RepScan

# SaaS Platform for the removal and management of Google Reviews and Listings

Sara González
Product Designer
★★★★★

5 ★
4 ★
3 ★   50
2 ★   16
1 ★   8

4.8
★★★★★
352 reseñas

Escribir reseña
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FAKE REVIEW

RepScan

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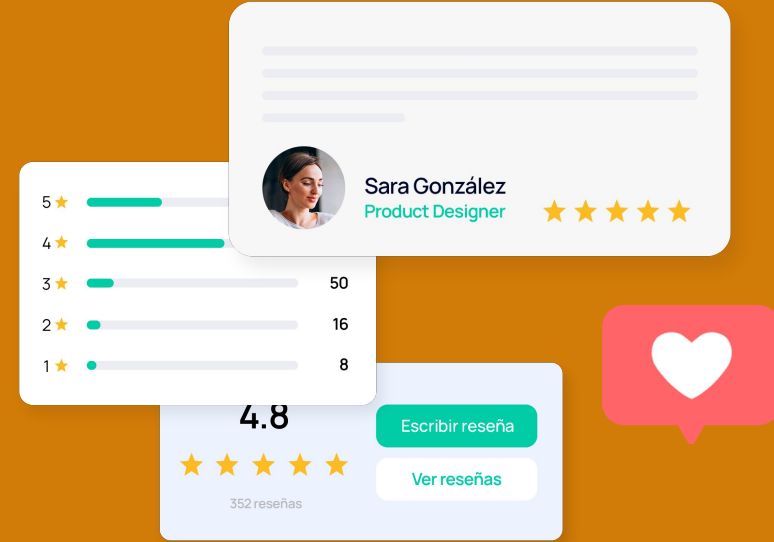
# Fake and negative reviews have become a growing threat to businesses.

## Data shows the severity of the issue

**30%** of all online reviews could be fake.

**86%** of consumers hesitate to buy if negative reviews are visible.

**52%** do not trust a business with a rating lower than 4 stars.

**40** positive reviews are needed to offset one negative review.
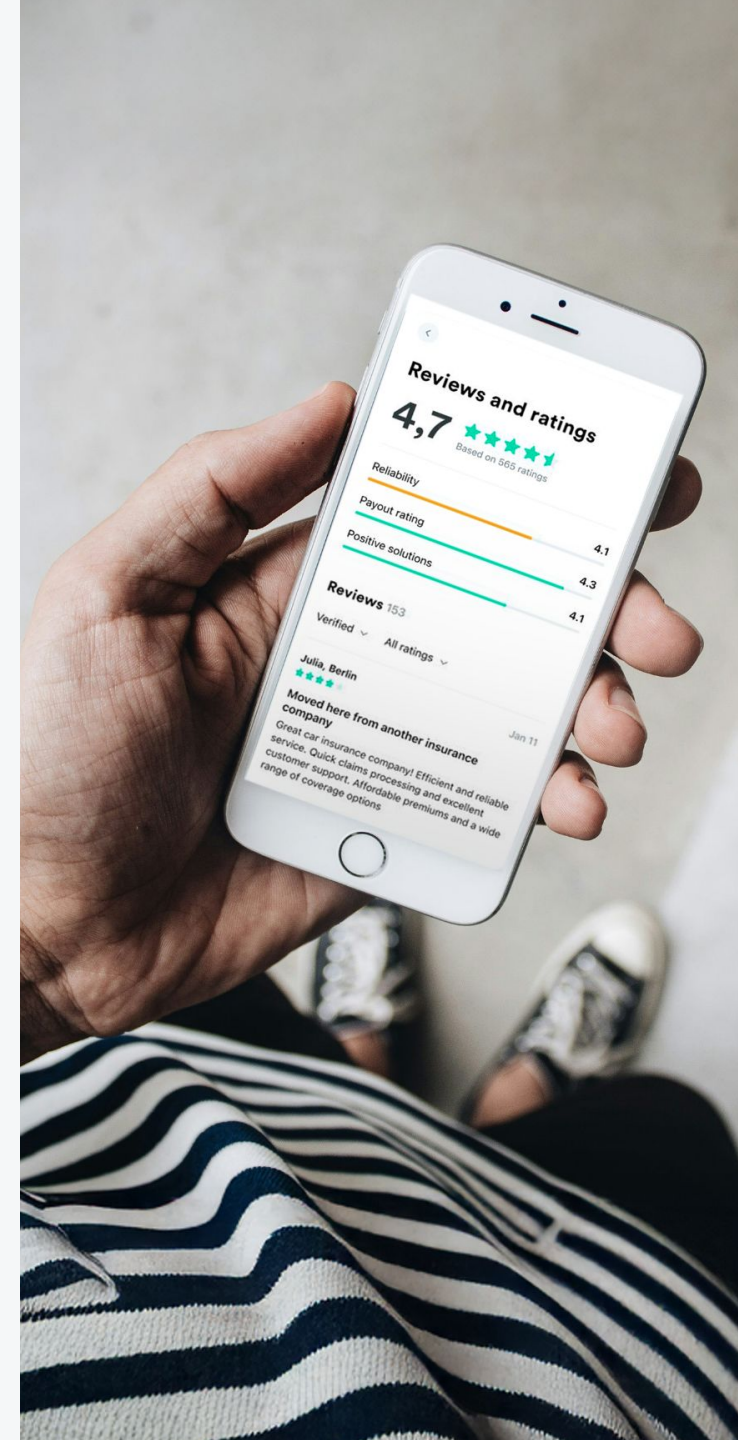
[1] Source: The Cost of Bad Online Reviews
[2] Source: PwC – How Customer Experience Drives Business Growth

