

Syndication



Access product reviews across Feefo's client network and display additional, trusted feedback on your product pages to increase customer confidence.

Collect a higher volume of reviews to access all the benefits of product reviews at scale

Get access to Feefo's extensive network of trusted reviews from confirmed customers, getting more feedback than you ever could in isolation

Build consumer trust with consistent scores and reviews for the same product across different platforms and retailers

Get product reviews from day one of signing up, before you even start collecting feedback

Promote your products with a large volume of reviews, whether you're a manufacturer or a retailer



[Or click here to view our knowledge base article](#)

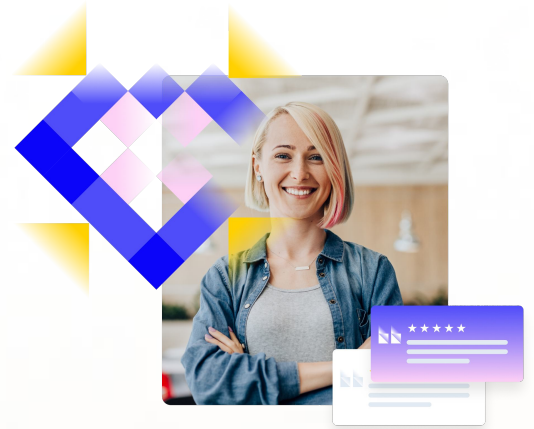
How does it work?

Syndication means pooling reviews for the same product together and distributing them to all clients selling this product.

Display more feedback

More reviews result in more conversions. In fact, products with more than five reviews have a significantly higher conversion rate than those with no reviews. (Spiegel Research Center, 2021)

Increase the number of customer reviews you display on your website by becoming part of Feefo's network and sharing reviews with other clients selling the same products.



Give your customers access to more information

We group products together to give our clients access to a bigger pool of reviews. For example, we'd group a white mobile phone with the same model in black. We'd also group a book sold in the UK with the same title sold in Australia. As a result, you can display more reviews and drive more traffic - and your customers can make more informed decisions.

To find out more, contact a consultant

[Book a demo](#)

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