

## State of Product Reviews 2024

Using **SleetView** we analyzed over 1M reviews covering products and services from top E-commerce platforms

### What we found

All platforms have reviews written to influence product placement rather than inform

17.000

Had inflated ratings or misleading reviews

1%

Of accounts wrote reviews to influence product ratings

10%

Of total product reviews written by these accounts

### AI Trust and Fairness

We fully explain how our process determines

IF

a review is fake and why it's considered bad based on FCC guidelines

100%

Accuracy on our dataset evaluated by manually checking all outcomes

Fake Review tactics are rapidly evolving

We found 2 primary review tactics:

- Influencing ratings
- Fake 3 star reviews that promoted an outcome like purchasing from a competitor

4.8 ★

Average rating for influence products

5 ★

Reviews used to influence the overall rating

3 ★

Reviews used to present a specific outcome

### We support

Emojis

100 Languages

Mixed language use

#### Explainable And Robust

Using modern AI explainability tactics like feature ablation and integrated gradients, we are able to ensure our product is robust against variations.

Unlike Gen AI, our model and approach ensures the outcome is always the same for similar inputs and does not hallucinate

### Why SleetView?

Without sophisticated AI solutions like SleetView and Large Language Models (LLMs), manually analyzing 1.4 million reviews while ensuring the process is fair and minimizes bias would be an insurmountable task.

Our technology streamlines this process, empowering businesses to safeguard their reputation and ensure their products are represented authentically

## Contact Us

We'd be happy to:

- Schedule a demo
- Help setup a trial of SleetView
- Collaborate on AI trust and safety use cases

Email [contact@mendit.ai](mailto:contact@mendit.ai)

Website <https://mendit.ai>