

TECH

Amazon Sellers Are Using Facebook Chatbots To Cheat Their Way To Good Reviews

Facebook ads touting “free” products are actually fake review programs commissioned by Amazon sellers.



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The fake Amazon review economy that once prospered in private groups on Facebook, Reddit, and Discord now has a new home in the open: Facebook ads.

Amazon sellers looking to boost sales have turned to buying advertisements on Facebook, touting “FREE!” samples of different products — keto snacks, phone chargers, Halloween toys — on users’ News Feeds. But the products aren’t exactly free. The sellers offer full refunds for the products, but only after buyers have left 5-star reviews on the Amazon listings. More positive reviews attract more sales, by making products appear more legitimate to customers, and also help sellers gain special eye-catching