

One in eight feel the problem is

getting worse

One in four feel they've dealt with it adequately for now

don't know how to deal with it

think unsubstantiated online reviews and trolls will be a problem in future

say online reviews can make or break a business

more than a third - believe online reviews are becoming more important

say reviews are important but not as important as other elements of PR and marketing

of businesses quizzed say

online reviews, comments

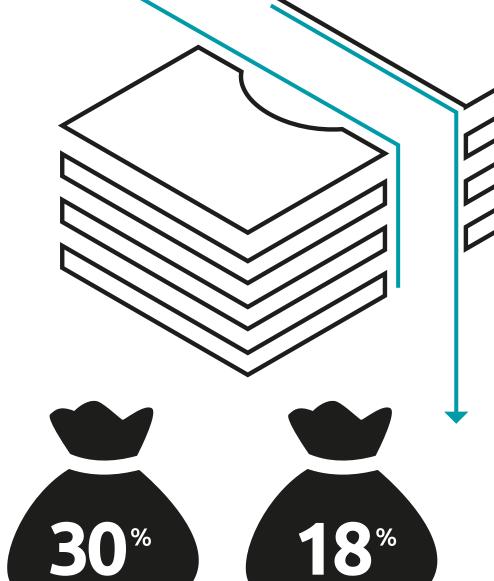
important to the financial

and reputational status

and forum posts are

of their business

The cost of dealing with negative content



of companies spent £5,000

of companies spent £10,000

of companies spent £20,000 dealing with online issues in 2014

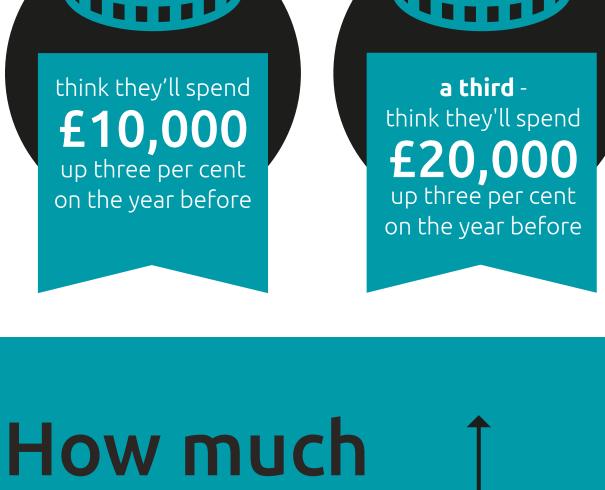
£30,000

of companies spent

AND THE COST IS RISING...

In 2015









about them online several times a day one in five a third - check look once do so once a day a month once a week

of companies monitor what is being said

never monitor **16**% spend ten hours spend 20 hours spend five hours UK average is eight a week a week dealing a week hours a week with online reviews, malicious comments and unsubstantiated We're spending more time than ever negative content dealing with digital reviews - and it's set to increase this year with 19% of businesses planning to spend 20 hours a week dealing with online issues.

In 2015, it is expected companies

will spend an average of 8.46 hours

per week dealing with online reviews.





one in four have taken legal have called on a action

specialist agency

for help

review strategy

have considered

creating an online

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are extremely or very

worried about malicious

postings on third party

review sites

Third party

review sites

Another are a little bit worried



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Only

