# Momentum Grid® Report for Distribution ERP | Winter 2024

Trending Distribution ERP Software

Momentum scores for Distribution ERP are shown below. The Momentum Grid® highlights each product's Momentum score on the vertical axis and the product's Satisfaction score on the horizontal axis. These scores are based on G2's Satisfaction and Momentum algorithms. Products with a top 25% Momentum Grid® score are shown within the shaded area below.

Momentum Leaders

Momentum Score

Satisfaction
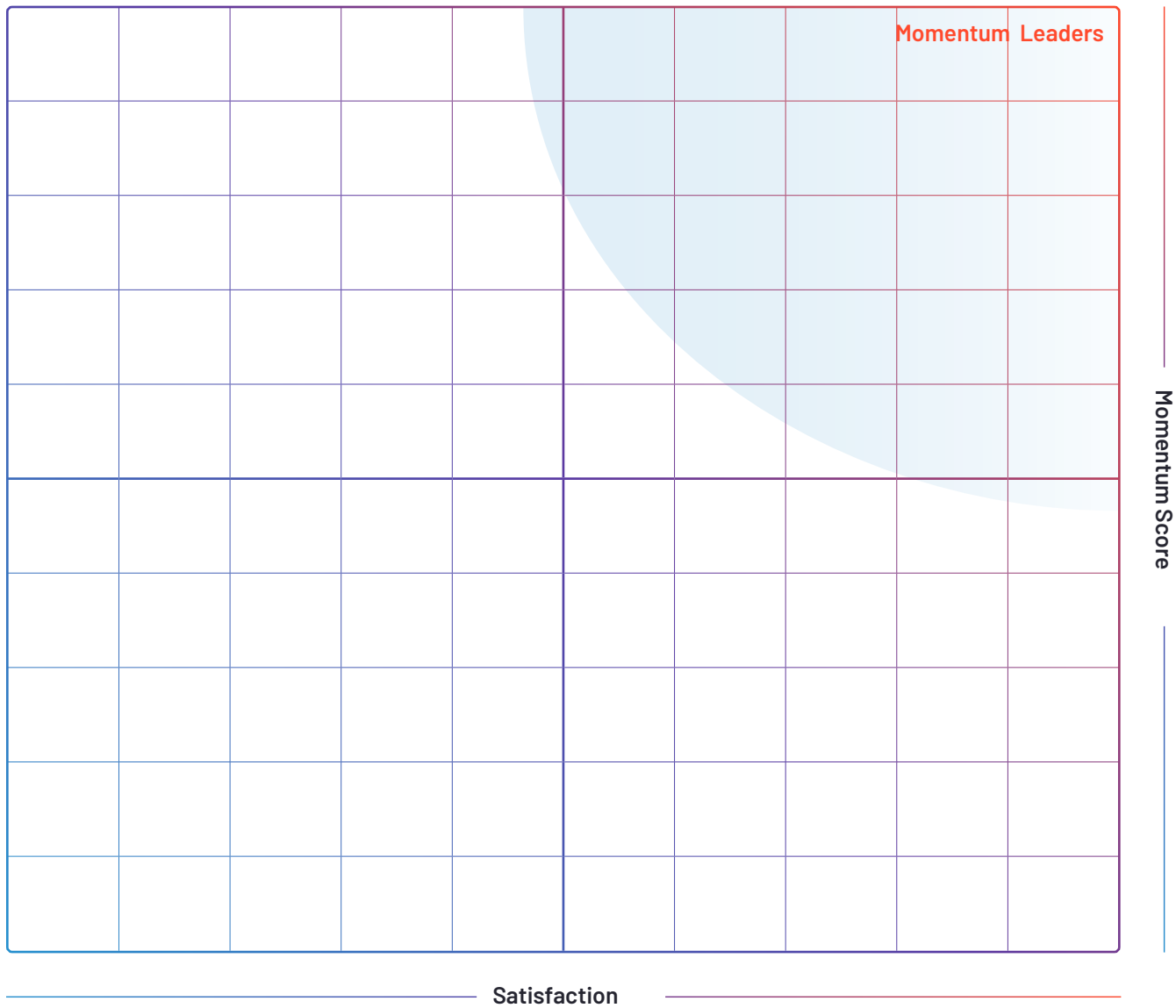
G2 Momentum Grid® Scoring

(Trending Distribution ERP Software continues on next page)

Trending Distribution ERP Software (continued)

Distribution ERP Momentum Grid® Description

A product's Momentum score is calculated by a proprietary algorithm that factors in social, web, employee, and review data that G2 has deemed influential in a company's momentum. Software buyers can compare products in the Distribution ERP category according to their Momentum and Satisfaction scores to streamline the buying process and quickly identify trending products. For sellers, media, investors, and analysts, the Momentum Grid® provides benchmarks for product comparison and market trend analysis. Badges are awarded to products with the top Momentum Grid® scores.

Products included in the Momentum Grid® for Distribution ERP have received a minimum of 10 reviews. There must also be at least a year of G2 data for the product to be included. These ratings may change as the products are further developed, the sellers grow, and additional opinions are shared by users; a new Momentum Grid® report will be issued for this category as significant data is collected.

Distribution ERP Software Definition

Distribution ERP software manages logistics operations as well as front- and back-office activities of wholesale and distribution companies. This type of software is used to determine product demand and ensure that products sold are delivered on time. Distribution ERP is used mostly by departments in charge of inventory, warehousing, and logistics. Since distributors sometimes combine products before selling them, most distribution ERP software offer features for assembly and kitting. Most distribution ERP solutions also provide modules for accounting, sales, and purchasing, and sometimes human resources.

Since not all distribution ERP products include all the modules mentioned above, they usually integrate with accounting software, CRM all-in-one software, or HR management suites. For advanced supply chain management and e-commerce needs, distribution ERP systems also integrate with supply chain suites and e-commerce platforms.

To qualify for inclusion in the Distribution ERP category, a product must:

▶ Provide inventory management and control functionality

▶ Generate inventory count documents for cycle counts

▶ Include features to manage warehouses across multiple locations

▶ Track sales orders and match them to inventory availability

▶ Create and manage purchase orders to fulfill demand

▶ Manage shipping and receiving operations in various locations

▶ Assist users with picking and packing products for shipping

▶ Maintain financial transactions for all activities such as sales or purchases

▶ Manage product cost, pricing, discounts, and profit margins

▶ Plan and implement transportation and delivery schedules

▶ Analyze the financial and operational performance of the company

Momentum Scores for Distribution ERP

The table below shows the Momentum, Satisfaction, and Momentum Grid® scores that determine seller placement on the Momentum Grid®.

Momentum Leaders

	Momentum Score	Satisfaction Score	Momentum Grid® Score
Acumatica	74	89	80
Epicor Eclipse	63	79	70
Microsoft Dynamics 365 Business Central	66	72	69
SAP S/4HANA Cloud	57	92	69
Extensiv Order Manager	60	72	66
NetSuite	51	93	65

Other Distribution ERP Products

ePROMIS ERP	56	67	61
OpenPro ERP	45	61	53
SAP ECC	40	61	49
Brightpearl	45	51	48
Magaya Supply Chain	51	44	47
SAP ByD	31	72	47
OfficeBooks	40	53	46
BizAutomation	34	61	46
Infor LN	34	59	45
Aptean Distribution ERP	57	33	44

(Momentum Scores continues on next page)

Momentum Scores for Distribution ERP (continued)

The table below shows the Momentum, Satisfaction, and Momentum Grid® scores that determine seller placement on the Momentum Grid®.
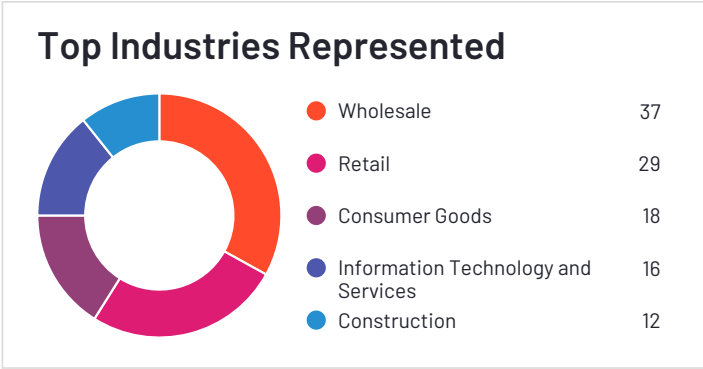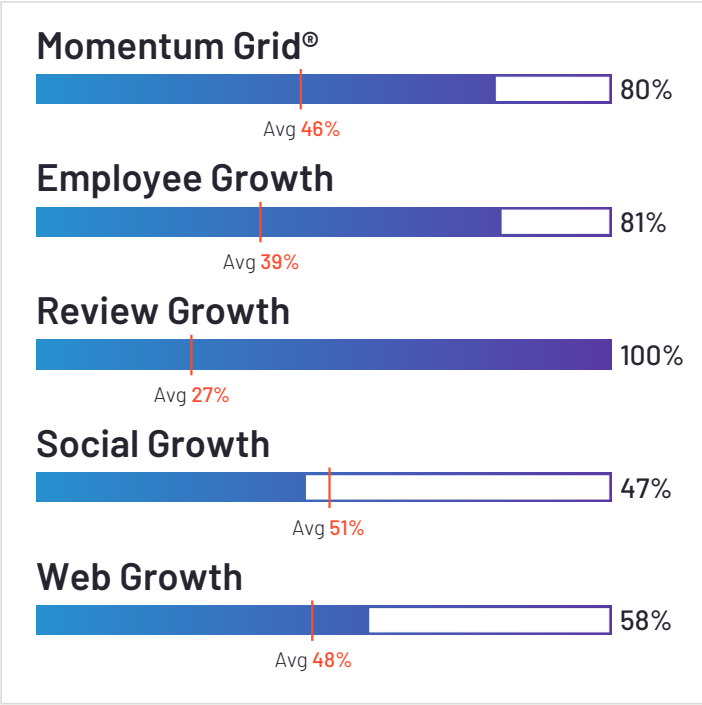
Other Distribution ERP Products

