



Office of Commissioner
Melissa Holyoak

UNITED STATES OF AMERICA
Federal Trade Commission
WASHINGTON, D.C. 20580

Concurring Statement of Commissioner Melissa Holyoak

In re Sitejabber, Matter No. 2323060

November 6, 2024

I support today's settlement with Sitejabber, an online review platform that collected customer ratings and reviews about shopping experiences and products through surveys displayed on the checkout screen. The crux of the Complaint is that Sitejabber allegedly (1) misrepresented a search engine, distributed and deployed IFPRs for its clients, in short, to mislead consumers about what product ratings signified.

Unlike the Commission's Complaint against review writing platform Rytr,

⁴ this Complaint properly alleges that Sitejabber provided the "means and instrumentalities" to deceive consumers. Whereas Rytr provided a neutral review-writing tool that may have been used deceptively in some

¹ See, e.g. In re Shell Oil Co

