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BestCompany.com, LLC

National Advertising Division

NAD Case #6999




January 2022

Relevant Media

Home / Health & Lifestyle / Invisible Braces

Best Invisible Braces

16 Companies | 7,949 Real Customer Reviews

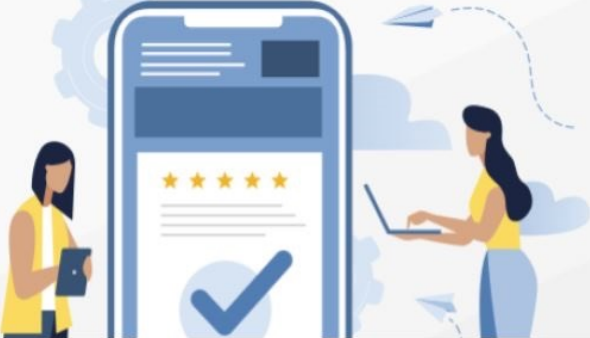
 #1 Overall	byte • Patented HyperByte® Device Included • Ranked #1 Overall in Customer Service • Offering Lifetime Guarantee	VERIFIED 9.6 Overall Score ★★★★★ 4,168 User Reviews 17 hours ago
 #2	SmileDirectClub • Network with Many Insurance Providers, See if You're Covered • See Results in as Little as 60 Days with No Office Visits • Treatments Prescribed and Managed by Licensed Dentists and Orthodontists	VERIFIED 8.9 Overall Score ★★★★★ 2,230 User Reviews 17 hours ago
 #3	Candid • Works Exclusively with Orthodontists, Not Dentists • Industry-Leading Oversight with CandidMonitoring • Financing Available at \$79 per Month	VERIFIED 8.5 Overall Score ★★★★★ 1,143 User Reviews 17 hours ago

BestCompany Search About Categories Write a Review For Business

OUR PROMISE

We Promise Accurate Rankings and Honest Reviews

Rankings cannot be bought. We have been offered seven figures—multiple times—to alter our rankings to unfairly favor one company over another, not based on merit, but to “buy” a top spot. We love when this happens because we have an opportunity to share our vision with that company. We explain what the company will need to improve in order to earn a higher ranking.



Trusted Rankings

We rank companies based on a simple and transparent ranking algorithm that weights user reviews and industry data. Companies cannot buy their rank, period.



Summary

SmileDirectClub, LLC, a provider of clear aligner “invisible braces,” challenged express and implied claims made by BestCompany.com, LLC on its BestCompany.com website, which provides general information, reviews, and recommendations for a variety of products and services. At issue was whether Best Company operated as an impartial independent review site. Product rankings that appear on independent, third-party websites have a powerful effect on purchasing decisions, and consumers often rely on and trust these sites that appear to offer accurate, unbiased information favoring one product or brand over another. Product recommendations should be independent and based on reviews that are representative of the universe of consumer reviews for all companies reviewed and ranked.

The National Advertising Division (NAD) determined that Best Company was not able to support the express and implied messages that its website is independent because its ranking criteria results in a higher score for businesses that have partnerships with Best Company and recommended that such claims be discontinued. However, NAD determined that Best Company had a reasonable basis for the claim that all reviews posted on the site are “moderated through a tech-enabled proprietary 7-point moderation process to ensure they are real and authentic.”