	Momentum Score	Satisfaction Score	Momentum Grid® Score
Epicor Prophet 21	47	20	32
Rootstock	44	22	32
Globe Next	29	34	32
Encompass Cloud	27	33	30
Infor Distribution SX.e	36	11	23
Infor M3	31	16	23
Cavallo	27	15	21
Sage 500 ERP	30	3	15

Acumatica

4.4 ★★★★½ (841)

Momentum Leader WINTER 2024

Momentum Grid®

80%
Avg **46%**

Employee Growth

81%
Avg **39%**

Review Growth

100%
Avg **27%**

Social Growth

47%
Avg **51%**

Web Growth

58%
Avg **48%**

Top Industries Represented

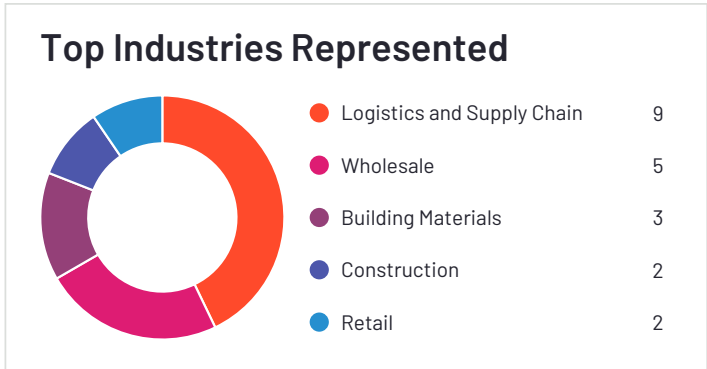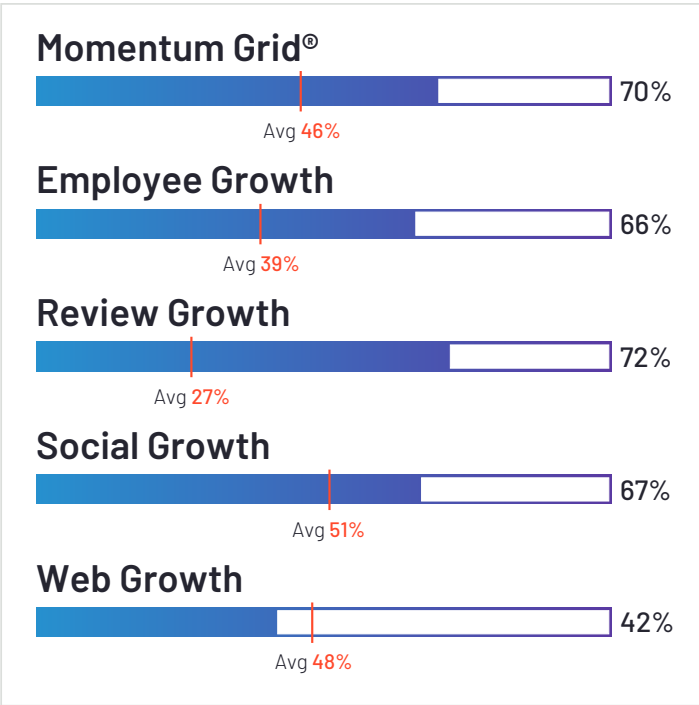|	
● Wholesale	37
● Retail	29
● Consumer Goods	18
● Information Technology and Services	16
● Construction	12

Ownership
Acumatica

HQ Location
Kirkland, Washington

Year Founded
2007

Employees (Listed On Linkedin)
511

Company Website
acumatica.com

Epicor Eclipse

4.2 ★★★★☆ (47)

Momentum Leader WINTER 2024

Momentum Grid®

Momentum Grid® **70%**
Avg **46%**

Employee Growth **66%**
Avg **39%**

Review Growth **72%**
Avg **27%**

Social Growth **67%**
Avg **51%**

Web Growth **42%**
Avg **48%**

Top Industries Represented

● Logistics and Supply Chain	9
● Wholesale	5
● Building Materials	3
● Construction	2
● Retail	2

Ownership
Epicor

HQ Location
Austin, TX

Year Founded
1972

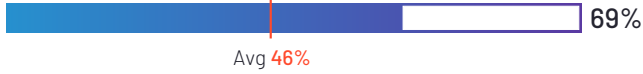**Employees (Listed On Linkedin)**
5,311

Company Website
www.epicor.com

Microsoft Dynamics 365 Business Central
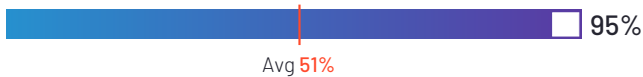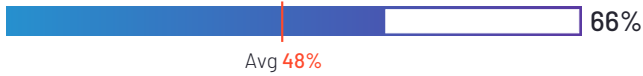
3.8 ★★★★☆ (558)

Momentum Leader WINTER 2024

Momentum Grid®

69%
Avg **46%**

Employee Growth

56%
Avg **39%**

Review Growth

31%
Avg **27%**

Social Growth

95%
Avg **51%**

Web Growth

66%
Avg **48%**

Top Industries Represented

● Information Technology and Services	17
● Electrical/ Electronic Manufacturing	12
● Accounting	6
● Computer Software	6
● Financial Services	5
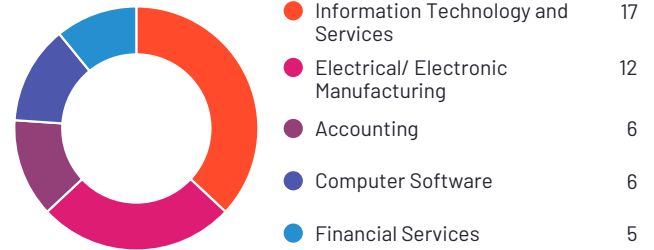
Ownership
Microsoft

HQ Location
Redmond, WA
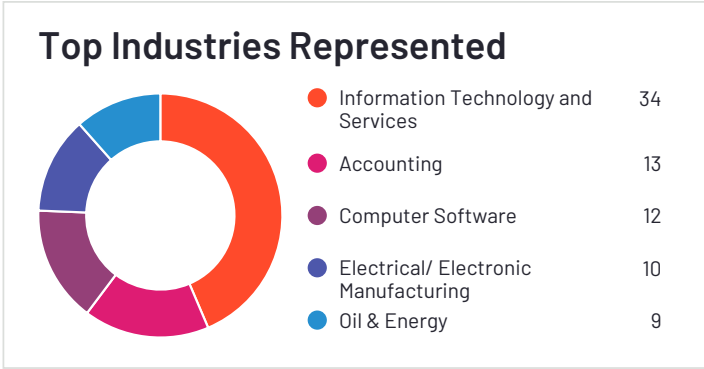
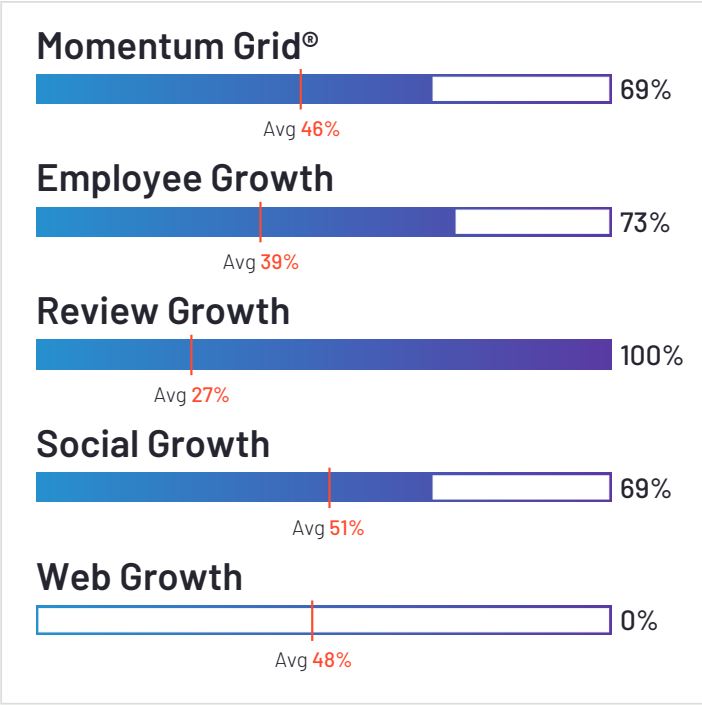**Year Founded**
1975

