

TRUSTBOX LIBRARY



TRUSTBOX



Building the trust of your site visitors is key to increasing sales.

Transparency of your reviews and ratings will convert prospects into paying customers.

TRUSTBOX



WHAT IS A TRUSTBOX?

TrustBoxes are Trustpilot's widgets - stand-alone applications that can be embedded into your website to show your most recent reviews, TrustScore and star ratings.

Trustbox Benefits:

- Increase Trust and confidence
- Drive better cart conversion
- Improve customer satisfaction and retention

ALL WITH A SIMPLE COPY AND PASTE OF CODE INTO YOUR WEBSITE.

TRUSTBOX



HOW IT WORKS?

TrustBoxes are updated regularly so you - and your customers have access to real time information and reviews.

TrustBoxes are simple to implement on your website, can be configured to be the right size and shading for your website and are available in 14 different languages.

YOU'LL SHOW THAT YOU'RE PROUD OF YOUR SUCCESS WHILE WORKING HARD TO SATISFY CUSTOMERS.

TrustBox

Tips to make it work for you

#1

We usually recommend placing the Trustbox on your front page or landing page, however one of the **most crucial places to additionally add a Trustbox is at the “Check out” page** – where you can reduce or even prevent cart abandonment.

Keep it simple, with as few clicks as possible – customers must remain in the purchase-funnel.

TrustBox

Tips to make it work for you

#2

Clickable TrustBoxes are suitable for use in the very early, explorative stage of a consumer's journey.

Non-clickable TrustBoxes (e.g. Carousel) are recommended on the check-out pages.

Clickable TrustBoxes (e.g. Micro) are ideal on your frontpage or inner pages (not recommended at the check-out stage).

TrustBox Pop-Up can be placed anywhere.

TrustBox


















Tips to make it
work for you

#3

Finally, we encourage our customers to perform a **A/B split test** to discover where and which one of the TrustBoxes works best for you.

TrustBox

The choice is yours

	TRUSTBOX MINI		TRUSTBOX MINI CAROUSEL		TRUSTBOX LIST		TRUSTBOX PRODUCT REVIEW
	TRUSTBOX MICRO TRUSTSCORE		TRUSTBOX REVIEW COUNT		TRUSTBOX MICRO COMBO		TRUSTBOX PRODUCT MINI
	TRUSTBOX MICRO STAR		TRUSTBOX MICRO BUTTON		TRUSTBOX CAROUSEL		TRUSTBOX QUOTE
	TRUSTBOX LIST FILTERED		TRUSTBOX GRID		TRUSTBOX HORIZONTAL		TRUSTBOX EVALUATE
	TRUSTBOX POP-UP		TRUSTBOX DROP-DOWN		TRUSTBOX SLIDER		

Click on the Trustbox you are interested in to get more info.

TRUSTBOX MINI

Introduction

The big and the small of it.
 The Mini is a discreet TrustBox that gets down to basics, showing your star rating, number of reviews, and TrustScore.

Choose it if you want a TrustBox that is flexible in size, to the point, and that instantly delivers a seal of trust.



TRUSTSCORE 9.4
 137 REVIEWS

Key Message

“ **Our TrustScore speaks for itself. You can trust us.** ”

Suggested placement

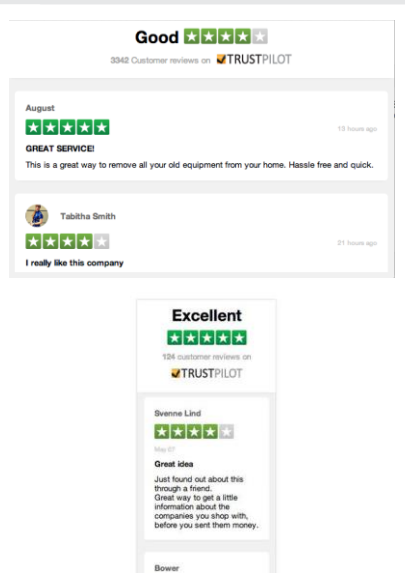
- ✔ **Homepage** or landing page
 (Bottom, Footer)
- ✔ Fits on both minimalistic and content heavy sites

TRUSTBOX LIST

Introduction

This list shows your current star rating and number of reviews, as well as, a list of your 20 latest reviews and replies to customers.

Choose it if you want a responsive TrustBox that puts the spotlight on your stellar customer service and your transparency.



Key Message

“ We’re dedicated to our customers! We take the time to reply to their reviews and we try to turn negative experiences into positive ones. ”

Suggested placement

- Pricing page, landing page
- Customer service or testimonial page

TRUSTBOX MICROTRUST SCORE

Introduction

Flexibility is key. The Micros are miniature TrustBoxes that can be placed almost anywhere. The Micros are great little starters or something extra to accompany larger TrustBoxes on your website.

