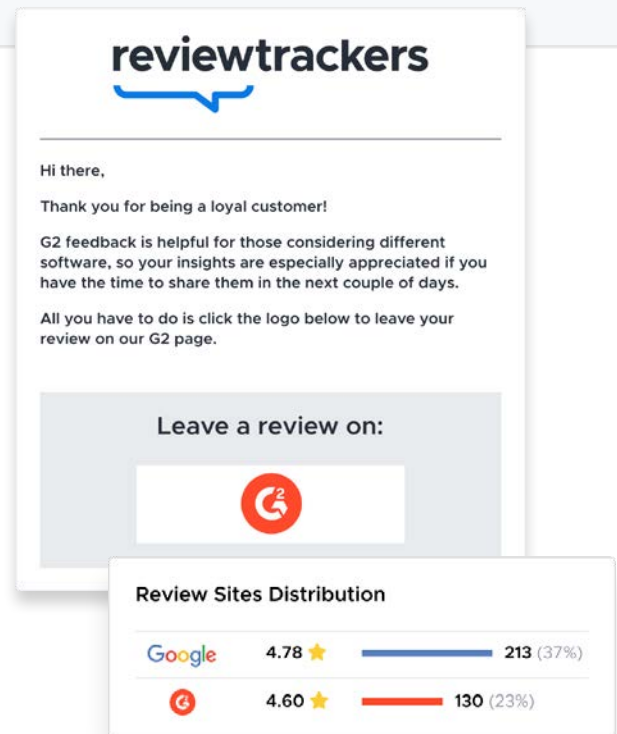





# Manage User Feedback on G2 to Keep Tabs on Your Reputation, Drive More Revenue, and Delight Your Customers

With ReviewTrackers reputation management and insights platform, your brand can aggregate and manage G2 reviews, alongside all other customer feedback in one convenient dashboard.



 **53% of customers expect a response to a negative review within a week.**

 **97% of web users now read reviews.**  
BIA/KELSEY

 **Customers expect to see 112 reviews to confirm the authenticity of a brand's overall rating.**  
Salsify

## Elevate Your Software Brand Management Strategy

Gather meaningful feedback and use it to cultivate a customer journey to attract more consumers and make them loyal advocates of your brand.

## Review Response Builds Loyalty


Responding to reviews shows that your brand places a high value on delivering the best experience for consumers.


## Use Customer Feedback to Discover Trends

Reveal hidden trends or pain points in the customer experience and make valuable changes to the customer journey.

## Leverage ReviewTrackers to:

 Increase number of reviews to improve average rating.

 Use the Ask Tool to ask for reviews: When asked directly, 68% of customers leave a review.

 Respond to G2 reviews directly in the ReviewTrackers app

[Quick Reference: A How-To Guide on Software Brand Management →](#)