Employees (Listed On Linkedin)
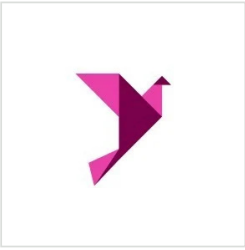224,903
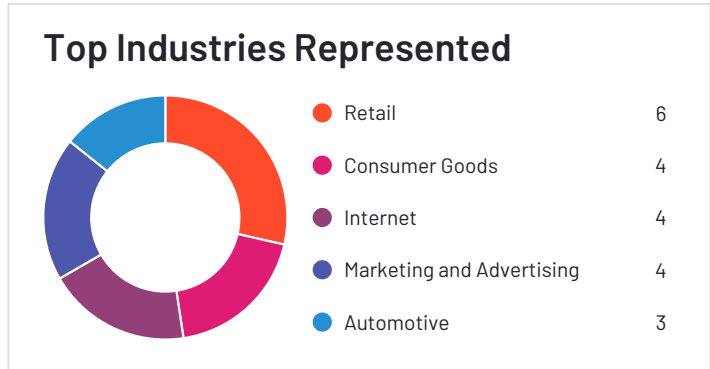
Company Website
microsoft.com

SAP S/4HANA Cloud

4.5 ★★★★⯪ (674)

Momentum Leader WINTER 2024

Momentum Grid®

69%
Avg **46%**

Employee Growth

73%
Avg **39%**

Review Growth

100%
Avg **27%**

Social Growth

69%
Avg **51%**

Web Growth

0%
Avg **48%**

Top Industries Represented

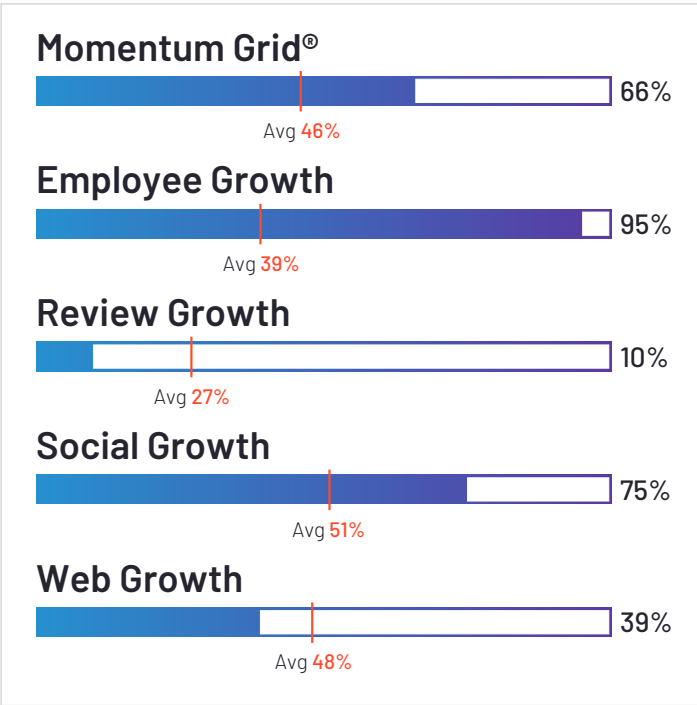|		
🔴	Information Technology and Services	34
🔴	Accounting	13
🟣	Computer Software	12
🔵	Electrical/ Electronic Manufacturing	10
🔵	Oil & Energy	9

Ownership
SAP

HQ Location
Walldorf

Year Founded
1972

Employees (Listed On Linkedin)
109,420

Company Website
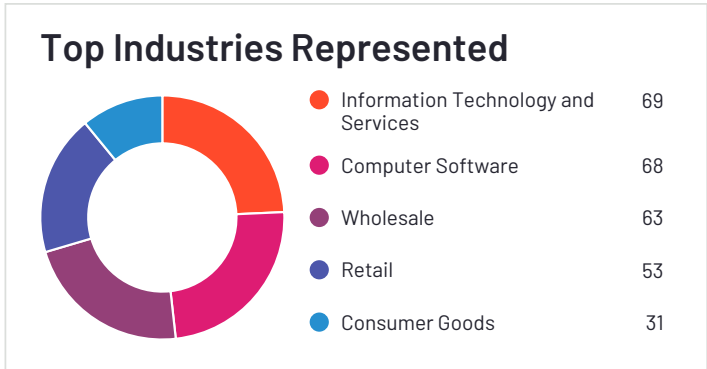www.sap.com

Extensiv Order Manager

4.5 ★★★★½ (65)

Momentum Leader
WINTER 2024

Momentum Grid®

Momentum Grid® ████████████ 66%
Avg **46%**

Employee Growth ████████████ 95%
Avg **39%**

Review Growth ██ 10%
Avg **27%**

Social Growth ████████ 75%
Avg **51%**

Web Growth ████ 39%
Avg **48%**

Top Industries Represented

Industry	Count
● Retail	6
● Consumer Goods	4
● Internet	4
● Marketing and Advertising	4
● Automotive	3

Ownership
Extensiv

HQ Location
El Segundo, CA

Employees (Listed On Linkedin)
197

Company Website
extensiv.com

NetSuite

4.0 ★★★★☆ (2,856)

Momentum Leader
WINTER 2024

Momentum Grid®

65%

Avg 46%

Employee Growth

0%

Avg 39%

Review Growth

100%

Avg 27%

Social Growth

34%

Avg 51%

Web Growth

73%

Avg 48%

Top Industries Represented

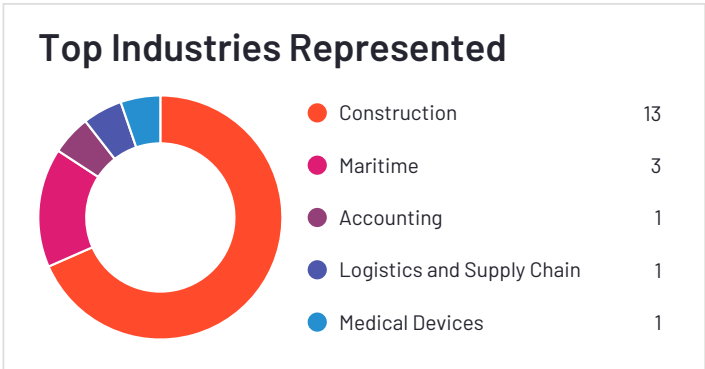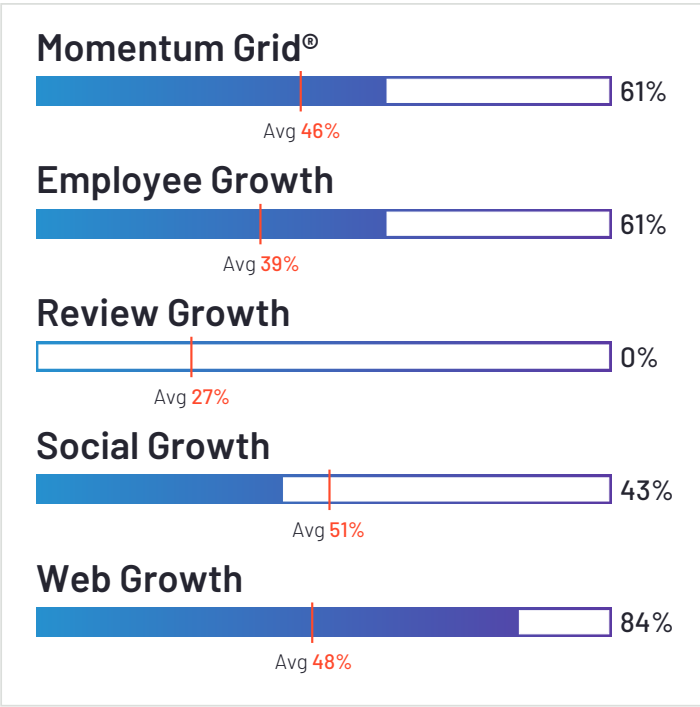|	
● Information Technology and Services	69
● Computer Software	68
● Wholesale	63
● Retail	53
● Consumer Goods	31
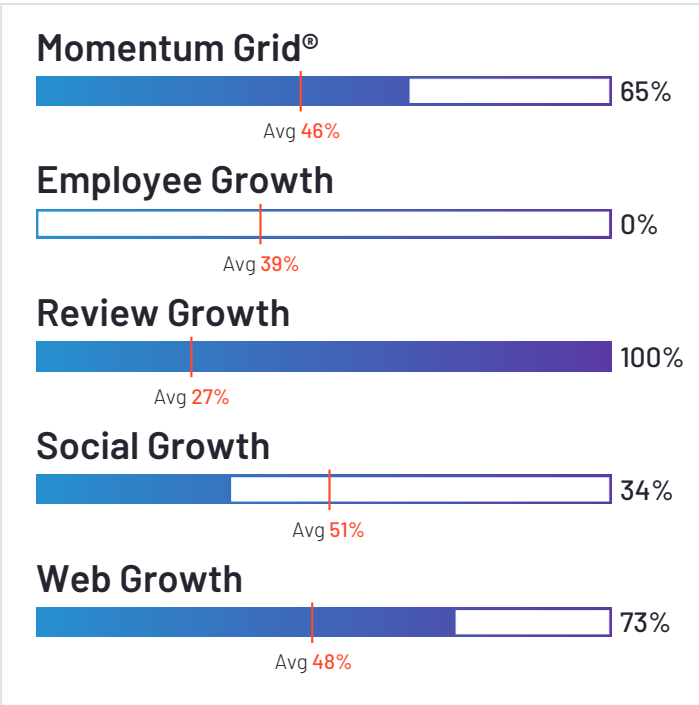
Ownership
Oracle

