

How Amazon Reviews Impact Sellers

Find out how more than 200 Amazon sellers get and manage reviews.

89% of Amazon sellers
monitor reviews for their ASINs

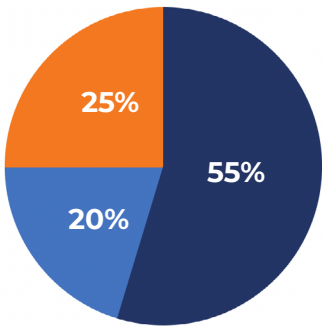
41% of Amazon sellers
monitor competitive ASINS

How many ASINs do you monitor for reviews?

All of my ASINs **51%** Some of my ASINs **21%**
Most of my ASINs **17%** None of my ASINs **11%**

[Click Here to Learn About Review Monitoring](#)

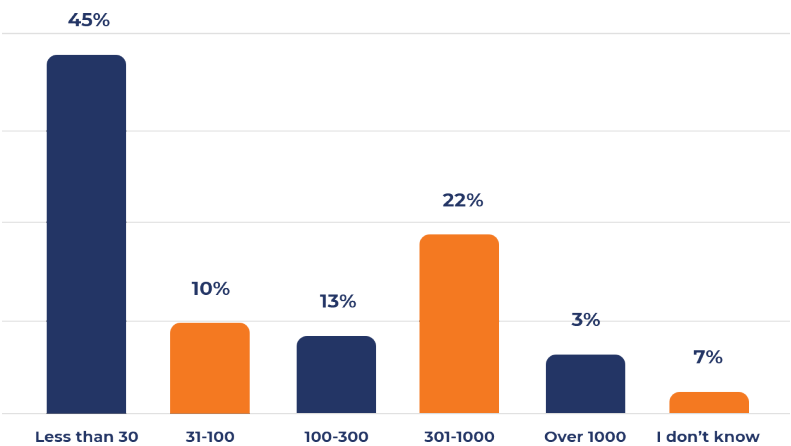
What message do sellers use to send review requests?



- **55%** [Amazon Request a Review message](#)
- **25%** Buyer-Seller Messaging review template
- **20%** Buyer-Seller Messaging custom message

84% of sellers feel that reviews are extremely or very important to their Amazon business

Approximately how many reviews/ratings do you receive each month across all products you sell?



How do Amazon sellers get reviews?

- Organically
- Seller Central requests
- Amazon Vine
- Product Inserts
- [Third-party software like](#)



74% of sellers check Amazon reviews at least once a week

How often do you check the reviews for your products?

Daily **34%**
Weekly **40%**
Monthly **14%**
Quarterly **2.5%**
Annually **0.5%**
Never **9%**



Top Review Challenges for Sellers

- 40%** Getting reviews
- 29%** Managing negative reviews
- 21%** Dealing with fake reviews
- 9%** Monitoring new reviews

[Click Here to Get More Amazon Reviews](#)