Choose the Micro TrustScore if you'd like to instantly deliver a seal of trust by displaying your TrustScore.



Key Message

“ **You can trust us. Need we say more?** ”

Suggested placement

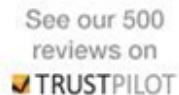
- ✔ Header or Footer
- ✔ Small enough to place almost anywhere

TRUSTBOX MICRO REVIEW COUNT

Introduction

Final Score. The Micros are miniature TrustBoxes that can be placed almost anywhere. The Micros are great little starters or something extra to accompany larger TrustBoxes on your site.

Choose the Micro ReviewCount if you'd like to instantly deliver a seal of trust by displaying your current review count.

A small rectangular widget with a light gray background. It contains the text "See our 500 reviews on" in a small font, followed by the TrustPilot logo (a checkmark in a square) and the word "TRUSTPILOT" in a larger, bold font.A small rectangular widget with a light gray background. It contains the text "See our 500 reviews on" in a small font, followed by the TrustPilot logo (a checkmark in a square) and the word "TRUSTPILOT" in a larger, bold font.

Key Message

“ ***You can trust us. Need we say more?*** ”

Suggested placement

- ✔ Header or Footer
- ✔ Small enough to place almost anywhere

TRUSTBOX MICRO COMBO

Introduction

In the spotlight. The Micros are miniature TrustBoxes that can be placed almost anywhere. The Micros are great little starters or something extra to accompany larger TrustBoxes on your site.

Choose the Micro Combo if you'd like to instantly deliver a seal of trust by displaying your current star rating and review count.



Key Message

“ You can trust us. Need we say more? ”

Suggested placement

- Responsive
- Mobile, tablet and desktop ready

TRUSTBOX MICRO STAR

Introduction

Let your stars shine. The Micros are miniature TrustBoxes that can be placed almost anywhere. The Micros are great little starters or something extra to accompany larger TrustBoxes on your site.

Choose the Micro Star if you'd like to instantly deliver a seal of trust by displaying your current star rating.

Excellent



Excellent  ✔ TRUSTPILOT

Key Message

“ **You can trust us. Need we say more?** ”

Suggested placement

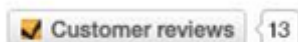
- ✔ Header or Footer
- ✔ Small enough to place almost anywhere

TRUSTBOX MICRO BUTTON

Introduction

Too good not to share. The Micros are miniature TrustBoxes that can be placed almost anywhere. The Micros are great little starters or something extra to accompany larger TrustBoxes on your site.

Choose the Micro Button if you'd like to instantly deliver a seal of trust by displaying your total number of reviews in a social sharing button.



Key Message

“ **You can trust us. Need we say more?** ”

Suggested placement

- ✓ Header or Footer
- ✓ Small enough to place almost anywhere

TRUSTBOX MINI CAROUSEL

Introduction

Shows your star rating, number of reviews, and TrustScore, while it also displays your six latest reviews in a carousel.

Choose it if you want your customers to learn why you get great ratings without taking up too much space on your site.



Key Message

“ We are proud of our stars, but you should read all the great things people are saying about us too! ”

Suggested placement

- Homepage or landing page (Bottom, Footer)
- Fits well in a small column

TRUSTBOX CAROUSEL

Introduction

The Carousel shows your company's overall rating and total number of reviews, as well as a carousel with your latest 4 and 5 star reviews.

Choose it if you want a responsive, eye catching TrustBox that pops, keeps it positive with potential to increase conversion, and paints a picture of trust.

Good
 ★★★★★
 Based on 27 reviews
 Powered by TRUSTPILOT

8 hours ago
Well done
 Thanks for making a great product available. It is nice to have healthier options available for home
 Andrew

4 days ago
I feel lucky that there is a place like this to buy
 I urgently needed to paint the used cage I got and I was literally feeling paranoid
 Tsubasa

August 16
Fast and friendly responses.
 I ordered the fan deck of all the colors, and it came very quickly. I had also submitted a question on the best way to
 Erin

Key Message

“ ***Our customers have great stories to tell about us, and we want to share them with you.*** ”

Suggested placement

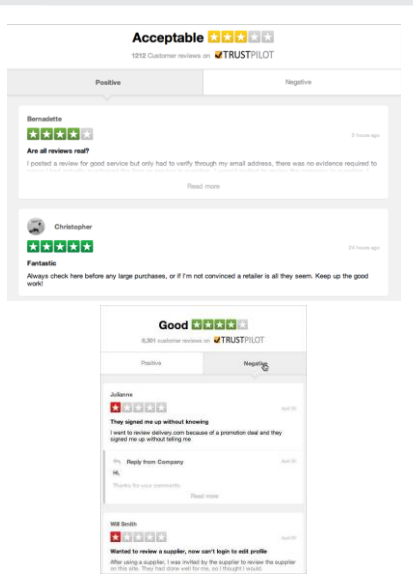
- Checkout page or landing page
- Customer service or testimonial page

TRUSTBOX LIST FILTERED

Introduction

List Filtered is a hair-trigger TrustBox that shows your latest reviews and replies to customers. Customers can select from positive and negative reviews.

