Testimonial statistics 2020

Testimonials are often hailed as a great way to showcase happy customers, helping businesses build trust and credibility. But how effective are they in reality?

To find out, we surveyed **238 people in late 2019**, and asked them how they felt about testimonials, testimonial videos and reviews. The data reveals exactly what sort of role testimonial content plays in influencing brand perception and purchase decisions...

- **37% of people** believe testimonial videos are effective because they’re more authentic than a business’ own pitch.
- **95% of people** say that reviews – whether positive, or negative – influence their purchasing decisions.
- **77% of people** who have watched a brand’s testimonial video say it has played a part in convincing them to buy their product or service.
- **42% of people** say testimonial videos are effective because they showcase an actual person and help the viewer understand their story.
- **9 out of 10 people** say they trust what a customer says about a business more than what that business says about itself.
- **39% of people** say testimonial videos are effective because they help illustrate the impact a product or service can have on their life.
- **47% of people** say testimonial videos are effective because they help visualise how a product or service actually works.
- **2 out of 3 people** say they’d be more likely to make a purchase after watching a testimonial video demonstrating how a business, product or service had helped another person like them.
- **79% of people** have watched a video testimonial to find out more about a company, product or service.
- **39% of people** say testimonial videos are effective because they help illustrate the impact a product or service can have on their life.
- **77% of people** who have watched a brand’s testimonial video say it has played a part in convincing them to buy their product or service.

Want to know more?
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