

About TrustYou

Since 2008, TrustYou is setting the standard for reputation with solutions for businesses to analyze reviews, tweets and posts across the social web, gather trusted reviews directly from their customers, and use their authentic conversations to successfully market their reputation online. The knowledge we provide is crucial to improve customer satisfaction, increase sales, drive marketing efforts and perfect customer service.

Technology

With millions of reviews written daily for single local businesses like hotels, restaurants, car dealers, etc., across countless platforms and languages worldwide, leveraging social conversations and making sense of big social data is a daunting task. At TrustYou, we develop semantic technology and software as a service (SaaS) to make online reputation management a simple, affordable and successful task for small businesses as well as for big brands.

Products

Reputation Surveys: Start leveraging your own customers' insights and listen to your guests' feedback with TrustYou's free online survey tools and Facebook review applications.

Reputation Monitoring: Understand consumer insights with TrustYou's analytics dashboards that capture opinions from millions of comments from hundreds of online sources like Tripadvisor, Facebook, Google+, Twitter, Yelp, etc. across 20 different languages.

Reputation Marketing: Convince your customers with trusted reviews and your "seal of approval"— the TrustScore™. The TrustScore™ is the first, independent, consumer-trusted score that represents all online opinions of consumers around the world.

Key Facts

More Bookings: Social media directly influences more than 83% of all online bookings, and 49% of guests won't even consider booking a hotel that doesn't have reviews.¹

Higher Room Rates: Guests want to know that they booked the right hotel, so they are willing to pay more for hotels with higher scores. On average, room prices go up \$12 for every 1% increase in a hotel's TrustScore.²

More Reviews, Better Scores: More than 80% of all reviews are positive, and for every 30 more reviews the overall review scores increase by 5%.^{3,4}

Increased Web Traffic: Sites with trusted reviews and scores integrated on their website are crawled up to 200% more frequently.⁵

Higher Trust: 93% of all users trust reviews of their friends (compared to 43% advertisement).⁶ Having reviews on the company's own site encourages customers to book/purchase there rather than on a competing site.

Success

10,000+ clients in 60+ countries already enjoy using these valuable, actionable insights to grow and improve their businesses. Ready to join them? Contact TrustYou, the standard for reputation.

Headquarters

Munich Center of Technology
Agnes-Pockels-Bogen 1
80992 Munich-Germany
Tel: 49-89-54 80 29 25

6060 North Central Expressway
Suite 350
Dallas, Texas USA
Tel: 800-825-9480

Awards



2011
Eye For Travel
Most Innovative
European
Travel Company



2010
PhoCusWright
Most Innovative
Travel Startup



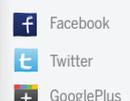
2008
**German Online
Travel Association**
Most Innovative
Travel Start Up

Management Team

Benjamin Jost, CEO & Co-Founder
Jakob Riegger, COO & Co-Founder
Kristof Roemer, VP Global Sales
Steffen Wenz, CTO
Adrian Achihaei, Chief Architect

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Omnes Capital
Sven Achter, Partner, HV Holtzbrinck
Ventures Adviser GmbH



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pr@trustyou.com