

The Business of Reviews

51%

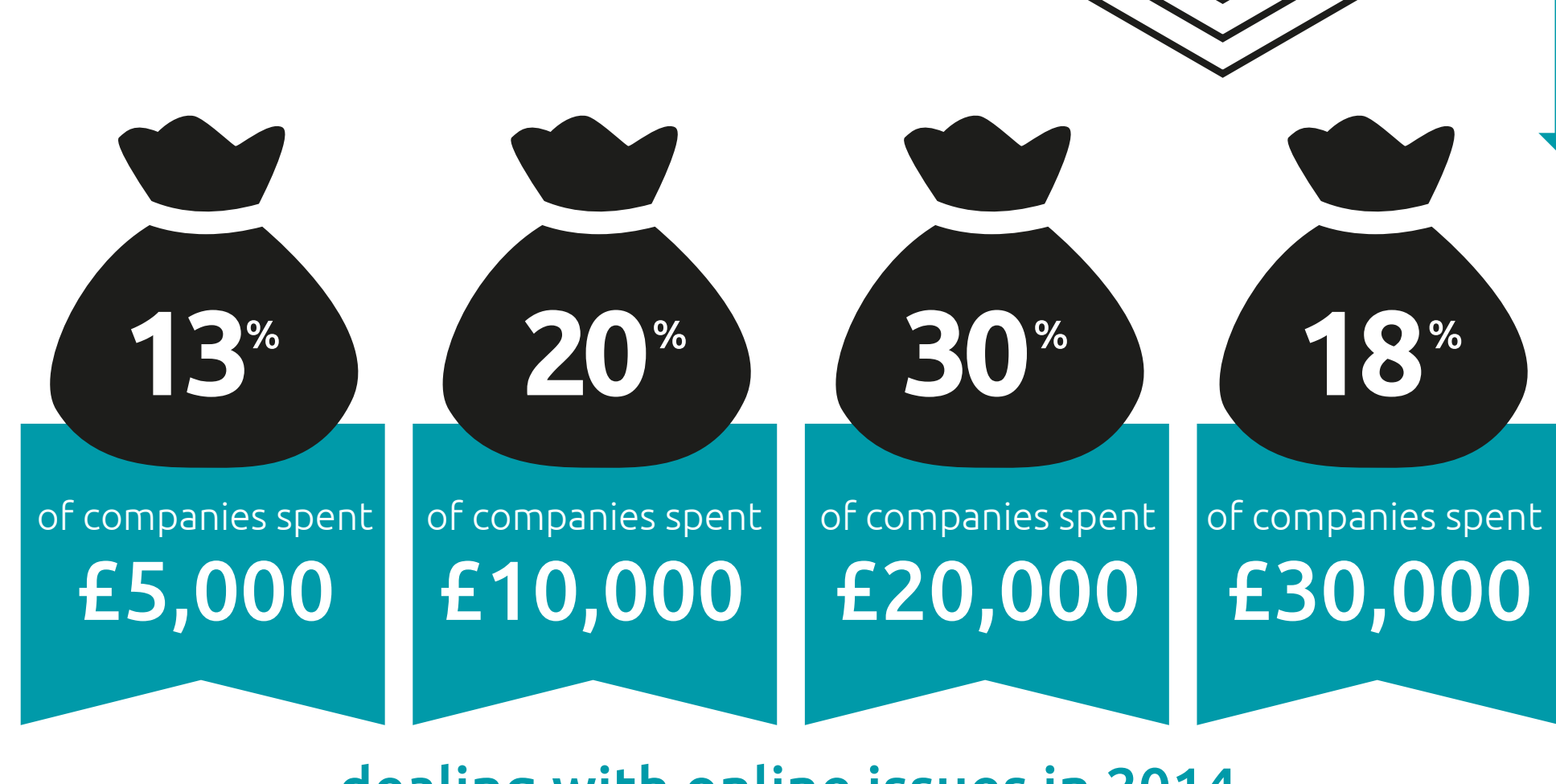
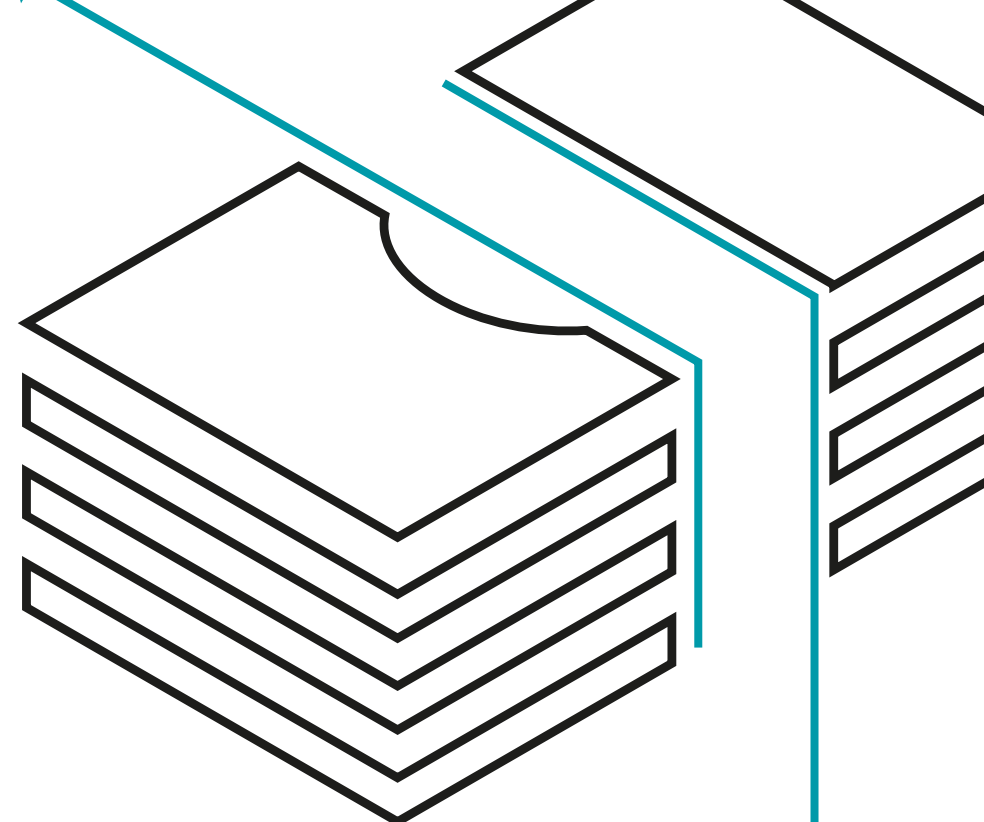
of businesses say their company has been affected by **unsubstantiated** online reviews or targeted by trolls in the last year.



