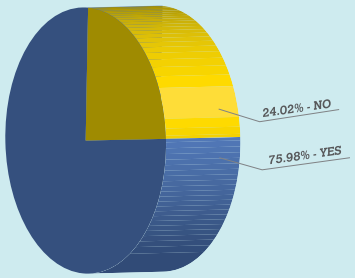
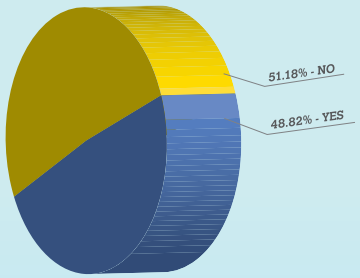
/* The real value for advertisers is the role of social influence in persuading consumers to purchase. Nearly half of all respondents (49%) indicate they have made a purchase based on a recommendation through a social media site. */



Respondants who think brands should advertise on social media properties



Respondants who have made a purchase based on a recommendation through a social media property

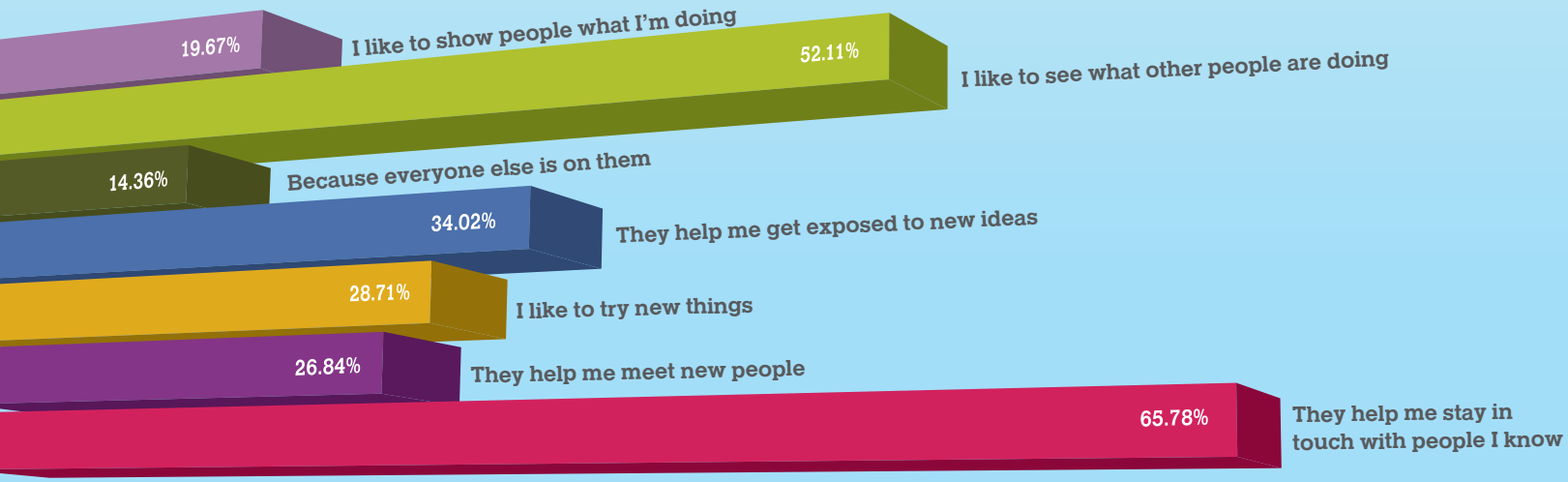
Consumers on Social Network Advertising: Yes, Please!

Interestingly, 40% of survey respondents said they have made a purchase based on advertising they saw on a social media site. And the vast majority welcome advertising in social media experiences—76% of all consumers think a wide range brands like Nike, Virgin and Bank of America should advertise in social media.

Most tellingly, the real value for advertisers is the role of social influence in persuading consumers to purchase. Nearly half of all respondents (49%) indicate they have made a purchase based on a recommendation through a social media site.

The End of Traditional Retailers?: Peer-Driven Recommendation and Search Drive Digital Commerce

As we learned last year, connected consumers increasingly rely on peers for product recommendations, and search (primarily Google) to locate products online. This is forcing online retailers to rethink their strategies—optimizing for search activity, enabling user-generated content and ratings, and creating engaging, valuable digital experiences to differentiate their brand.



Top Reasons that People use Social Media Properties