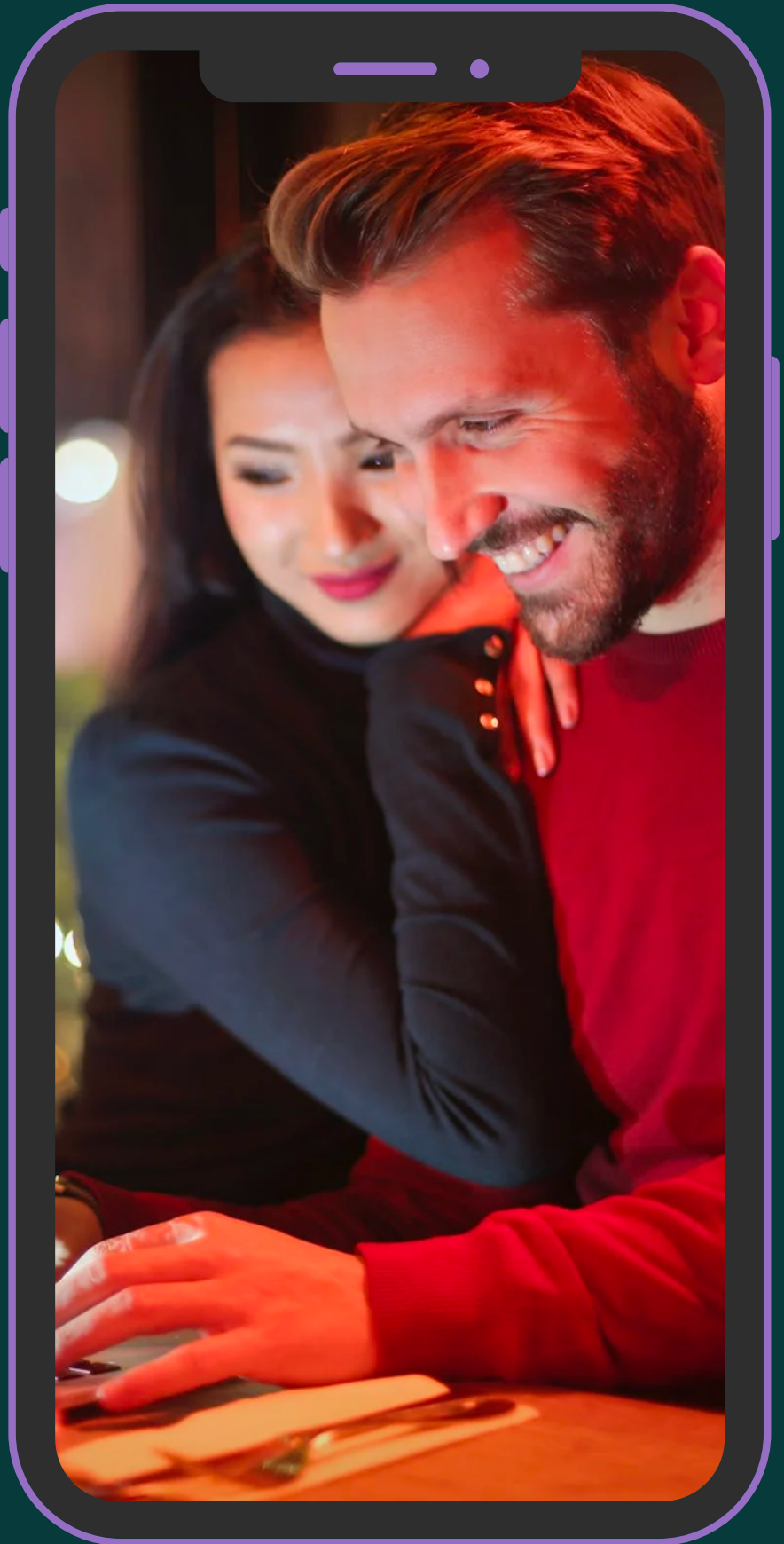




REVIFIDE

HONESTY IN REVIEWS



20
23

TABLE OF CONTENTS

01

INTRODUCTION

02

FOUNDER'S MESSAGE

03

FEATURES & FUNCTIONALITY

04

IMPACT ON BUSINESSES &
CONSUMERS

05

HOW WE DO BUSINESS

06

REVIEW MONITORING

07

4 PLEDGES

08

FUTURE VISION



REVIFIDE

INTRODUCTION

The Honesty in Reviews Report 2023 is a set of 4 integrated and interrelated goals to end fraudulent business transactions and ensure that social media users can buy products and services online without worrying about being scammed.