75%

of businesses quizzed say online reviews, comments and forum posts are important to the financial and reputational status of their business

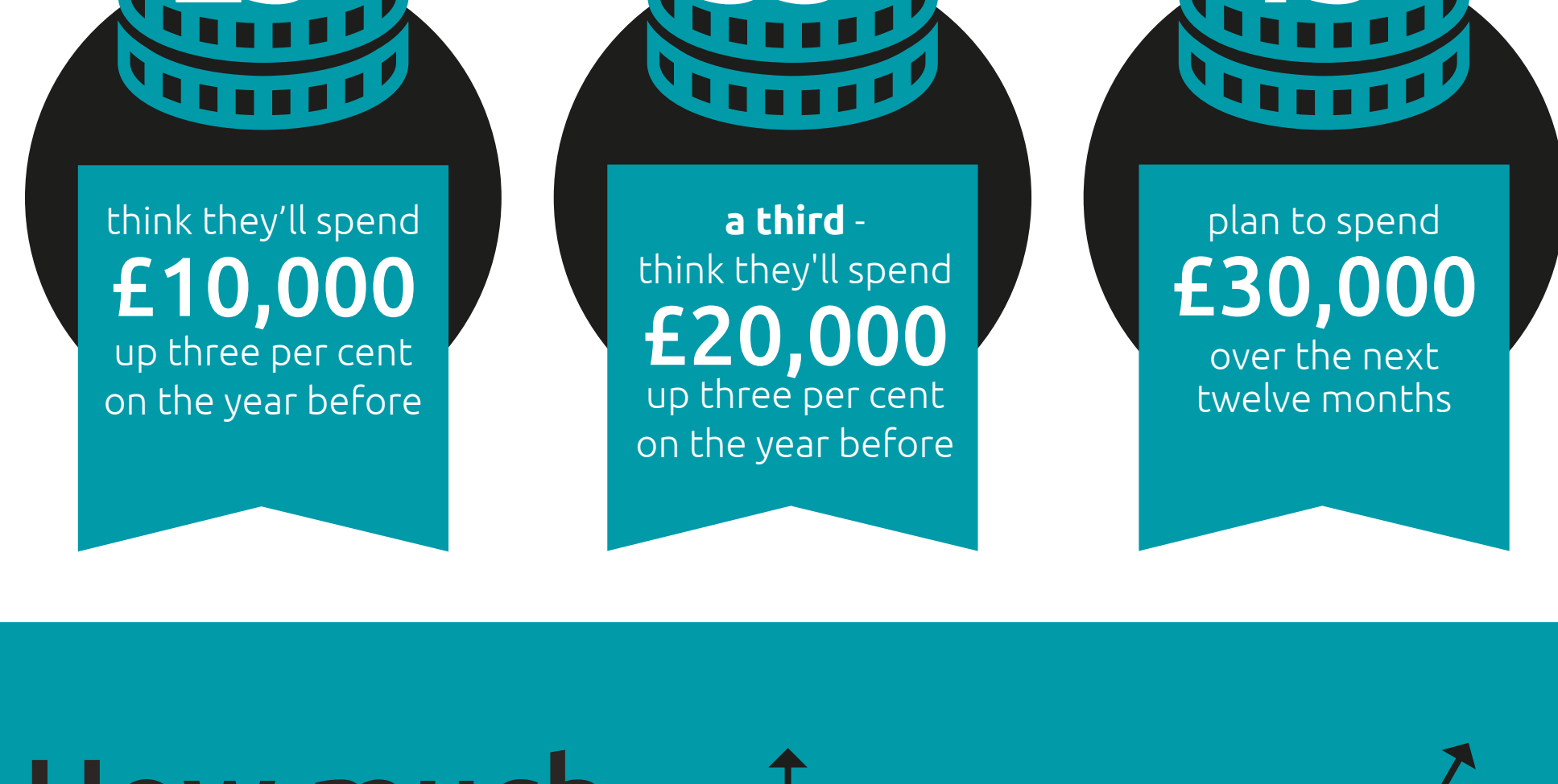
The cost of dealing with negative content



dealing with online issues in 2014

AND THE COST IS RISING...

In 2015



How much monitoring?



Only **7%** of companies monitor what is being said about them online several times a day



We're spending more time than ever dealing with digital reviews - and it's set to increase this year with **19%** of businesses planning to spend **20 hours a week** dealing with online issues.



In 2015, it is expected companies will spend an average of 8.46 hours per week dealing with online reviews.



Coping strategies



22%

have created a specific in-house role to try and deal with the problem



Third party review sites

