HG Insights | TrustRadius an HG Insights Company

HG CUSTOMER VOICE, POWERED BY TRUSTRADIUS REVIEW GROWTH KIT

Your Customers Say It Best

A step-by-step guide to capturing and promoting high-quality customer reviews



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We're in the Era of AI Search

Acquiring genuine accounts of your customer experience is key to not only elevating your brand's presence across the web but also getting more active buyers into your pipeline.

Why? We're in the era of AI search. Buyers now open ChatGPT, Claude, or Perplexity before they open your website, and according to TrustRadius' 2026 B2B Buying Disconnect report, a survey of 1,862 buyers and 444 vendors, 63% use AI somewhere in their buying process. But AI answers alone don't close deals: 94% of buyers fact-check what AI tells them, and 72% say they always or very often verify AI-generated answers, up from 58% a year ago. What they turn to for that verification is each other: 74% consulted customer reviews during their purchase journey, and review-site usage climbed from 58% to 63% in a single year.

Leverage your TrustRadius profile to garner more quality reviews and use those customer narratives across all of your marketing efforts. In the era of AI search, your reviews are the proof that both AI engines and human buyers cite.

74%

consulted customer reviews during their purchase journey



Why do quality reviews matter?

- Virtually 100% of the buyer's journey is now digital and independent
- Reviews are the #1 resource buyers use to evaluate products, and usage is climbing: review-site consultation rose from 58% to 63% in the past year alone
- Balanced feedback helps buyers get the full picture of your product as they weigh all their options
- Buyers trust the voice of their peers over your marketing messages: vendor marketing collateral now ranks dead last among the resources buyers actually consult
- AI engines like ChatGPT, Claude, and Perplexity now read reviews to answer buyers' questions directly, so quality review content shapes what gets recommended before a buyer ever visits your site

2026 by the numbers:

(TrustRadius' 2026 B2B Buying Disconnect report)

47% of buyers trust online resources less than they did a year ago, up from **39%**. The "neutral" middle is shrinking fast: buyers aren't checking out of research, they're getting more skeptical.

72% of buyers always or very often fact-check AI-generated answers, up from **58%** last year, and **94%** fact-check AI output in some form.

Analyst report usage has fallen **63%** since 2022, down to just **13%**, and vendor marketing collateral now ranks dead last among the resources buyers actually consult.

53% of buyers spoke to a peer during their buying process, and every one of them found it at least somewhat helpful.

> TrustRadius reviews go deeper than other review sites that simply ask for a rating, but do not take the important next step of asking WHY. There may be review sites that provide more in-depth or longer reviews, but usually that requires a phone call, which is a more difficult ask of people being reviewed. TrustRadius is a great sweet spot of information produced and the effort needed to get a review.
>
> — **Verified Reviewer**
> Manager in Marketing | Computer & Network Security Company | 201-500 employees

Setting realistic campaign expectations

The first thing to understand is that you will not get reviews from everyone.

In our experience, up to 30% of customers will leave a review. Don't get discouraged if you don't see reviews rolling in like hotcakes at the start. Here are a few more expectations to set for your campaign.

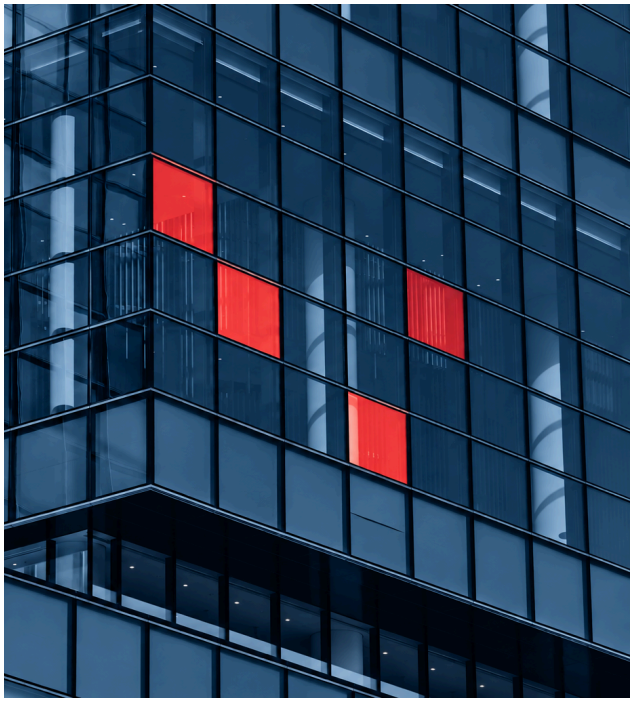
- TrustRadius checks for authenticity and quality. We sometimes return very short or vague reviews to their authors to add more detail and vet the authors by verifying their identity via LinkedIn or their work email.
- Your customers can choose to publish reviews anonymously. We can still see their identity and will vet them like any other reviewer.
- Some customers or reviewers may have questions. Feel free to reach out to research-team@trustradius.com if you need help answering them.

