August 2021

HP Instant Ink Program:
5,000 5-Star Reviews

Objective

In April 2021, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if the HP Instant Ink Program had over 5,000 5-Star reviews[1].

Looking at both star ratings and review data from public facing sites, Keypoint Intelligence analysts determined that HP Instant Ink has at least 5,000 5-Star reviews.

[1]Keypoint Intelligence April 2021 study commissioned by HP, based on a research survey of publicly available information as of 04/30/2021. Reviews were given for both consumer and business plan Instant Ink Service. Please see www.keypointintelligence.com/HPInstantInkReviews for more details.

Methodology and Findings

The team at Keypoint Intelligence searched sites including Amazon, Best Buy, Costco, Curry's, HP, Office Depot, Staples, and Walmart for reviews pertaining to HP Instant Ink. This includes reviews on items like prepaid cards ranging from $5 to $60, for both personal and business use. On the Staples site, HP Instant Ink service was referred to as HP+ Print Plans. Analysts compiled all 5-Star reviews for further analysis.

The total 5,880 5-Star reviews were cleaned to remove the following: reviews posted before 2016, duplicate reviews, and reviews that contained irrelevant content or negative language that would contradict the 5-Star rating. The reviews were run through natural language

processing (NLP), and any review that was flagged as having greater than 50% negative language was checked by an analyst. In most instances, the reviews were found to be positive, with sentiments like "I can't believe how cheap it is for all my printing," or "I can't believe I never have to go to back to the store for ink." Additionally, another 370 randomly selected reviews were checked by the analysts to see if there was any contradictory content. After this thorough review, analysts found that there are at least 5,000 5-Star reviews.

Some of the most commonly made comments revolved around how Instant Ink made printing easier, that Instant Ink plans were worth the value, and how users never run out of ink. Some of the most common adjectives were "convenient," "useful," "great," and "easy." People often said they appreciated not having to make trips to the store, saving money, getting ink quickly, and never having to worry about running out of ink.

About Keypoint Intelligence

For 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

For more information on Keypoint Intelligence, please call (973) 797-2100, visit www.keypointintelligence.com, or email info@keypointintelligence.com.