HQ Location
Austin, TX

Year Founded
1977

Employees (Listed On Linkedin)
200,654

Company Website
www.oracle.com

ePROMIS ERP

5.0 ★★★★★ (47)

Momentum Grid®

61%

Avg 46%

Employee Growth

61%

Avg 39%

Review Growth

0%

Avg 27%

Social Growth

43%

Avg 51%

Web Growth

84%

Avg 48%

Top Industries Represented

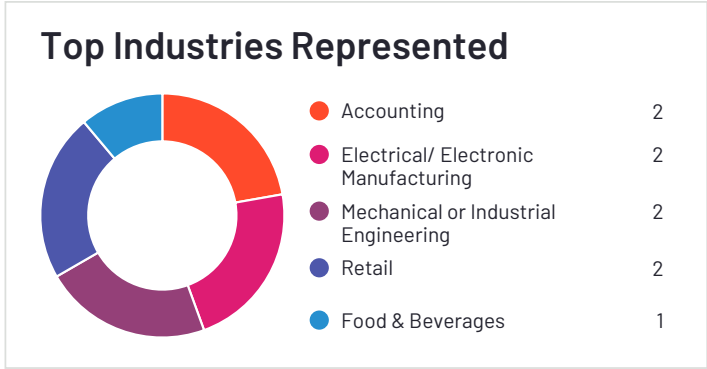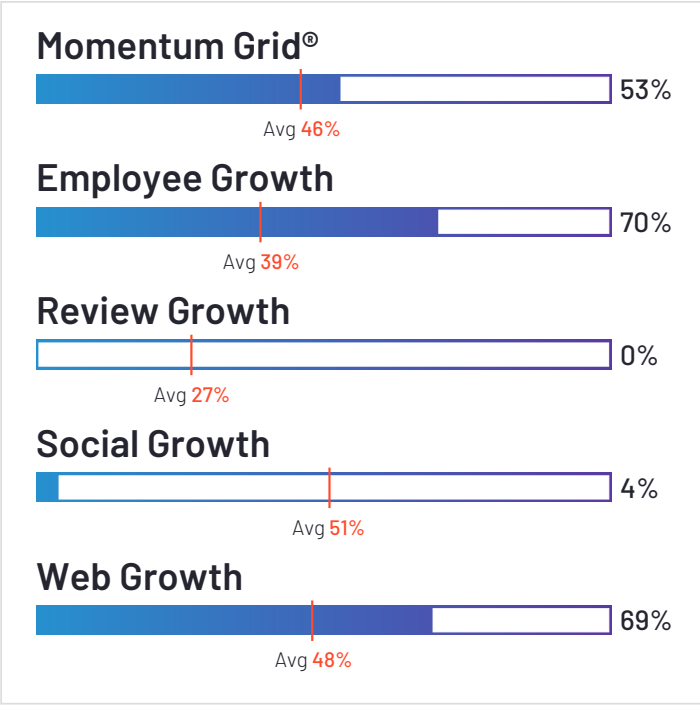|	
● Construction	13
● Maritime	3
● Accounting	1
● Logistics and Supply Chain	1
● Medical Devices	1

Ownership
ePROMIS Solutions

HQ Location
Houston, Texas

Year Founded
1981

Employees (Listed On Linkedin)
102

Company Website
epromis.com

OpenPro ERP

4.6 ★★★★⯪ (12)

Momentum Grid®

53%

Avg **46%**

Employee Growth

70%

Avg **39%**

Review Growth

0%

Avg **27%**

Social Growth

4%

Avg **51%**

Web Growth

69%

Avg **48%**

Top Industries Represented

🔴 Accounting		2
🔴 Electrical/ Electronic Manufacturing		2
🟣 Mechanical or Industrial Engineering		2
🔵 Retail		2
🔵 Food & Beverages		1

Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
OpenPro	Fountain Valley, CA	1998	6	openpro.com

SAP ECC

4.2 ★★★★☆ (841)

Momentum Grid®

49%

Avg **46%**

Employee Growth

0%

Avg **39%**

Review Growth

79%

Avg **27%**

Social Growth

53%

Avg **51%**

Web Growth

39%

Avg **48%**

Top Industries Represented

🔴 Information Technology and Services		32
🔴 Consumer Goods		23
🔴 Automotive		21
🔵 Computer Software		18
🔵 Electrical/ Electronic Manufacturing		15

Ownership	**HQ Location**	**Year Founded**	**Employees (Listed On Linkedin)**	**Company Website**
SAP	Walldorf	1972	109,420	www.sap.com

Brightpearl

4.5 ★★★★½ (72)

Momentum Grid®

48%
Avg 46%

Employee Growth

53%
Avg 39%

Review Growth

34%
Avg 27%

Social Growth

25%
Avg 51%

Web Growth

49%
Avg 48%

Top Industries Represented

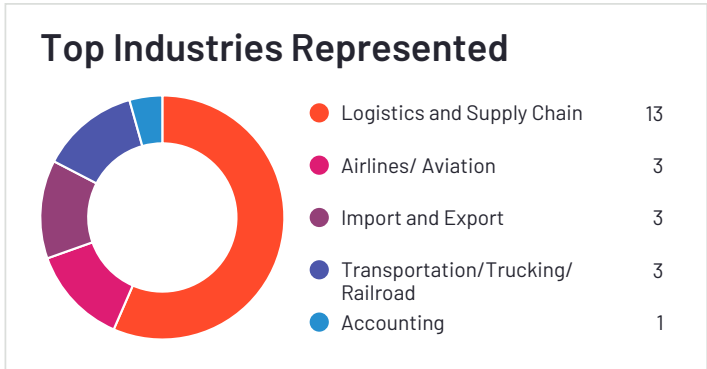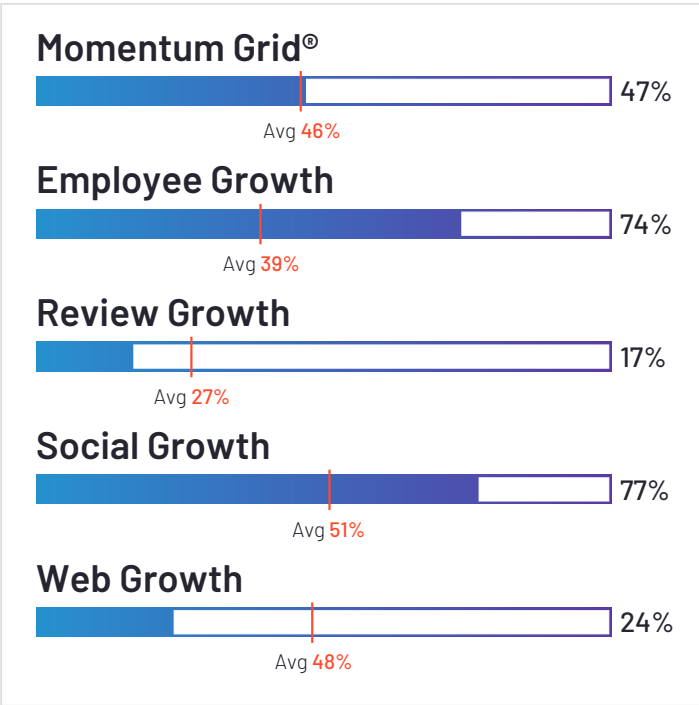| Industry	Count
Retail	21
Apparel & Fashion	5
Consumer Goods	4
Sporting Goods	3
Building Materials	2

Ownership
Brightpearl

HQ Location
Austin, TX

Year Founded
2007

Employees (Listed On Linkedin)
186

Company Website
brightpearl.com

Magaya Supply Chain

4.5 ★★★★½ (104)

Momentum Grid®

47%
Avg 46%

Employee Growth

74%
Avg 39%

Review Growth

17%
Avg 27%

Social Growth

77%
Avg 51%

Web Growth

24%
Avg 48%

Top Industries Represented

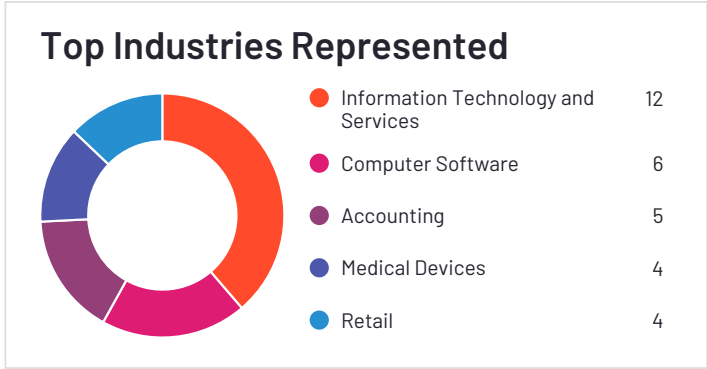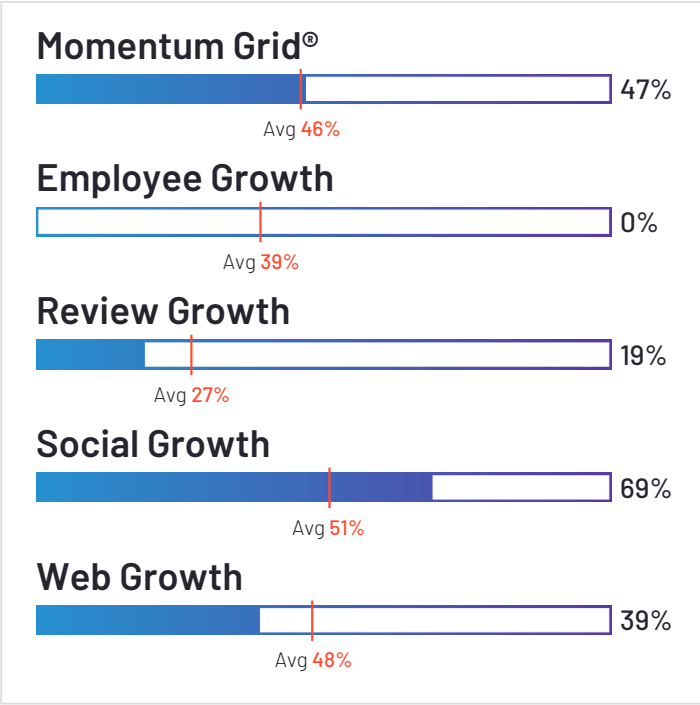|		
● Logistics and Supply Chain	13
● Airlines/ Aviation	3
● Import and Export	3
● Transportation/Trucking/ Railroad	3
● Accounting	1

