



February 2020

Dear Valued BBB Accredited Business,

The Better Business Bureau of Upstate New York is excited to announce our new partnership with ReviewTube, Inc. and Platypus. ReviewTube and BBB are partnering to further the accuracy and verification of business' online reputations with new exciting technology.

Not all reviews are real, and with 90% of customers* looking at reviews before making buying decisions, it is important to partner with organizations that have built their reputations on Trust. The BBB has asked ReviewTube to consult with all businesses within their community to assist in building their online reputation.

ReviewTube, with the help of BBB, will focus on creating accurate and verified reputation assets such as video reviews from customers and employees. Once created, ReviewTube will syndicate these reviews to businesses' websites, social media, and listing profiles (BBB, Google, etc.) in order to maximize existing and new customer opportunities.

We believe it is time for businesses to both take back their online reputations and show consumers that verified platforms like BBB's ratings and text reviews, coupled with interactive video reviews from ReviewTube can help bring truth, transparency, and trust to the review industry.

We encourage you to consider working with Reviewtube as it provides an exciting opportunity to showcase your business. To learn more please email Chris Sokal at csokal@cgicompany.com.

Sincerely,

Warren E. Clark
President & CEO
BBB of Upstate New York

*Source: [90% of Consumers Say Online Reviews Impact Buying Decisions ... And Other Hot Topics](#)