

Trustpilot exhibiting at LendIt USA 2017 after hitting major growth milestones

March 6, 2017 – New York – Trustpilot, the online review community, is excited to sponsor and exhibit at LendIt USA 2017, March 6th and 7th at the Jacob Javits Center in New York City. Don Ross, President of Americas at Trustpilot, will join other industry leaders on a panel entitled, “Trends in Consumer Lead Generation”. Ross formerly served as the Chief Executive Officer of Bankrate.com where, under his leadership, the personal financial service website’s revenue grew from \$79M to over \$550M in less than nine years. Ross joined Trustpilot in November of 2016 to further grow Trustpilot’s business and revenue in North America, with a special focus on financial services. This will be the second year Trustpilot will participate in LendIt, following last year’s successful event in San Francisco.

“Given our success at last year’s LendIt conference, we’re expecting great things in New York,” said Don Ross. “With our growing success in both the North American market and the financial service vertical, where we’ve seen great traction, this is only the beginning of a major year for Trustpilot.”

The conference comes weeks after Trustpilot celebrated hitting an impressive growth milestone, breaking a review-invitation record. In just a single day, Trustpilot partners sent one million review invitations to their customers. This is a clear indication that more and more companies see the value of online reviews and the benefits of initiating a conversation with their customers. At the end of last year the total number of reviews on the Trustpilot platform rose to 25 million, another major growth milestone. Today, a new review is posted on the community every 5 seconds and more than 150,000 businesses have been reviewed.

More businesses than ever before are working with Trustpilot to actively collect and leverage authentic customer reviews, particularly in the categories of lending, fintech, and insurance. HomeBridge Financial Services, a leading mortgage provider, began working with Trustpilot to better establish customer satisfaction as their key differentiator. The partnership has yielded [exciting results](#) so far, including a 36% increase in traffic from organic search to their reviews page, driven by rich snippet stars appearing in Google. Ben Chapman, Director of Client Experience for HomeBridge, remarked, “By partnering with Trustpilot, we can showcase validated customer reviews that both search engines and people can understand and trust.”

About Trustpilot

Trustpilot is an online review community platform that helps businesses directly engage with their customers, setting new global standards in the way businesses connect with their customers. With 150,000 businesses reviewed on Trustpilot and over 72 million visitors a year, Trustpilot has become a global consumer community that builds trust in businesses through genuine and authentic feedback. The Trustpilot platform allows businesses to automate review collection, engage with reviews, and leverage them to increase revenue through customer engagement, relationship management success, and advocacy marketing. With offices in Copenhagen, London, New York, Denver, Berlin and Melbourne, Trustpilot's 500 employees represent 40 different nationalities. For more information, visit <https://www.trustpilot.com/>