Ownership
Magaya Corporation

HQ Location
Miami, FL

Year Founded
2001

Employees (Listed On Linkedin)
212

Company Website
www.magaya.com

SAP Business ByDesign

4.0 ★★★★☆ (185)

Momentum Grid®

47%

Avg **46%**

Employee Growth

0%

Avg **39%**

Review Growth

19%

Avg **27%**

Social Growth

69%

Avg **51%**

Web Growth

39%

Avg **48%**

Top Industries Represented

Information Technology and Services	12
Computer Software	6
Accounting	5
Medical Devices	4
Retail	4

Ownership
SAP

HQ Location
Walldorf

Year Founded
1972

Employees (Listed On Linkedin)
109,420

Company Website
www.sap.com

OfficeBooks

4.1 ★★★★☆ (61)

Momentum Grid®

46%
Avg 46%

Employee Growth

62%
Avg 39%

Review Growth

0%
Avg 27%

Social Growth

7%
Avg 51%

Web Growth

58%
Avg 48%

Top Industries Represented

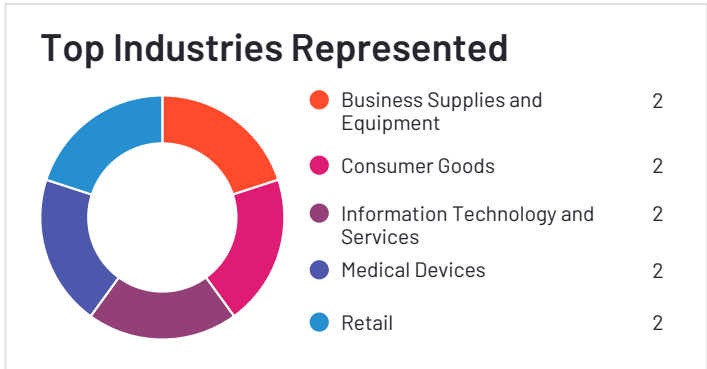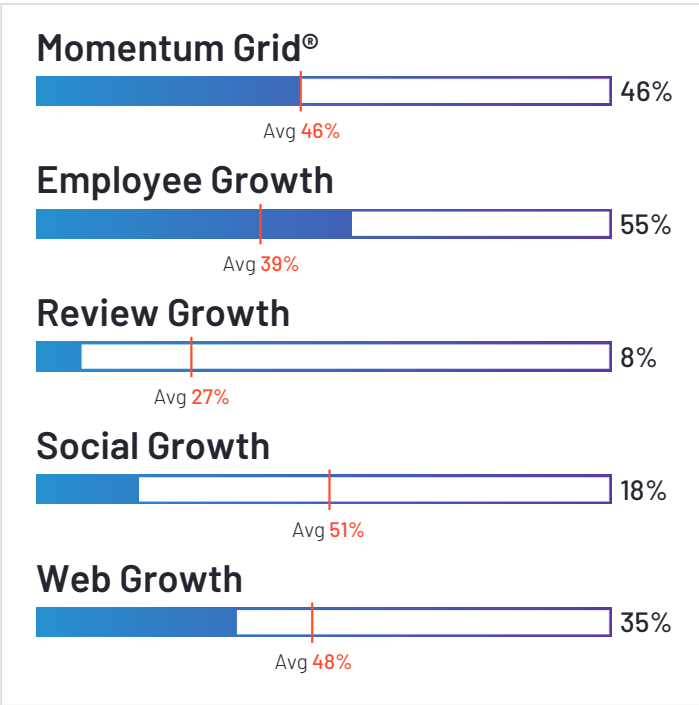|		
● Real Estate	6
● Retail	5
● Insurance	4
● Airlines/ Aviation	2
● Construction	2
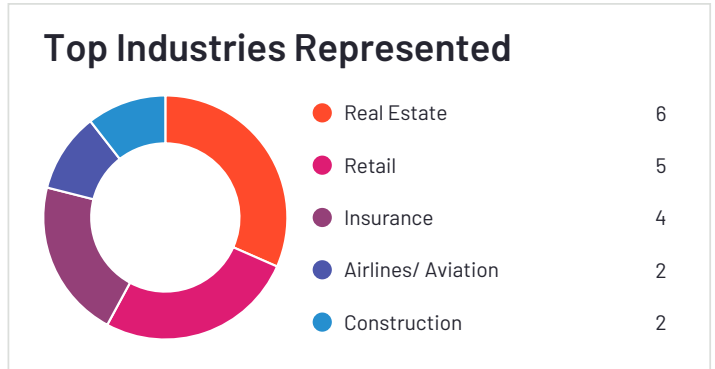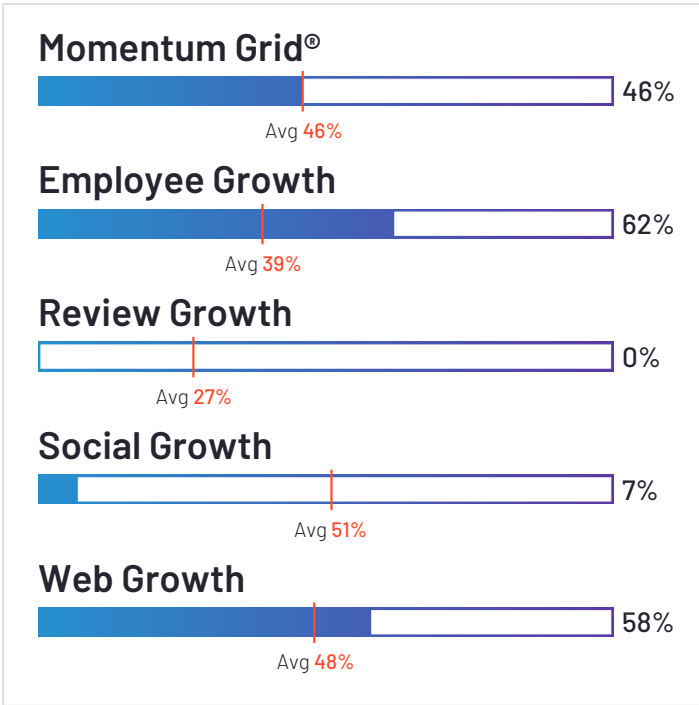
Ownership
Officebooks

HQ Location
Ottawa, Canada

Year Founded
2008

Employees (Listed On Linkedin)
1

Company Website
officebooks.com

BizAutomation Cloud ERP

4.7 ⭐⭐⭐⭐⯪ (24)

Momentum Grid®

| | 46% |
Avg **46%**

Employee Growth

| | 55% |
Avg **39%**

Review Growth

| | 8% |
Avg **27%**

Social Growth

| | 18% |
Avg **51%**

Web Growth

| | 35% |
Avg **48%**

Top Industries Represented

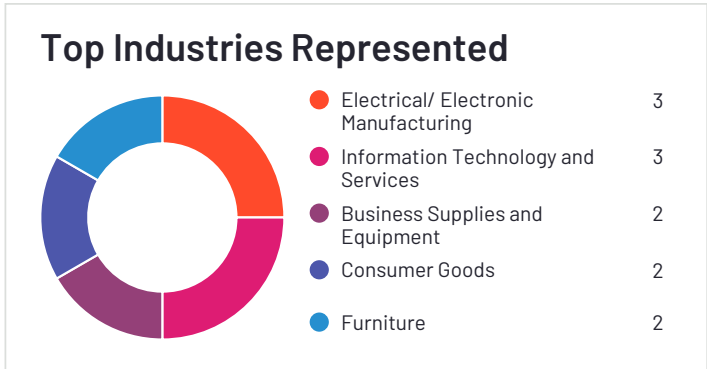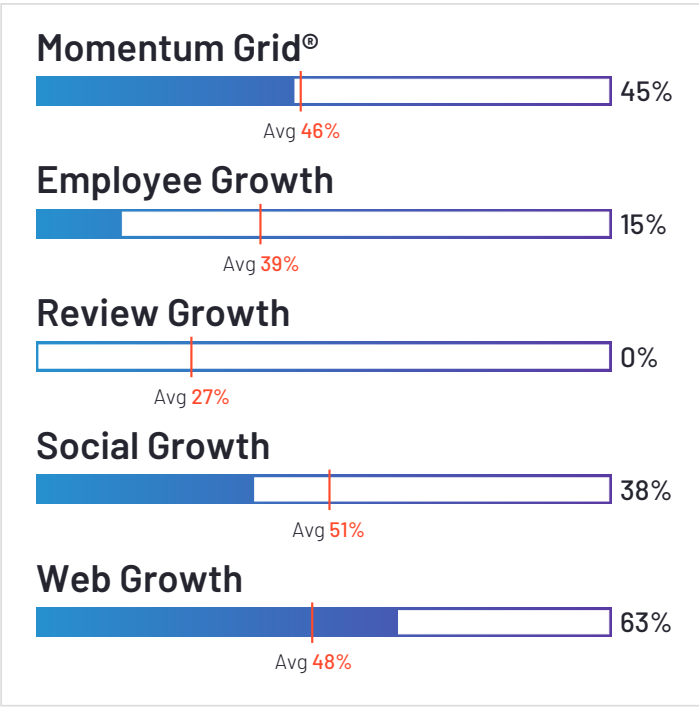| Industry	Count
🔴 Business Supplies and Equipment	2
🔴 Consumer Goods	2
🟣 Information Technology and Services	2
🔵 Medical Devices	2
🔵 Retail	2

