



*Ensuring online reviews are accurate, fair, genuine, and deserved*

ReviewRef.com provides trust services for online reputation systems. We can help you maintain the credibility of the information in your system, which reinforces user loyalty, saves customer service costs, avoids legal exposure, and improves sales. We do this in several ways:

1. Investigation services. ReviewRef agents proactively scan the internet looking for offers to write fake positive reviews. We infiltrate these schemes and gather information on agents perpetrating them, which helps us shut them down and identify reviews they may have placed in your system.



2. Algorithmic detection. Our advanced software tools use machine learning and natural language processing to look for reviews that are likely to be fake. We use words and phrases from confirmed false reviews and search for other reviews that match the pattern. Our tools can find these patterns both within single sites and across reputation systems spread around the globe.
3. Decision making. Our experts examine reports of fraudulent reviews, gathering both sides of the story and evaluating against industry standards and best practices. The experts then apply decision guidelines to render a fair and considered resolution, reporting it back to the reviewer, the reviewed service provider, and the reputation system administrator. The review can then be removed, demoted, or annotated as is appropriate.

### **How It Works**

ReviewRef is provided as software-as-a-service, which is easy to integrate into your site. We provide APIs that enable you to integrate ReviewRef right into your site, offering one-click reporting of reviews.

### **What Does It Cost?**

You can decide the level of services you want, so you're in complete control of the costs. ReviewRef can even be free to the reputation system and funded entirely by filing fees from users.

### **Who We Are**

ReviewRef is run by Trust, Fraud, and Resolution experts from top internet companies. ReviewRef is a service of Modria.com, a spin-off of eBay and PayPal, with a perpetual license to advanced technology that was originally developed in-house to resolve issues in the eBay marketplace.

*To sign up (or for a free trial) just contact Colin Rule at [crule@modria.com](mailto:crule@modria.com), or 408-761-3996.*