## prada nylon bag cheap

The e-commerce giant is well aware and has acknowledged that fake reviews are a problem. It removes and sometimes sues offenders. However, it struggles to rein in coordinated efforts outside of its website that are organized to flood product listings with good reviews in quid pro quo schemes.

The schemes are remarkably common, and Amazon has kicked successful companies of fits marketplace for breaking the rules. In May of last year, it removed listin gs for electronics sold by Aukey and Mpow amid reports the companies had engaged in incentivized reviews. Amazon also says it puts resources into removing fake reviews and the accounts that post them, adding that it blocked 200 million susp ected fake reviews before they were posted in 2020. A company spokesperson said 99% of Amazon's actions on incentivized reviews take place proactively, that is before problems are reported to the company

is, before problems are reported to the company. Since positive reviews are so central to sellers' successes, Amazon's ba n on reviews in exchange for refunds aims to keep these reviews trustworthy. After buying a product based on positive reviews, an honest shopper might get re cruited for a fake review scheme in a couple of different ways. In the first sce nario, the product arrives in the Amazon smile box, and the customer notices a c ard with a QR code or a website printed on it. This is so common no shopper would blink, and the link might lead to a regular customer support website that' s above board.

Step 3

Sometimes multiple brands use the same group to trawl for reviewers. Once shoppe rs are in this world, they might receive private messages or friend requests fro m unrelated companies looking for more people to review their products. O4-facebook-post.png

Robert Rodriguez

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