Benchmarking for Trustpilot: TripAdvisor

Rationale:

The user journey is very similar to that of Trustpilot: a B2C customer can go to the page to look for information about a particular place they want to visit, but a B2B customer will most likely land on the B2C page and then navigate to the B2B page to ask for information.

Stats for the UK market (end of Q4 + monthly):

Brand Awareness (Source: YouGov): 88.7%

Share of Search (Source: Google Trends): 39.59%

Visits to the Customer Site (Source: SimilarWeb): 20.77M

Unique Users to the Customer Site (Source: SimilarWeb): 11.24M

Visits to the Business Site (NA)

Stats for the IT market (end of Q4 + weekly):

Brand Awareness (Source: YouGov, FR as IT is not included): 78.7%

Share of Search (Source: Google Trends): 19.57%

Visits to the Customer Site (Source: SimilarWeb): 66,483

Unique Users to the Customer Site (Source: SimilarWeb): 42,015

Visits to the Business Site (NA)