Choose it if you want a TrustBox that shows transparency, adds integrity, conveys honesty, and ultimately has the potential to boost consumer confidence.



Key Message

“ We’re keeping it real. No company is perfect and neither are we. We’re showing our positive and negative reviews because we have nothing to hide. ”

Suggested placement

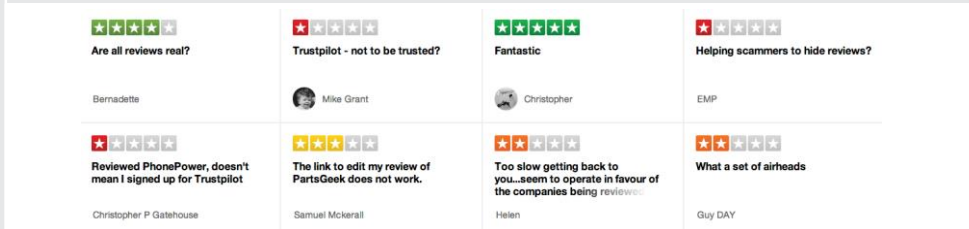
- Pricing or landing page
- Customer service or testimonial page

TRUSTBOX GRID

Introduction

The Grid is a responsive and adaptable TrustBox, which displays the ratings and titles of your latest reviews.

Choose it if you want a TrustBox that showcases customer testimonials. The Grid gives a broad overview of your current ratings without being too text heavy.



Key Message

“ **We’re constantly getting great reviews! We want to show off as many as possible, without having them take over our website.** ”

Suggested placement

- ✓ Customer service or testimonial page
- ✓ Can be a separate page or a side page column

TRUSTBOX HORIZONTAL

Introduction

It's a numbers game so The Horizontal is a straightforward TrustBox, which sums up your TrustScore, number of reviews, and star rating.

Choose it if you want your seal of trust to stay imprinted in the mind of the customer throughout the consumer's journey, without interfering with the buying experience.

Our customers say: **Excellent**  7.5 out of 10 based on **3,244** reviews Powered by TRUSTPILOT

Excellent  7.5 out of 10 based on **3,244** reviews Powered by TRUSTPILOT

 **3,244** reviews Reviewed by TRUSTPILOT

 Powered by TRUSTPILOT

Key Message

“ **Here's a subtle reminder to customers of how trustworthy we are from the moment they arrive on our website, until they leave.** ”

Suggested placement

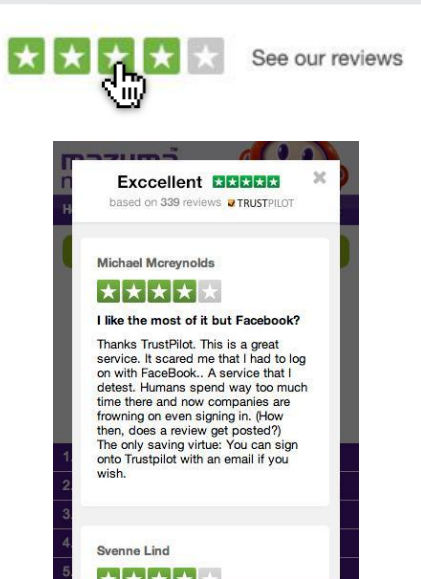
- Header or footer
- Pricing or key partnerships page
- Checkout page

TRUSTBOX POP-UP

Introduction

The PopUp is a quiet TrustBox that displays your latest star rating. One click opens a popup Overlay showing your latest reviews.

Choose it if you want to show off your seal of trust in a subtle manner, without taking up too much real estate on your site.