Ownership
BizAutomation Cloud ERP

HQ Location
Santa Ana, CA

Year Founded
2003

Employees (Listed On Linkedin)
6

Company Website
bizautomation.com

Infor LN

4.0 ★★★★☆ (88)

Momentum Grid®

45%
Avg 46%

Employee Growth

15%
Avg 39%

Review Growth

0%
Avg 27%

Social Growth

38%
Avg 51%

Web Growth

63%
Avg 48%

Top Industries Represented

● Electrical/ Electronic Manufacturing	3
● Information Technology and Services	3
● Business Supplies and Equipment	2
● Consumer Goods	2
● Furniture	2

Ownership
Infor

HQ Location
New York

Year Founded
2002

Employees (Listed On Linkedin)
19,937

Company Website
www.infor.com

Aptean Distribution ERP

4.0 ★★★★☆ (17)

Momentum Grid®

44%

Avg **46%**

Employee Growth

91%

Avg **39%**

Review Growth

0%

Avg **27%**

Social Growth

71%

Avg **51%**

Web Growth

42%

Avg **48%**

Top Industries Represented

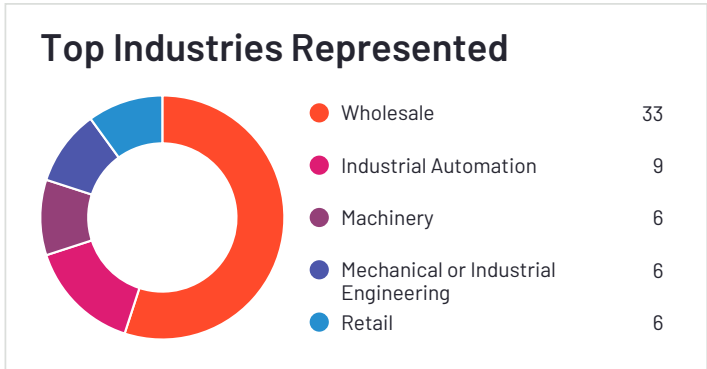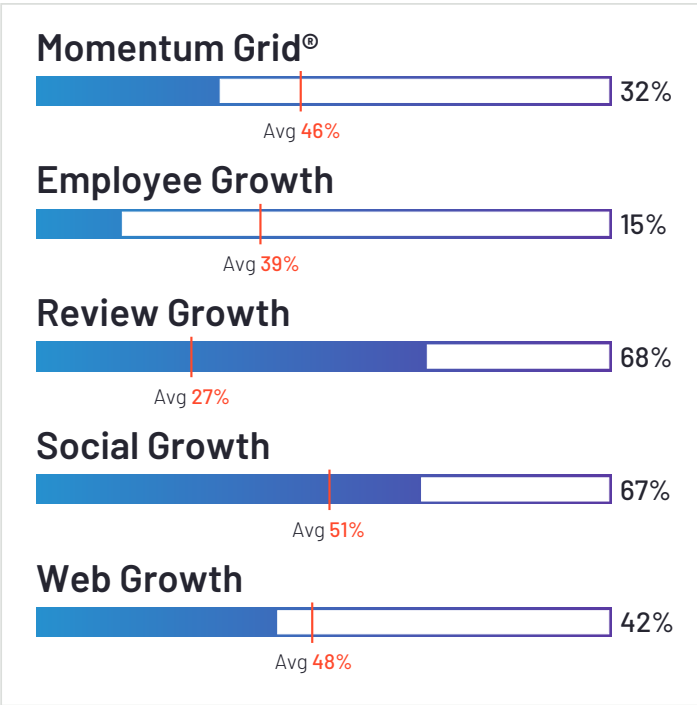|		
● Wholesale		4
● Consumer Goods		3
● Apparel & Fashion		1
● Computer & Network Security		1
● Executive Office		1
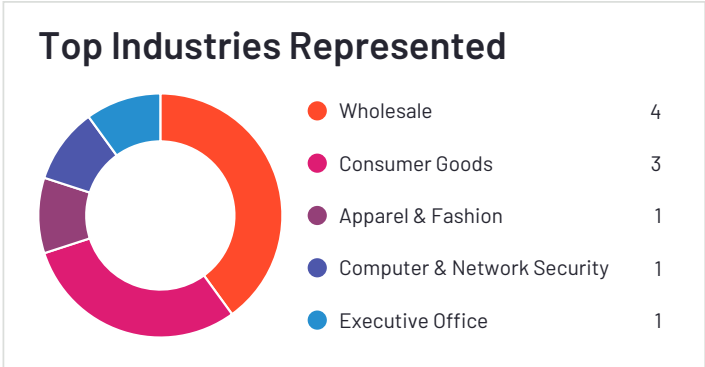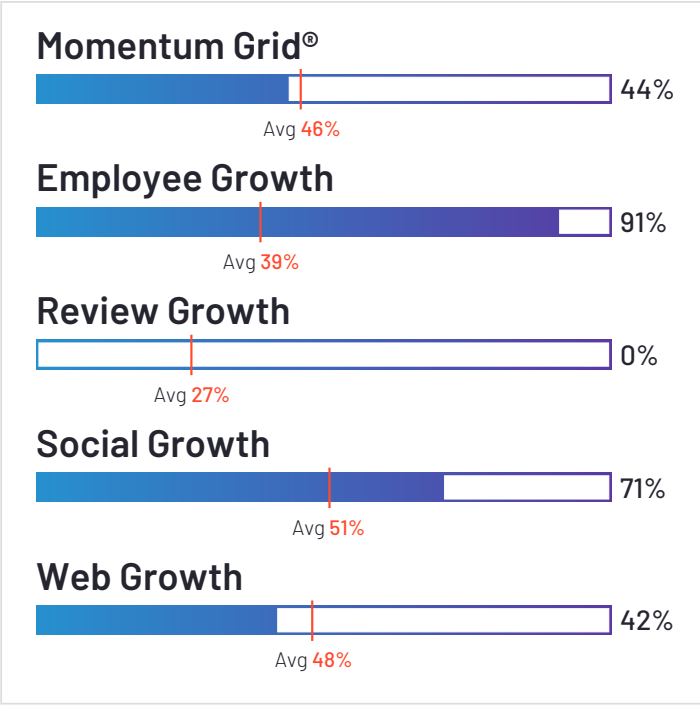
Ownership
Aptean

HQ Location
Alpharetta, Georgia

Year Founded
2012

Employees (Listed On Linkedin)
2,672

Company Website
www.aptean.com

Epicor Prophet 21

4.0 ★★★★☆ (104)

Momentum Grid®

32%

Avg **46%**

Employee Growth

15%

Avg **39%**

Review Growth

68%

Avg **27%**

Social Growth

67%

Avg **51%**

Web Growth

42%

Avg **48%**

Top Industries Represented

● Wholesale	33
● Industrial Automation	9
● Machinery	6
● Mechanical or Industrial Engineering	6
● Retail	6