NOTE:

Review processing on TrustRadius can take up to seven days. You will then be able to see newly published reviews live on your TrustRadius product profile.

Need support managing your customer incentives? We're here to help.

Get in touch with us to **learn how**.



Offering incentives in exchange for reviews: here's the scoop

In B2B review generation, incentives like a gift card or piece of swag can, and do, go a long way toward motivating and thanking customers for their time. Before including them in your campaign, consider the logistics of giving incentives to your reviewers.

Consider these common questions before promoting incentives in exchange for reviews:

What will you offer?

Gift cards, swag, reward points (if you have them), donations to a charitable organization, or sweepstakes entries to win a grand prize have all proven successful.

How will you monitor earned incentives?

We've found that asking your reviewers to forward the email they receive notifying them that their review has been published is a great way to keep track of who has completed a review. Be sure to include specific instructions in your review invitation.

When will you fulfill incentives?

HG Customer Voice, fulfills your incentive budget once a week for reviewers whom we invite to leave you a review on TrustRadius. If you. Set the expectation that all rewards will be sent on a certain day or date, reviewers are generally happy to wait until then to receive their award.

If you're ever curious how much money is left in your incentive budget, the amount is available in the HG Customer Voice vendor portal, login to view your balance.

SAMPLE INCENTIVE EMAIL:

Hi {NAME},

We want your feedback.

After spending some time using {PRODUCT}, how do you feel? What do you love? What's not so great?

When you tell us honestly about your experience, you're helping us improve {PRODUCT} while supporting other buyers who rely on TrustRadius to make better decisions around their tech solutions.

As a thank you for your time and input, we'll send you {INCENTIVE}!**

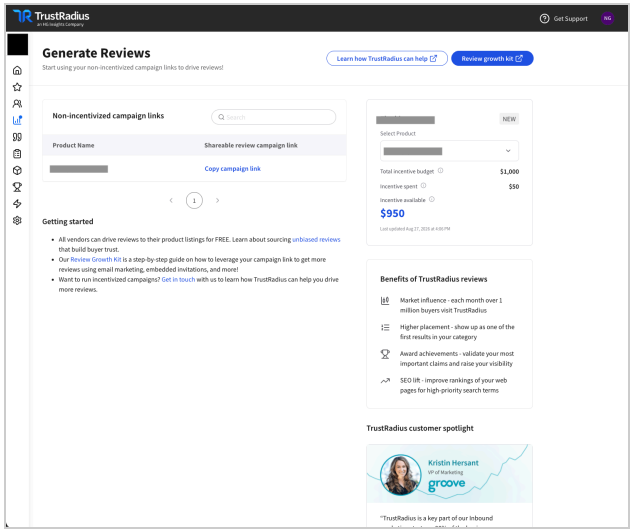
Buyers on TrustRadius value quality (the primary reason we partnered with this platform) and thoroughness, so please plan to commit about 10-15 minutes to writing your review. You can also publish anonymously if you'd like. No pressure!

Here's the link to get started: **{CUSTOM REVIEW LINK}**

Thank you for your honest feedback! We look forward to reading your review.

Have a great day!