The platform aims to provide an easy and convenient way for consumers to make informed purchasing decisions, while also giving businesses valuable insights into customer satisfaction. In this report, we will take a closer look at the features and functionality of the platform, including the types of reviews it hosts, the ways in which reviews are moderated, and any additional resources or tools that are available to users. We will also examine the platform's impact on businesses and consumers, as well as its potential for growth and expansion in the future. Overall, the goal of this report is to provide a comprehensive understanding of Revifide's review hosting platform and its role in today's digital economy.

"We believe in complete transparency and want to ensure that our users can access accurate and reliable information when making decisions about products and services. Adequate measures are taken to crack down on fake reviews and misuse of our online platform"

Reporting on Honesty is important in communicating to stakeholders the company's commitment to contributing to the Global Goals; claiming accountability and responsibility to take the necessary actions, and measuring progress over time.



REVIFIDE

MESSAGE FROM OUR FOUNDERS

Dear Readers,

We are honoured to have the opportunity to share with you the story of our platform and its impact on businesses and consumers alike.

When we first started Revifide, we had a simple goal: to create a space where people could share their honest and authentic experiences with products and services, and where businesses could use this feedback to improve and grow. We are thrilled to see how much our platform has evolved and grown since then, and we are constantly inspired by the positive impact it has had on so many people's lives.

We believe that reviews are a powerful tool for driving positive change in the marketplace, and we are committed to continuing to innovate and improve our platform to meet the ever-changing needs of our users. We are particularly proud of the features and functionality of our platform, such as the moderation and verification of reviews, the search and navigation, and the additional resources and tools that are available to users.

We hope that this report will provide valuable insights and inspiration to others in the industry, and we look forward to continuing to serve and empower our users for years to come

Sam & Zeenat



"We want everyone to feel safe when buying from an Instagram or TikTok Shop"



REVIFIDE

FEATURES & FUNCTIONALITY

Revifide offers a variety of features to make the review process simple, efficient, and engaging. From review modification and review submission to business profile pages and analytics, we have everything you need to make your voice heard. Let's take a closer look at the features that make our platform stand out.



01 — Interactive Categories

Our wide range of categories helps users browse through the website easily and covers all business types. Reviews can include text, photos, and ratings. This feature provides social proof which allows users to express opinions and help others make informed decisions.



02 — Modification

Our advanced moderation system, which ensures that all reviews are verified and authentic, providing our users with the most trustworthy and reliable information possible.



03 — User Interface

Revifide also offers advanced search and navigation options, allowing users to easily find and sort through reviews based on various criteria, such as social media handle, date, or keywords.



04 — SOS Response Team

Another feature of Revifide is the ability for businesses to respond to reviews via our Investigation Team. Open communication allows Business's to address any concerns or complaints raised by customers in a timely and professional manner. Revifide conduct an in-depth analysis of the review from multiple sources.



REVIFIDE

IMPACT ON BUSINESSES & CONSUMERS

Revifide understands that businesses rely on online reviews to build a reputation and attract customers. Positive reviews can increase sales, while negative reviews can harm business. So our platform promotes feedback to improve products or services and we have implemented measures to detect and remove fake reviews to maintain integrity.

We always keep our customers in mind and that's why we encourage experience sharing across our social media platforms. Our community is growing, and we're proud that our members openly share their reviews of products and services online. We believe social proof is the key to Honesty in Reviews.

TYPE	USE	IMPACT
Small Business	Collecting review analytics	<ul style="list-style-type: none">• Improvement• Marketing
Customer	Reading reviews	<ul style="list-style-type: none">• Informed Purchasing Decision• Brand trust
Small Business	Reviews Page	<ul style="list-style-type: none">• Verified Brand name• Market position

HOW WE DO BUSINESS

VALUE PROPOSITION

- To be the world's number one review platform for social media businesses.
- Bridge a relationship of Trust, Equality & Fairness for both businesses and consumers.
- Boost market growth for new businesses just starting out.

KEY ACTIVITIES

- User Experience
- Platform Development
- Customer Support
- Marketing

CUSTOMER RELATIONSHIP

- Quick accessibility to 1000s of online reviews
- Verified Business Pages to promote trust
- Part of a wider online community built on trust

CHANNELS

- TikTok
- Instagram
- Facebook
- Twitter



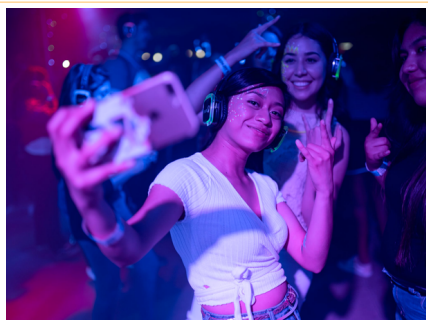
REVIEW MONITORING

It's important that each review adheres to our Fair Review Guidelines, that's why we aim to thoroughly check each review before it is published. Our team has a standard set of controls to quickly identify fake reviews,



REMOVING FAKE REVIEWS

- We identify the language used, reviewer's details, and frequency of submissions within a short time-span.



