



3396
SmartReviews

4,8
Star Rating

95%
Recommend the
HP Instant Ink Service

8
Countries

Industry: Computer hardware & software
Solution: SmartReviews

SUPPORT ON LINE REPUTATION WITH REAL USER REVIEWS



CHALLENGE

Seed quality reviews to support HP Instant Ink in 8 countries within Europe (France, Portugal, Italy, Spain, Belgium, The Netherlands, Germany, Poland).



SOLUTION

Activate Insiders to share genuine high-quality reviews through product trialing and one-to-one coaching.

	Opinion of real users Reviews	Av. Rating	Reco Rate
FR	728	4,8	95%
IT	513	4,9	99%
SP	1157	4,9	98%
PT	94	4,9	97%
NL	481	4,7	98%
BE	67	4,3	88%
DE	254	4,9	87%
PL	102	5	82%
TOTAL	3396 Reviews	4,8	95%

*Source: satisfaction survey conducted by The Insiders between January 2021 and April 2022.