[SIGNATURE]



Leverage these plug-and-play templates to boost your campaign results

Email marketing

HG Customer Voice vendors like you have seen the reviews pour in after launching a tailored email marketing campaign to their customers. Check out our tips on how to use the provided templates to get the best results.

Step 1: Clean up and authenticate your customer list

Use as wide a sample as possible. Remove any duplicates and ensure you have the first names and email addresses of each contact. It's also very important to make sure you have **permission to contact** everyone on your list. If you are able to segment your customer list, try to include everyone who meets the following criteria:

- **Active:** They've used your product within the last year
- **Established:** They've been using your product for 6 months or more
- **Familiar:** They log in or use your product regularly

If you plan to drive reviews for more than one product, please request a TrustRadius **multi-product landing page**. It's free and identical in function to the single-product landing page, but you'll be able to include a single link in your review invitation and avoid segmenting your customer list by product(s) used.

PRO TIP:

When you claim your profile on TrustRadius you get a free customized review generation link that you can send to your contacts.

Step 2: Create your emails

Use the **email templates** in this kit with optional language to include an incentive for your customers. You can incorporate this text into a new message using your company's branded email template or send a plain text email, either via your email marketing tool or a personal inbox.

Change the copy in the provided templates to fit your brand. Here are a few best practices to help inspire your messaging:

- **Make it personal:** Address your customers by name and tailor your message to your audience wherever possible
- **Set reasonable expectations:** Let your customers know how long the review process should take (usually 10-15 minutes), why it's important to your brand, and what to expect in return
- **Make it easy:** Provide a link to the review destination to give your reader an at-a-glance view of where to click to get started
- **Keep it simple:** Don't sacrifice necessary specifics for brevity; short and sweet is always the way to go
- **Create a sense of urgency:** Consider setting a deadline for submissions or creating a fun contest like "the first 10 reviewers score exclusive branded swag"

PRO TIP:

Asking for in-product and incentivized feedback is a great way to see a lift in reviews. Customers may be more likely to leave a quality review when your product experience is top of mind for them.

Step 3: Schedule to send

Timing is everything when asking for reviews. If you're already sending our emails, be sure to fit your review program into the mix. Here are some ways vendors are scheduling their review generation emails:

- **Standalone blanket invitations:** Either on a one-off basis or on a regular schedule, send a review invitation to all active customers. This allows you to get a broad overview of customers at all stages
- **Established customer invitations:** When a customer has reached a certain milestone (such as being a customer for six months), your email marketing tool will send them a review invitation. This type of ongoing campaign gives you insight into the experience of your newer customers and helps keep your review content fresh
- **Pre-renewal invitations:** Send review invitations to customers at a specified interval prior to their renewal date. This type of program helps you get the feedback of more experienced users and can improve retention by highlighting pain points that can be addressed prior to renewal.

Step 4: Follow up

We strongly recommend building follow-up emails into your outreach schedule. A simple follow-up sent between two and seven days after the first invitation can generate virtually the same number of reviews as the first touch based on our customers' experiences.

Step 5: Measure your success

A few days after your initial and follow-up emails are sent, evaluate your open rates, click-through rates, and total reviews generated to judge the overall success of your campaign.

EMAIL TEMPLATES

Social media marketing

Make it easy to review your product as customers scroll through their social feeds. Share a post from one of our provided templates and ask for feedback. Get inspired with the sample copy below and include your custom review link. It's that simple!

Step 1: Determine the best platform

Where do you currently get the most engagement? Twitter, LinkedIn, Facebook, or some combination of the three? **Find the correlated file** for your go-to social platform to get started.

Step 2: Choose your image

Whether you use a provided image or one from your library, we suggest customizing the creative based on your brand and audience. You're encouraged to add your branding, logo, and text to all of the images in the kit. If your logo needs to be against a white backdrop, we suggest adding a white circle, then including your image inside the circle to showcase it appropriately.



Step 3: Write your post copy

Include a simple request for your customers to write reviews and give them your custom review link. Here is some inspiration to get you started.

