of app integrations - especially in the social media space
- SMS marketing and loyalty product add-ons are fully integrated
- Great analytic and reporting tools

Cons

- Expensive when you combine review, SMS, & loyalty services
- No review page that displays reviews in Google search
- Walmart syndication, certain apps, and API integrations cost extra
- Low review limits can quickly increase cost
- Only provides email, chat, and FAQ support (no phone support)



Okendo

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Value Proposition

- Focuses primarily on product reviews on Shopify



Pros

- Efficient at collecting and displaying product reviews
- Integrates with a lot of apps on Shopify



Cons

- Only works with Shopify
- Only collects product reviews on primary plans
- Google Seller Ratings only available on Enterprise plan
- No review page that displays reviews in Google search
- Walmart and API integrations cost extra
- Only provides email and FAQ support (No phone support)



Reviews.io

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Value Proposition

- Good all-round service provider
- Focuses on social media & product reviews
- Can send customers to open review sites to leave reviews



Pros

- Offers a wide variety of tools
- Has a lot of different app integrations
- Provides innovative social media tools



Cons

- Open review platform (subject to manipulation)
- Reviews page isn't optimized for search
- Limits the number of reviews you can collect
- Certain app and API integrations cost extra
- No phone support (except for Enterprise clients)