PROMOTING SOCIAL PROOF UPLOADS

- Photo and Video uploads are the soul of Revifide so we make it super easy to submit social proof



CREDIBILITY

- We check each user's email address to verify if it's really them

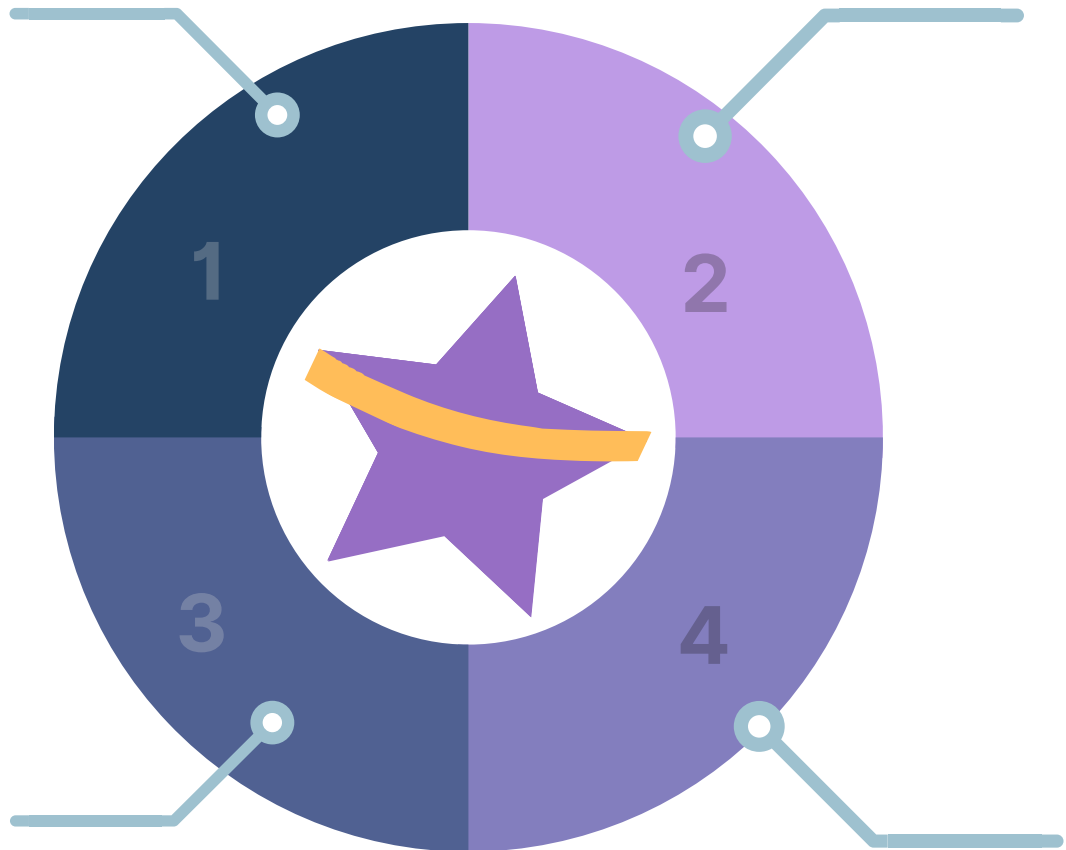
When we detect a fake review, we always contact the user and open a case to dispute the review. If the reviewer is unable to provide adequate information, the review is immediately disapproved.

4 PLEDGES

Our Business Pledges are the heart of how we run Revifide, and is designed to keep Honesty and Integrity central to all business activity. It's important to us that we follow these key principles so we know our customers get the fairest experience they deserve and protect the reputation of growing businesses.

Innovate

Equality



Communication

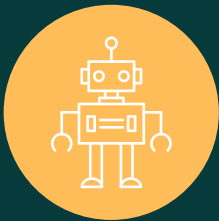
Transparency

100%

Commitment to helping new business's take off and grow

NEXT STEPS

Our future goal is to become an essential tool for businesses looking to improve their reputation and attract new customers. We hope to make personal experiences easier to share to the world and give new businesses the opportunity to build a brand of trust and grow.



01 — Intergrate AI & ML

To make our platform a safe place we aim to introduce natural language processing to automatically categorise and analyse reviews, sentiment analysis to determine the overall sentiment of a review, and predictive analytics to identify potential issues before they become a problem.



02 — Advanced Technologies

To personalise the review experience for customers and businesses, we want to recommend products or services based on a customer's previous reviews or identifying which reviews are most likely to be valuable for a business



03 — Multi-lingual

Since our platform is not limited to just one country, we want to make it user-friendly for everyone to keep the community growing. We aim to increase our website accessibility to support multiple languages.



**WE THANK YOU FOR YOUR
COMMITMENT TO UNDERSTAND MORE
ABOUT US**

Contact

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