- **{Your company name}** values feedback and we'd love to hear how we're doing! If you're a current customer, simply follow this link to leave us a review: **{custom review link}**
- Do you have feedback about your experience with **{your company name or your product}**? Let us know! Click here to write a review on TrustRadius: **{custom review link}**
- We want to hear from you! If you're a current customer with {your product name} expertise, we'd love to get your feedback: **{custom review link}**

Step 4: Schedule your posts

Timing matters on social. Assess your current analytics to see when you get the most engagement and schedule your review generation posts accordingly. You can also share after a big company announcement or in correlation with a digital event.

DOWNLOAD SOCIAL MEDIA TEMPLATES



Email signature

Adding a review invitation to your client-facing team's email signatures provides customers an opportunity to weigh in at every interaction.

To add a review invitation to an email signature, insert the file called "Email Signature Button" or "Email Footer" wherever your company email provider lets you customize your signature and include your custom review link.

Editing email signature instructions:

- Google Workspace
- Microsoft Outlook
- Proton Mail

DOWNLOAD EMAIL SIGNATURE

Embedded invitations

The key to a successful review generation campaign is differentiation. Incorporate invitation messaging across every customer touch point to get the best results.

- Add a "leave a review" button across your website, including on your home page, contact page, and blog pages
- If you offer online support, end conversations with a request for a review
- Incorporate a review ask into your customer newsletters by including a message like, "Help others learn about {your product}. If you have a few minutes, please consider writing a review on TrustRadius. Your feedback will provide guidance on how we can improve, and will help people like you learn about and evaluate {your product}."
- Include a request for a review on your log-in screen
- Use your existing partnership with third-party tools like Pendo or Influitive to create and serve review invitations for your product

DOWNLOAD EMBEDDABLE IMAGES

TrustRadius Ratings Badge

Once your product has at least one review on your TrustRadius product profile, you can add the free downloadable TrustRadius Ratings Badge to the email signatures of your client-facing teams.

The TrustRadius Ratings Badge is a dynamic widget that displays the real-time rating for your product on TrustRadius and invites users to read your reviews.

GET YOUR DYNAMIC WIDGET



Understanding the benefits of TrustRadius reviews

Market influence

Each month, over one million tech professionals visit TrustRadius and use our reviews to make buying decisions. The more reviews you have, the more real estate you can claim for your products on the fastest-growing B2B tech review platform on the market.

Higher placement

Products on TrustRadius are grouped into relevant categories and are often displayed in order of review count. By driving more reviews, you can show up as one of the first results in your category. We've observed that only one out of every three users scrolls down to the bottom of a product list on our site. By driving more reviews, you ensure your product has prime visibility.

Award achievements

Once your product receives 10 reviews, you'll be in the running to win a Top Rated Award in your category and show up on TrustMaps. Products included on a TrustMap get, on average, 15x more traffic within their category than products that are not included.

SEO improvement

Many tech companies choose to drive reviews on TrustRadius because our content ranks well for their highest-priority search terms. More reviews translate into SEO wins for you. Once you've sourced about five reviews, you'll begin to see significant SEO gains, including getting mentioned in featured snippets, product comparisons, and category searches.

VIEW AWARDS CALENDAR

AI search visibility (GEO)

Buyers are increasingly asking AI engines like ChatGPT, Claude, and Perplexity to help them evaluate vendors, and TrustRadius is one of the sources those engines read to answer. We receive 60M annual crawls from major AI engines and answer 30M buyer questions a year through grounding crawls, making TrustRadius an authoritative, third-party content source in B2B AI search. Being an active TrustRadius customer gets you 21x more AI crawls than non-customers, and winning a Top Rated Award gets you 31x more, proof that fresh, high-quality review content is the signal LLMs use to decide what to surface. TrustRadius reviews already average 4x the length of reviews on competing platforms, and AI engines need that depth and specificity to cite a source with confidence; surface-level reviews don't make the cut. HG Insights technographic data is now available on TrustRadius product listings, giving your profile a depth of signal on LLM crawls that no other competitor in the market can offer.

Thank you!

Kick off your review generation campaign with a pro

Ready to take your campaign to the next level? Our experts are ready to help you tailor a custom review generation campaign that gets results. Schedule an appointment to get started.

TALK TO AN EXPERT

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