

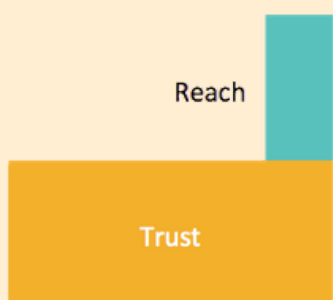
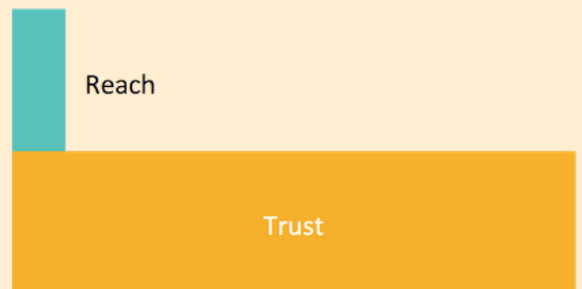
WORD OF MOUTH

an evolution



Family, Friends & Colleagues

Friends, family and colleagues are a highly trusted source of product information, but have low overall reach due to limitations of network and breadth of product experience.



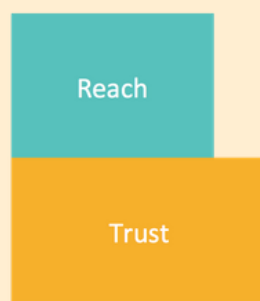
Retail Associates

Sales floor associates are expected to hold a lot of relevant and accurate product information, and often do. But trust is average at best. As for the reach, we expect a decline (as sales increasingly move online, so goes the research).

Social Media / Influencers

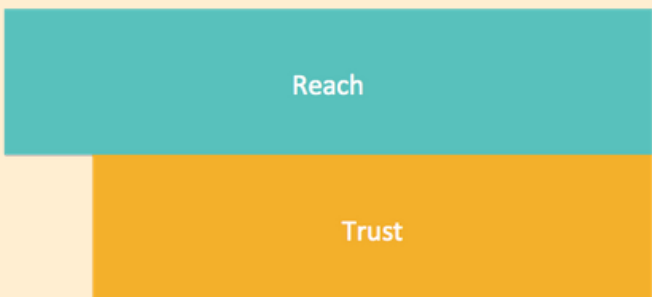
Social media is a more attainable source of peer information, due to the large usage of the networks.

And while trust levels are respectable (38%), there is often a lot of "noise" in the posts, rather than specific product feedback.



Online Product Reviews

Online product reviews are the second most trusted source of peer to peer product information. With unprecedented reach (most products and categories have reviews on major sites), they are the new modern form of word of mouth.



What Brands Can Do

Word of mouth doesn't just affect a brand's sales. When measured and leveraged, the feedback can be a valuable source of information to make improvements to products, messaging and corporate direction. One of the most impactful and straightforward segments to measure is product reviews. Channel Signal helps brands turn this information into action.