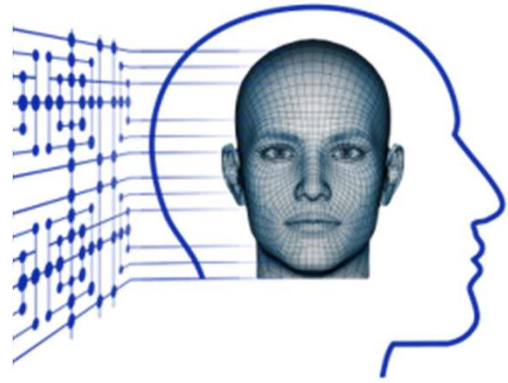


## 6 Reasons Why Measuring Emotions in Reviews Matters



Emotions play a large part in consumer-decision making. When a consumer leaves a review for your brand, they're using words that evoke certain emotions simply by their word choice, emotions that can help inform your business decisions. Measuring emotions in reviews can give you an advantage in a few ways:

1. The words consumers choose to use in their reviews **evoke eight different emotions**: trust, joy, anger, disgust, surprise, anticipation, fear and sadness.
2. The language your consumers use in reviews are their authentic, unfiltered words. These words can be **played back in your brand's messaging** making communication more compelling especially with positive trust words.
3. You can tie these emotions back to your brand's **star rating** and understand which emotions can impact that rating.
4. Measuring unfiltered emotion is a more authentic way to **gauge trust** than a traditional survey.
5. Measuring specific emotions, such as trust and anticipation, will help build understanding around **consumer expectations**—a critical building block for consumer loyalty.
6. Reviews go back five, and sometimes even ten years, allowing you to easily **track consumer emotion over time**.

