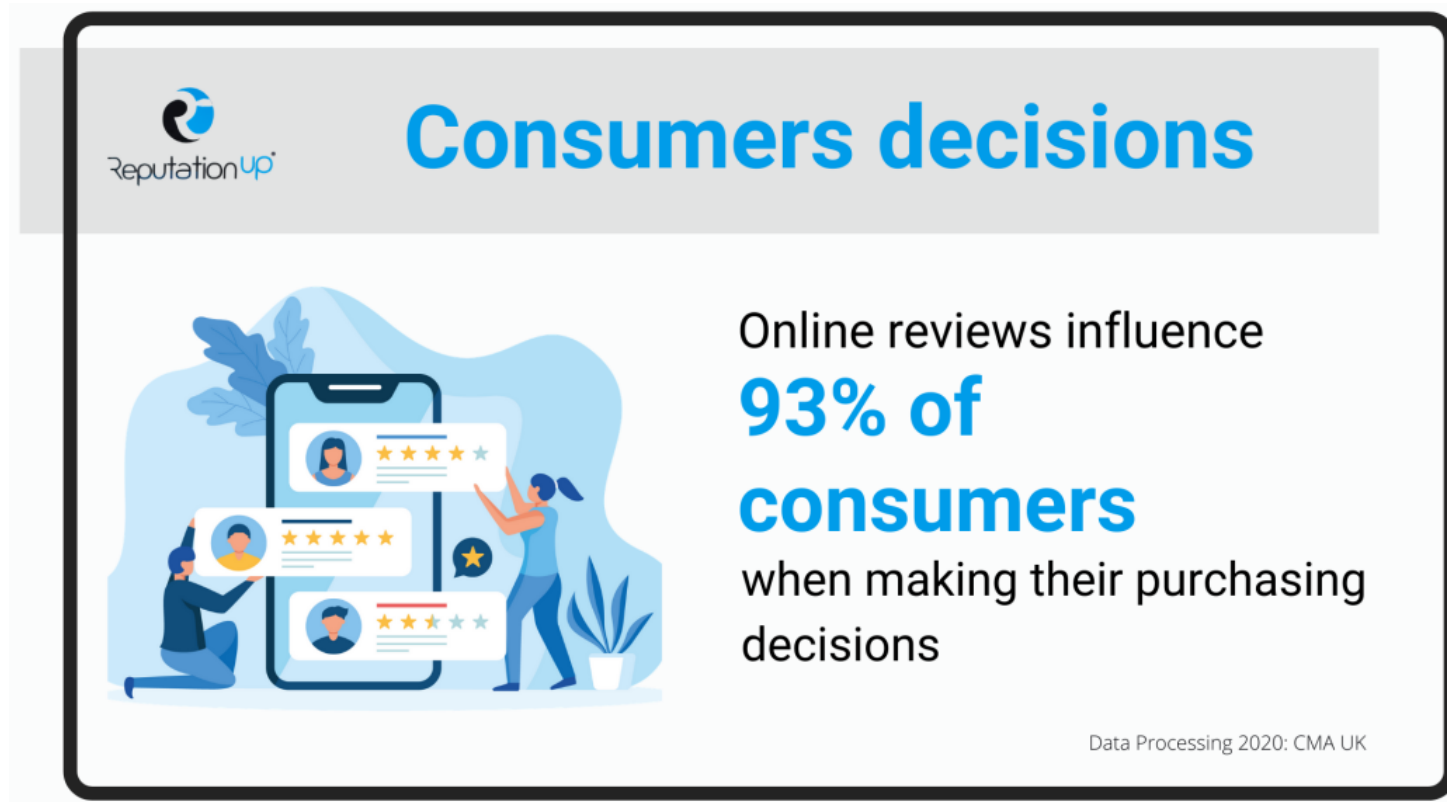


Reputation UP Report: 93% of Consumers Make Their Purchasing Decisions Based On Online Reviews

According to the Study Centre of ReputationUP, a global leader in Online Reputation and Right to Forgotten, 93% of users base their purchasing decisions on online reviews.



Florida, Miami, Apr 13, 2021 ([Issuewire.com](https://www.issuewire.com)) - The increasing growth of online shopping and the proliferation of customer reviews drive shoppers to search for **more information** about a product or a service, before **purchasing it**.

This is shown in the **surveys** conducted by the Study Center of ReputationUP, an international group with offices in Europe, North and South America, specialized in Online Reputation Management and Right to be Forgotten.

The removal of negative online reviews

Considering that **93% of consumers base their purchasing decisions on online reviews**, it is vital for companies to learn how to cancel any bad comments.

A bad review, false or negative, can also be a chance to **showcase your brand**.

Thus, before removing it, make an attempt to open up a communication channel with your customer.

Reviews and online defamation

It is vitally important that you **protect your web reputation**, even by managing reviews.

One of ReputationUP's services is to delete reviews and protect you in case of online defamation.

*"The **success** or **failure** of a company is always dependent on the **opinions** and **judgements** that its **customers** express about a product or service",* says Andrea Baggio CEO Europe of ReputationUP.

However, negative comments can lead to **online defamation**, a real crime caused by fake or bad reviews.

It is mainly applied to counter the so-called *trolls*, who positively or negatively manipulate the market through their posts.

"In case of reputational attacks, ReputationUP provides protection services, by conducting periodic studies and research that allow immediate action to remove and manage false and negative content on the net," adds Juan Ricardo Palacio, CEO Americas of ReputationUP.

A [BBC investigation](#) on Amazon fake negative reviews has shown that:

"Amazon's marketplace is being abused by independent sellers using one-star reviews to harm rivals".

The best solution to counter bad reviews and get [more information](#) about a brand's image is to turn to professionals, such as ReputationUP, who can help you **improve your online reputation**.

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