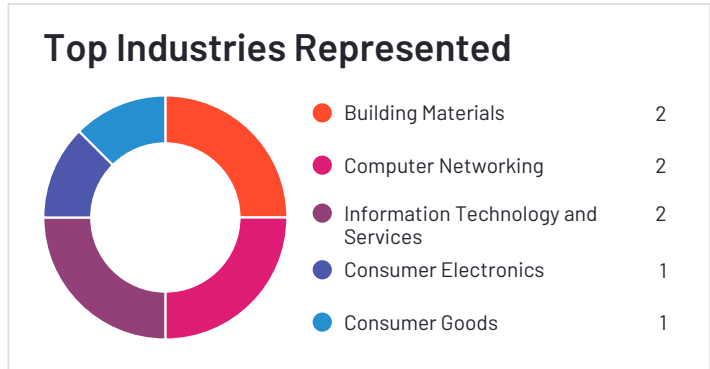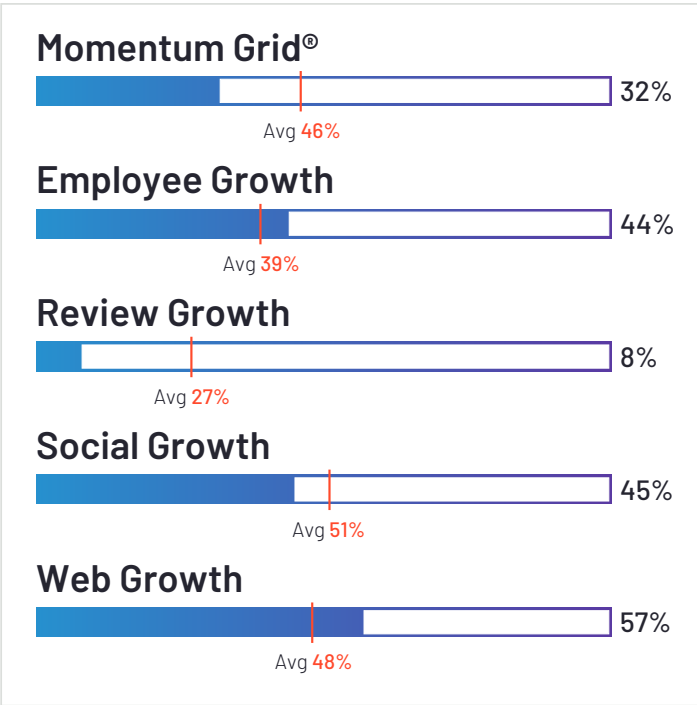**Ownership**
Epicor

HQ Location
Austin, TX

Year Founded
1972

Employees (Listed On Linkedin)
5,311

Company Website
www.epicor.com

Rootstock Cloud ERP

3.7 ★★★⯪☆ (39)

Momentum Grid®

32%

Avg 46%

Employee Growth

44%

Avg 39%

Review Growth

8%

Avg 27%

Social Growth

45%

Avg 51%

Web Growth

57%

Avg 48%

Top Industries Represented

Industry	Count
● Building Materials	2
● Computer Networking	2
● Information Technology and Services	2
● Consumer Electronics	1
● Consumer Goods	1

Ownership
Rootstock Software

HQ Location
San Ramon, CA

Year Founded
2008

Employees (Listed On Linkedin)
145

Company Website
rootstock.com

Exact Globe

4.2 ★★★★☆ (18)

Momentum Grid®
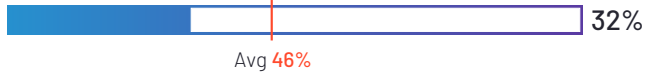
32%
Avg 46%

Employee Growth

19%
Avg 39%

Review Growth

0%
Avg 27%

Social Growth

29%
Avg 51%

Web Growth

50%
Avg 48%

Top Industries Represented

● Retail		2
● Transportation/Trucking/Railroad		2
● Aviation & Aerospace		1
● Building Materials		1
● Design		1
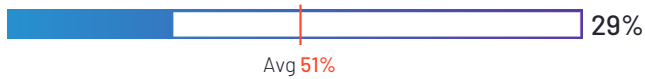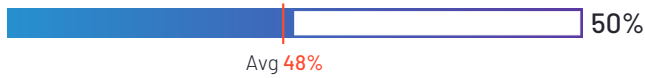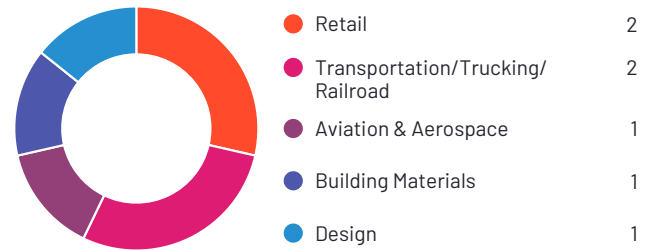
Ownership
Exact

HQ Location
Delft, ZH

Year Founded
1984

Employees (Listed On Linkedin)
2,324

Company Website
www.exact.nl

Encompass Cloud

3.8 ★★★★☆ (11)

Momentum Grid®

30%

Avg **46%**

Employee Growth

0%

Avg **39%**

Review Growth

0%

Avg **27%**

Social Growth

68%

Avg **51%**

Web Growth

37%

Avg **48%**

Top Industries Represented

● Banking	2
● Food & Beverages	2
● Consumer Goods	1
● Financial Services	1
● Hospitality	1
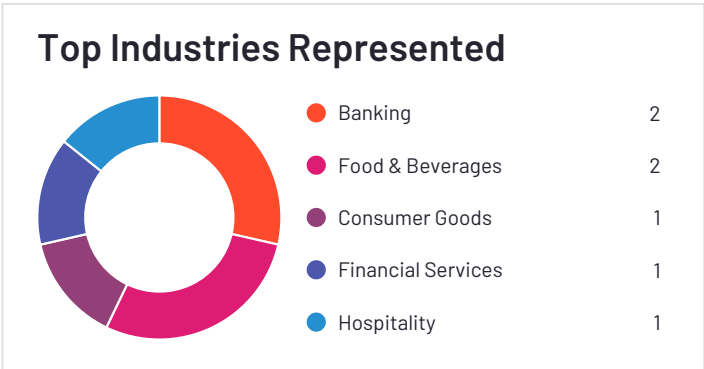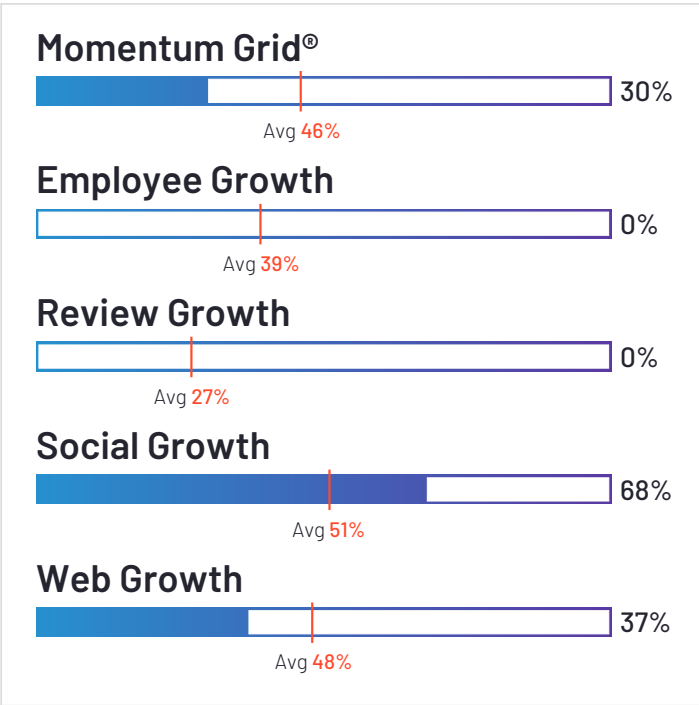
Ownership
Encompass
Technologies

HQ Location
Fort Collins,
Colorado

Year Founded
2001

**Employees (Listed
On Linkedin)**
229

Company Website
encompass8.com

Infor Distribution SX.e

4.0 ★★★★☆ (24)

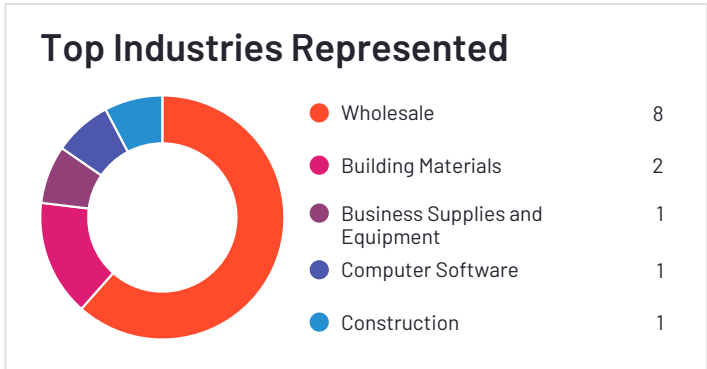## Momentum Grid®

23%

Avg **46%**

Employee Growth

15%

Avg **39%**

Review Growth

0%

Avg **27%**

Social Growth

57%

Avg **51%**

Web Growth

57%

Avg **48%**

Top Industries Represented

● Wholesale		8
● Building Materials		2
● Business Supplies and Equipment		1
● Computer Software		1
● Construction		1

Ownership
Infor

HQ Location
New York

Year Founded
2002

Employees (Listed On Linkedin)
19,937

Company Website
www.infor.com

Infor M3

3.8 ★★★★☆ (118)

Momentum Grid®

23%
Avg 46%

Employee Growth

15%
Avg 39%

Review Growth

8%
Avg 27%

Social Growth

38%
Avg 51%

Web Growth

48%
Avg 48%

Top Industries Represented

● Textiles	3
● Apparel & Fashion	2
● Electrical/ Electronic Manufacturing	2
● Furniture	2
● Management Consulting	2

Ownership
Infor

HQ Location
New York

Year Founded
2002

Employees (Listed On Linkedin)
19,937

Company Website
www.infor.com

Cavallo

3.3 ★★★⯪☆ (15)

