What do your customers really want to see?

Customer data from Revoo shows us that customers look for the following:

1. **Useful information**
2. **High-quality content**
3. **Relatable content**
4. **Authenticity**
5. **Relevancy**

Customers are more likely to engage with user-generated content (UGC) when:

- **The content is useful and informative.**
- **The content is high-quality.**
- **The content is relatable.**
- **The content is authentic.**

When it comes to changing negative perceptions of a product, people are clear about what's most influential. So people look for UGC - but what do they look for in UGC?

- **Not so popular in finance - but is that because customers don't want it, or brands aren't providing it?**

How much of the finance industry provides social content? 1:

- **43%**
- **32%**
- **69%**
- **72%**

People are willing to spend more time when sharing a review...

- **45%**
- **59%**
- **75%**
- **57%**

So people look for UGC - but what do they look for in UGC?

- **Useful information:**
- **High-quality content:**
- **Relatable content:**
- **Authenticity:**

Users trust images taken from 'people like them' over brand created images of people.

- **70%**
- **61%**

They're willing to spend more time when sharing a review...

- **43%**
- **32%**

Now you know what your customers want to see - are you providing it?