

How Biocompare Product Reviews Can Help Your Company

Our in-depth reviews help educate our end-users about the products they need for their lab. To find out how these reviews impact our audience's buying habits we've analyzed our product directory and surveyed our audience*. **See how Biocompare Product Reviews can help:**

Gain Visibility



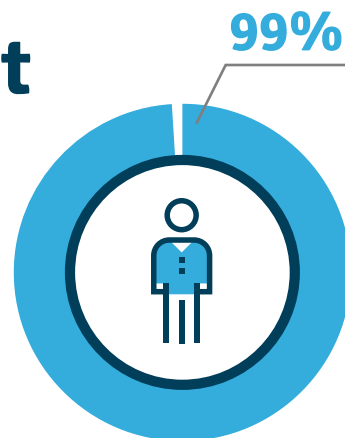
Products with reviews get **3.9x – 6.8x** more views than products without reviews depending on the type of product.



Antibodies with reviews average **3.9x more views** than antibodies with no reviews and Equipment with reviews average **6.8x more views** than those without.

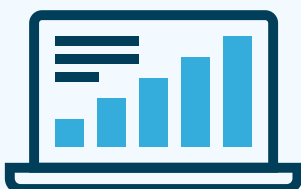
Build Trust

According to our latest purchasing survey, **99%** of Biocompare users read Product Reviews before purchasing products / equipment for their lab.



Reviews can help your brand build credibility and trust!

Get Selected



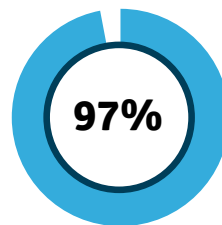
2.2x More Clicks

3.2x More Request Quote Leads



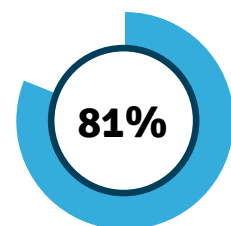
Products with reviews get **2.2x more clicks** and **3.2x more leads** than those products without reviews.

Impact Sales



97% of our audience usually recommends specific brands to purchase.

81% of their recommendations always or usually result in the purchase of that specified brand.



Product Reviews lead to more Views/Clicks/Leads which results in more sales!

* 2021 Biocompare Audience Survey

Biocompare is here help your company generate product reviews. Our Partner Review Program is designed to do just that.

How to start getting more product reviews on

 **Biocompare**
The Buyer's Guide for Life Scientists

Participate in our Partner Review Program



To learn more, check out
www.mediakit.biocompare.com/getmorereviews/

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