



Start With Trust®

Better Business Bureau
Serving Metropolitan New York
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Long Island and the Mid-Hudson Region
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Dear Valued BBB Accredited Business,

BBB Serving Metropolitan New York, Long Island, and the Mid-Hudson Region would like to introduce our new affiliation with ReviewTube, Inc. and Platypus. ReviewTube works with businesses in our service area to further the accuracy of business' online reputations with video reviews using AI and profile technology. Not all reviews are real, and with 90% of customers looking at reviews before making buying decisions*, it is important that that accurate business reputations be highlighted online.

ReviewTube focuses on creating reputation assets such as video reviews from customers and employees. Once created, ReviewTube will syndicate these reviews to businesses' websites, social media, and their public listing profiles (Google, Yelp, etc.) in order to maximize existing and new customer opportunities and help further truth, transparency, and trust in the marketplace.

To learn more about working with ReviewTube please email Chris Sokal at csokal@cgicommunications.com

Sincerely,

Claire Rosenzweig, CAE
President & CEO

Better Business Bureau Serving Metropolitan New York

*Source: 90% of Consumers Say Online Reviews Impact Buying Decisions ...
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