Momentum Grid®

21%
Avg **46%**

Employee Growth

0%
Avg **39%**

Review Growth

0%
Avg **27%**

Social Growth

66%
Avg **51%**

Web Growth

39%
Avg **48%**

Top Industries Represented

● Medical Devices	2
● Automotive	1
● Banking	1
● Biotechnology	1
● Building Materials	1
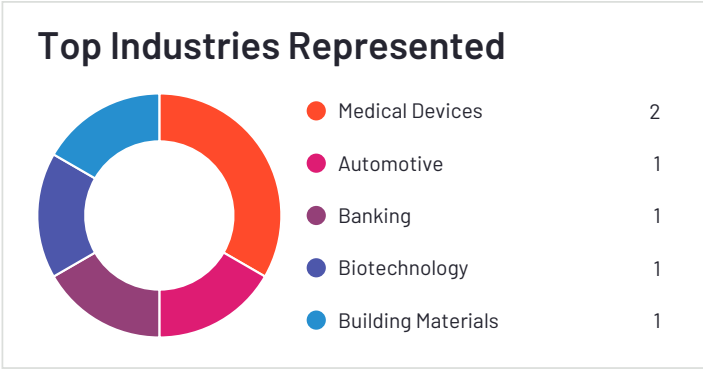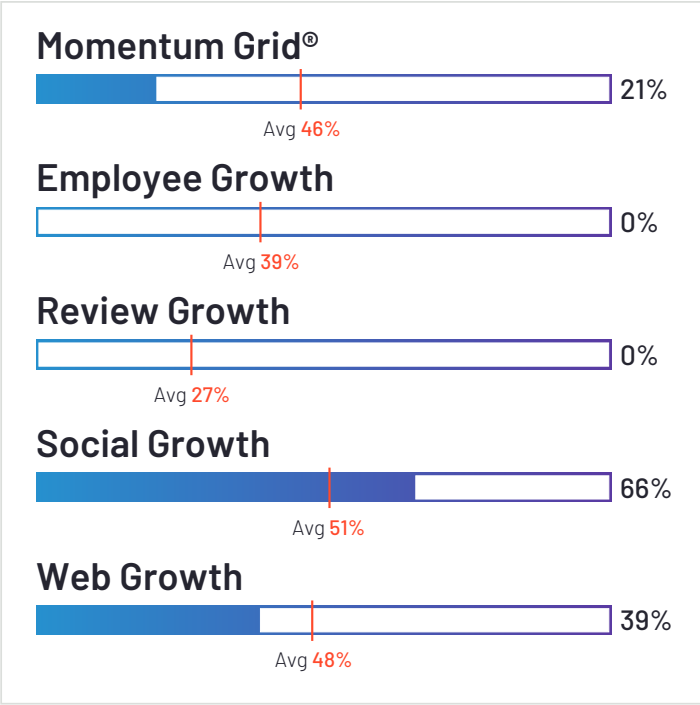
Ownership
Cavallo

HQ Location
Grand Rapids, Michigan

Year Founded
2003

Employees (Listed On Linkedin)
121

Company Website
cavallo.com

Sage 500

3.4 ★★★☆ (31)

Momentum Grid®

15%
Avg 46%

Employee Growth

0%
Avg 39%

Review Growth

0%
Avg 27%

Social Growth

64%
Avg 51%

Web Growth

49%
Avg 48%

Top Industries Represented

● Building Materials	1
● Computer Software	1
● Construction	1
● Consumer Goods	1
● Cosmetics	1

Ownership
Sage Software

HQ Location
Newcastle

Year Founded
1981

Employees (Listed On Linkedin)
14,362

Company Website
www.sage.com

Seller Information

Data on each product's seller is highlighted below. Data is aggregated from various public data sources.

Momentum Leaders

	Year Founded	Revenue ($MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating	Alexa Web Traffic Rank
Acumatica	2007	N/A	511	52,111	29,107	4.3	59323
Epicor Eclipse	1972	N/A	5,311	122,362	9,448	4.2	80457
Microsoft Dynamics 365 Business Central	1975	$143,015	224,903	20,695,706	13,602,870	4.3	21
SAP S/4HANA Cloud	1972	$27,338	109,420	3,337,669	303,184	4.4	1564
Extensiv Order Manager	N/A	N/A	197	8,674	107	3.9	143084
NetSuite	1977	$39,068	200,654	9,098,305	819,835	4.0	351

Other Distribution ERP Products

	Year Founded	Revenue ($MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating	Alexa Web Traffic Rank
ePROMIS ERP	1981	N/A	102	16,988	1,346	4.7	1873436
OpenPro ERP	1998	N/A	6	218	93	3.0	528317
SAP ECC	1972	$27,338	109,420	3,337,669	303,184	4.4	1564
Brightpearl	2007	N/A	186	13,752	4,552	4.0	147247
Magaya Supply Chain	2001	N/A	212	5,190	533	4.4	194042
SAP Business ByDesign	1972	$27,338	109,420	3,337,669	303,184	4.4	1564
OfficeBooks	2008	N/A	1	18	929	N/A	1954844
BizAutomation Cloud ERP	2003	N/A	6	91	261	3.1	2032846
Infor LN	2002	N/A	19,937	824,303	19,323	4.0	21319
Aptean Distribution ERP	2012	N/A	2,672	52,217	1,552	3.9	167588

(Seller Information continues on next page)

* N/A is displayed when data for that seller is not publicly available.

Seller Information (continued)

Data on each product's seller is highlighted below. Data is aggregated from various public data sources.

Other Distribution ERP Products

	Year Founded	Revenue ($MM)	Employees on LinkedIn (Seller)	LinkedIn Followers	Twitter Followers (Seller)	Glassdoor Rating	Alexa Web Traffic Rank
Epicor Prophet 21	1972	N/A	5,311	122,362	9,448	4.2	80457
Rootstock Cloud ERP	2008	N/A	145	5,054	8,359	4.7	524292
Exact Globe	1984	N/A	2,324	88,103	14,362	3.7	0
Encompass Cloud	2001	N/A	229	2,431	1,048	3.0	336187
Infor Distribution SX.e	2002	N/A	19,937	824,303	19,323	4.0	21319
Infor M3	2002	N/A	19,937	824,303	19,323	4.0	21319
Cavallo	2003	N/A	121	9,749	2,302	4.0	1052704
Sage 500	1981	$1,903	14,362	475,987	51,357	4.0	7859

* N/A is displayed when data for that seller is not publicly available.

Momentum Grid® Methodology

G2 rates products based on reviews gathered from our user community, as well as data aggregated from online sources and social networks. The Momentum Grid® for Distribution ERP is based on scores calculated using the G2 Satisfaction algorithm v3.0 and the G2 Momentum algorithm v1.0 from reviews collected through November 21, 2023.

Satisfaction Methodology

The satisfaction rating is affected by the following:

▶ Customer satisfaction with end user-focused product attributes based on user reviews

▶ Popularity and statistical significance based on the number of reviews received by G2

▶ Quality of reviews received (reviews that are more thoroughly completed will be weighted more heavily)

▶ Age of reviews (more-recent reviews provide relevant and up-to-date information that is reflective of the current state of a product)

▶ Customers' satisfaction with administration-specific product attributes based on user reviews

▶ Overall customer satisfaction and Net Promoter Score® (NPS) based on ratings by G2 users

*The customer Satisfaction score is normalized for each Grid®, meaning the scores are relative.

Momentum Methodology

Each variable is normalized by category and aggregated to create a Momentum score. The inputs impacting G2's Momentum score are as follows:

▶ Employee growth, review growth, social growth, and web growth

▶ Year-over-year changee

Categorization Methodology

Making G2 research relevant and easy for people to use as they evaluate and select business software products is one of our most important goals. In support of that goal, organizing products and software companies in a well-defined structure that makes capturing, evaluating, and displaying reviews and other research in an orderly manner is a critical part of the research process.

To manage the process of categorizing the software products and the related reviews in the G2 community, G2 follows a publicly available categorization methodology. All products appearing on the Momentum Grid® for Distribution ERP have passed through G2's categorization methodology and meet G2's category standards.

Many terms that appear regularly across G2 and are used to aid in product categorization warrant a definition to facilitate buyer understanding. These terms may be included within reviews from the G2 community or in executive summaries for products included on the Grid®.

A list of standard definitions is available to G2 users to eliminate confusion and ease the buying process.

(Momentum Grid® Methodology continues on next page)

**Net Promoter, Net Promoter System, Net Promoter Score, NPS and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Momentum Grid® Methodology (continued)

Rating Changes and Dynamics

The ratings in this report are based on a snapshot of the user reviews and social data collected by G2 up through November 21, 2023. The ratings may change as the products are further developed, the sellers grow, and additional opinions are shared by users. G2 updates the ratings on its website in real time as additional data is received, and this report will be updated as significant data is received.

Trust

Keeping our ratings unbiased is our top priority. We require the use of a LinkedIn account to validate a G2 user's identity and employer. Additionally, we verify all reviews manually. We do not allow users to rate their employers' products or those of their employers' competitors. Though we share reviews from business partners (they often contain valuable content), we filter out business partner ratings in our aggregate ratings to avoid bias.

Our G2 staff does not add any subjective input to the ratings, which are determined algorithmically based on data aggregated from publicly available online sources and social networks. Sellers cannot influence their ratings by spending time or money with us. Only the opinion of real users and data from public sources factor into the ratings.

G2 may occasionally offer incentives for honest reviews to help us gather a full and accurate data set. These incentives are offered as thank-yous for approved reviews. Incentives are never conditioned upon the substance of the review, positive or negative. Each such incentivized review is disclosed with an "Incentivized Review" banner.