

Review Momentum Snapshot

The DIY version of our Review Momentum Auto-Tracker — a then-vs-now comparison, not twelve months of manual data entry.

Total review count is a lagging, slow-moving number. Momentum — how fast new reviews are landing — tells you who's actively building right now. You don't need a running monthly log to see this: two points in time, three months apart, show the trend just as clearly.

	Review count today	Review count 3 months ago	New reviews in 3 months	Reviews per month (÷ 3)
You				
[Competitor]				

Reading it

- [] If their reviews-per-month is consistently higher than yours, that's momentum worth understanding — they may have improved their ask process (see the Review Request Message Templates in the Reviews resources)
- [] Total count matters less than the direction of travel — a smaller total that's growing fast can catch up quickly
- [] Repeat this every 3 months — go back to "today"'s numbers as your new "3 months ago" baseline each time