# Impact on sales: Why you can't afford to ignore a bad review

## 70%
of potential customers can be scared away by just 4 negative reviews.

## +30
customers can be lost, on average, due to a single negative review.

## +3K
USD in annual revenue can be lost for a typical business due to a single negative review.

## $200
billion per year is the cost of negative reviews to the retail sector in North America.

[1] Source: The Cost of Bad Online Reviews
[2] Source: PwC – How Customer Experience Drives Business Growth
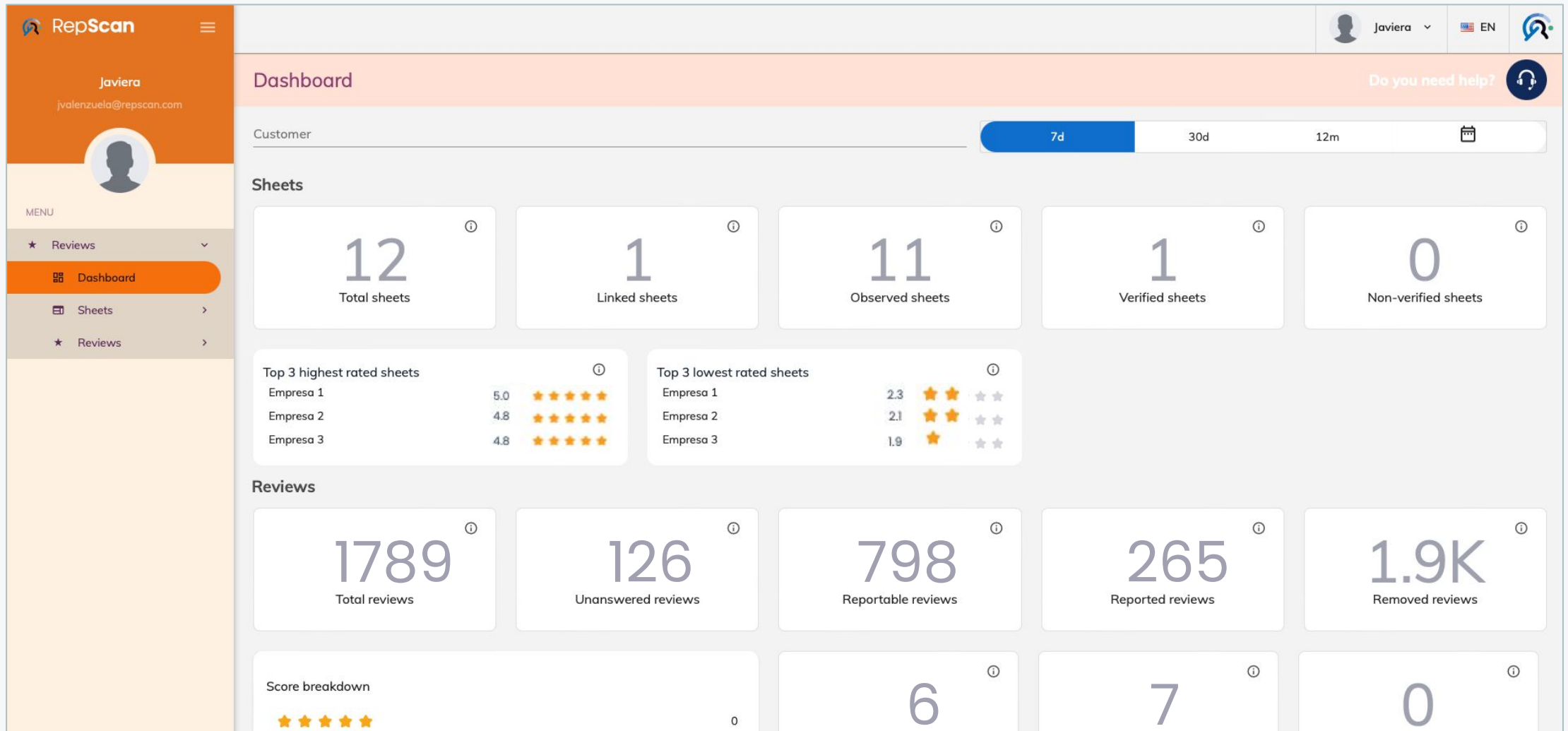
# Managing reviews is no longer optional.