Key Message

“ We humbly show our stars, and give our customers the option to explore and learn more about our customer service. ”

Suggested placement

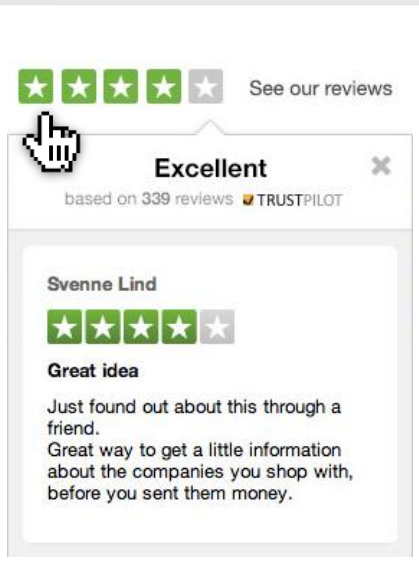
- Checkout page
- Homepage or landing page

TRUSTBOX DROP-DOWN

Introduction

The Sum of it. The DropDown displays your overall star rating. One click opens a dropdown overlay showing your latest reviews.

Choose it if you want to show off your seal of trust in a subtle manner, without taking up too much real estate on your site.



Key Message

“ **We humbly show our stars, and give our customers the option to explore and learn more about our customer service.** ”

Suggested placement

- Check-Out page
- Header
- Homepage or landing page

TRUSTBOX SLIDER

Introduction

The Slider is a clickable testimonial TrustBox that lets your customers explore more. It focuses on the 15 latest reviews, showing your

customers real-time feedback from people just like them. It's a great way to influence customers early on.



Rated 4 out of 5 based on 410 reviews. See some of the reviews here. Powered by TRUSTPILOT

Key Message

“ **We’re sharing our latest reviews to keep our credibility fresh** ”

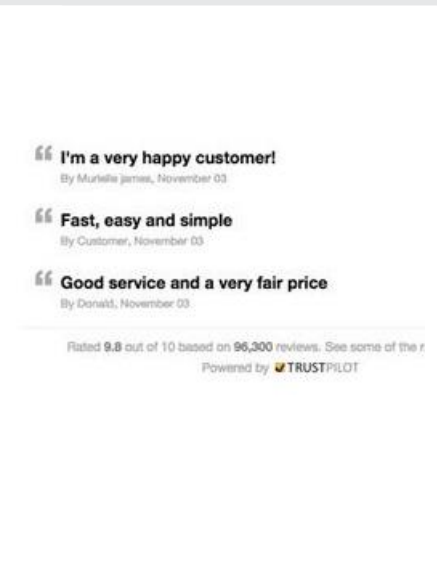
Suggested placement

- Landing page

TRUSTBOX QUOTE

Introduction

Are your customers leaving you lots of great soundbites? Showcase them with the Quote TrustBox, and let that powerful excerpt do the selling for you. The transparent, versatile design means it can be adapted anywhere.



Key Message

“ **Unsure what to buy? Here are some quotes to inspire you.** ”

Suggested placement

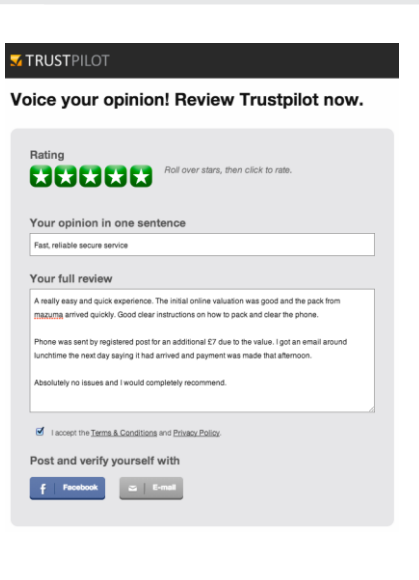
- Homepage or landing page
- Shopping cart
- Checkout

TRUSTBOX EVALUATE

Introduction

The Evaluate is a responsive TrustBox which shows an embedded version of Trustpilot's evaluation page.

Choose it if you want to get more reviews while customers stay on your website. Great way to boost your overall TrustScore.



Key Message

“ We value your opinion. We’d like to hear about your shopping experience while you are on our website. ”

Suggested placement

- Embed on your own page or open up in a modal
- Important: this TrustBox can only be shown after a purchase

TRUSTBOX PRODUCT MINI

Introduction

The best things come in small packages.

This small TrustBox summarises the product rating for your products in a neat, tidy graph, giving a straightforward overview of your products.



Key Message

“ Yes, our products are this good, and these ratings will help you choose what you need. ”

Suggested placement

- Product listing page
- Next to a product
- Product overview section / search results

TRUSTBOX PRODUCT REVIEW

Introduction

A simple solution for your product reviews, focusing on feedback gained for a particular product. It shows that your customers really value your products in an attractive, digestible format. Couple product reviews with your service reviews, and you'll be irresistible.



Key Message

“ **Here’s an overview of our products to help you decide what to buy** ”

Suggested placement

Product pages