

TripAdvisor Announces Free Tool For Hospitality Businesses To Measure Review Success New dashboard provides a fast and simple way to measure the impact of Review Express

16 July, 2013 - [TripAdvisor®](#) has launched a free tool to show businesses the impact of Review Express. In response to extensive user feedback, the Review Express platform has been enhanced with the development of a new Dashboard. This provides business owners with valuable performance data on their email campaigns and reviews generated from Review Express, a free review collection tool.

Review Express gives business owners the option to send bulk emails to their past guests asking them to write a review about their experience. More than 18,000 accommodations, restaurants and attractions have already used the free review collection service since its full launch in May of this year.

The Review Express Dashboard, which is also free, provides business owners with an easy-to-digest summary of the effectiveness of their review collection campaigns. For example, they'll be able to see at a glance all the Review Express-generated reviews and their rating. They'll also see the total number of campaigns processed and the number of emails they've sent, including statistics such as the number of clicks and the rate of email openings. The information is automatically updated, allowing business owners to assess instantly the impact of their email campaigns.

"Having greater insights into the impact of their campaigns gives business owners the chance to maximize the value of Review Express to their business," said Severine Philardeau, Vice President of Global Partnerships, TripAdvisor. "We created Review Express to enable business owners to gather reviews more efficiently. The dashboard enables them to track their Review Express campaigns and analyse how their efforts are helping their business. It's easy to comprehend and displays valuable insights in a clear format. TripAdvisor is keen to help business owners understand how to make the most of all the online tools we make available to them."

Business owners can access the dashboard through their Management Centre, which is the hub page for their business on TripAdvisor. Any business can register and verify for free to have access to the Management Centre, Review Express and now the Review Express Dashboard, among other tools.

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