## Those who do it well turn every review into a competitive advantage.

Let's see how we solve it at RepScan. →

# Our platform that gives you full control of your reviews

## With complete autonomy and in real time..

# What makes our platform unique

Created by retail experts, so that in the simplest way possible you can see what is happening at each point of sale, take control of your reviews, and improve your customers' experience.

## 01 All your business profiles in a single dashboard

Connect and manage all your locations and their reviews from one place, without wasting time switching between accounts or platforms.

## 02 Also monitors the competition

Add profiles that are not yours to closely follow what customers say about similar or sector-related businesses. Detect risks, compare trends, and learn from their reputation.

## 03 Detects patterns with custom tags

Classify reviews by common reasons (price, service, wait times, etc.) and discover what is affecting your reputation. Perfect for correcting from within.

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## 04

### Unlimited removals

We automatically detect which reviews violate policies and are eligible for removal.
You can request unlimited review removals directly from the platform.

## 05

### Group as you need

Create groups of profiles by area, business type, priority, or any other relevant criteria for your operation. This way you can analyze with focus and make faster decisions.
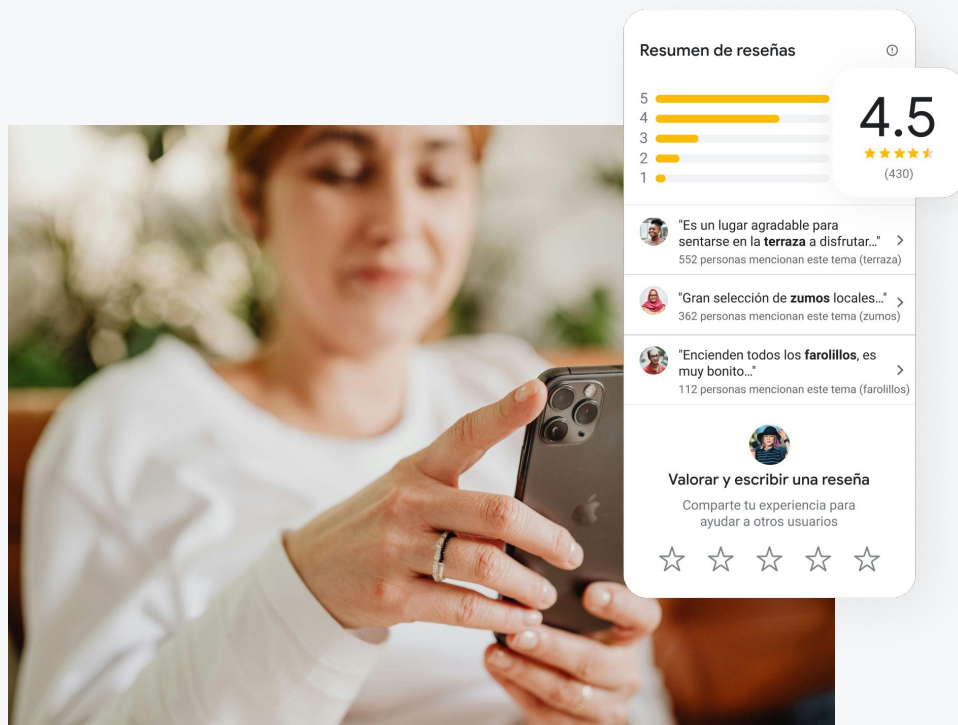
## 06

### Metrics that matter

We notify you when something critical happens and provide clear data so you know exactly where to act and what to improve instantly.

# It's not a promise. It's **proven experience.**



**+90.000** reviews and harmful content successfully removed.

**+68** countries where we manage local reputation for brands with multiple profiles.

**+15** years of legal experience protecting individuals and brands.

**+2000** clients trust our technology to monitor, classify, and act on their reviews.

**96%** effectiveness rate in content removal.

# Those who cannot risk their reputation chose to trust our technology

"They used my name and image to promote a cryptocurrency scam through fake news. I contacted RepScan and they resolved it quickly."

"I researched deepfakes, but never imagined being a victim. They used my name and image without permission, making me aware of the real danger of this technology."

"They used my image without permission in frauds and fake news. I want to warn about these dangers, which put at risk those who trust online information."

"They impersonated me on a website claiming I recommended a financial asset. I contacted RepScan and within two days they restored my reputation."

## Jordi Évole

Journalist and Broadcaster

## Xantal Llavina

Journalist and Broadcaster

## Santiago Segura

Actor and Filmmaker

## Santiago Becerra

Economist and Broadcaster

# Only some of our visible clients.
# Many more are already acting with RepScan to protect what is said about them online.



**Real Betis Balompié**



FEDERACIÓ CATALANA DE FUTBOL

**Catalan Football Federation**



SECURITAS Direct

**Direct Insurance Company**



Asociación Stop! Violencia de Género Digital

**Stop! Digital Gender Violence Association**



NET CRAMAN

**Net Craman Law Firm**

From sports clubs to large insurers and law firms: our solution adapts to any sector that needs to act against negative online content.

# Get to know us: Our participation at MWC 2025

MWC25 #4YFN25



We actively participated in panels and interviews addressing the impact of negative content on the internet. Our solution sparked great interest among media and attendees, standing out for its preventive approach and rapid response capability.

We installed an interactive demo at our booth that allowed visitors to experience how the red button works. The demo generated powerful conversations about cyberbullying, privacy, and digital footprint control, attracting both technical and institutional profiles.

During the four days of the conference, we welcomed visits from representatives of law firms, startups, public institutions, and large brands interested in integrating RepScan as a solution for monitoring and removing digital content.

# Get to know us: Our offices

### An environment that drives innovation

Our offices are designed to foster collaboration, creativity, and agility in every team. Open spaces, quiet work zones, and a modern environment allow us to develop cutting-edge technology to combat harmful online content.

### Team culture and a clear purpose

Instalamos una demo interactiva en nuestro stand que permitía experimentar cómo funciona el botón rojo. La dinámica generó conversaciones potentes sobre ciberacoso, privacidad y control de la huella digital, atrayendo a perfiles tanto técnicos como institucionales.

### Where ideas become real impact

Desde nuestras oficinas impulsamos el desarrollo de nuestra plataforma, las integraciones con agencias y la atención a clientes de todo el mundo. Aquí nacen las soluciones que eliminan contenido tóxico y protegen la reputación digital de miles de personas y empresas.

# Get to know us: Our media coverage



## Forbes

*"RepScan, a company that removes negative content from the internet, closes a €3 million funding round."*

READ THE ARTICLE

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El Real Betis se une a la compañía tecnológica RepScan para luchar contra el ciberacoso

*"Real Betis joins the technology company RepScan to fight against cyberbullying."*
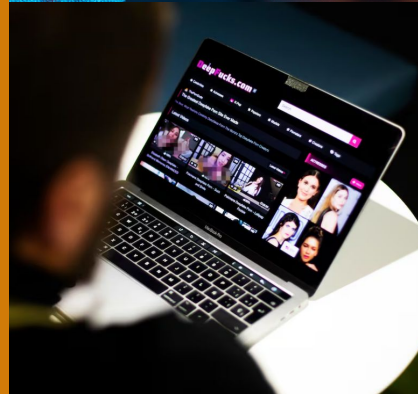
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## LA VANGUARDIA

*"Goodbye to unwanted content on the internet."*

READ THE ARTICLE

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## EL PAÍS

*"'Deepfakes': the threat with millions of views targeting women and challenging security and democracy."*

READ THE ARTICLE

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TAMBIÉN HABLAN DE NOSOTROS:

Antena 3            laSexta            ABC

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# RepScan

# Thank you very much for your attention

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