The Age of Consumer Content

How Visual UGC

is impacting

MARKETING, ADVERTISING

AND COMMERCE

DECEMBER 3, 2015 · 1PM ET

Agency panelists from **M Booth** and **360i**

offerpop

Housekeeping

Audio issues?
Turn up your computer volume or dial in:

Number: (914) 614-3221
Attendee Access Code: 647-661-325
Shown after joining

Type questions into chat box or via **#popwebinar** on Twitter

Recording sent via email after broadcast

Agenda

1. Intro *(5 minutes)*
2. Virtual Roundtable *(20 minutes)*
3. Audience Q&A *(5 minutes)*

The User Generated Content Explosion

OVER 1.8 BILLION
photos uploaded and shared per day

FACEBOOK

300 MILLION
photos shared daily

YOUTUBE

432,000 HRS
of video uploaded every day

INSTAGRAM

80 MILLION
photos shared daily

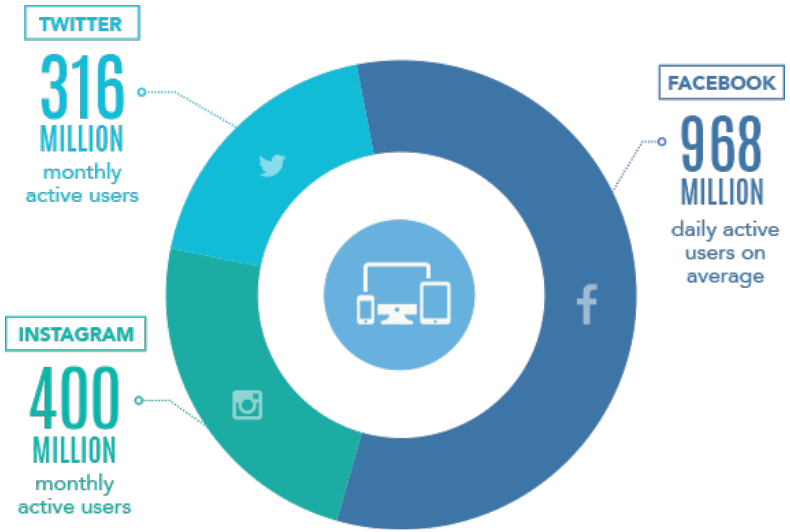
TWITTER

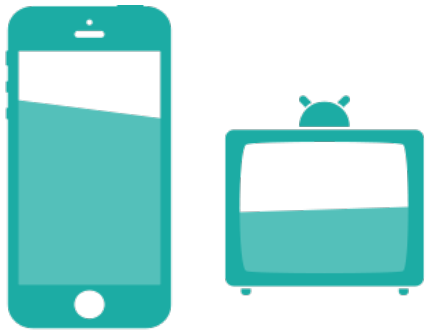
500 MILLION
tweets per day

2.5 EXABYTES
of data created every day

2,500,000,000,000 MB of data!

Social Is The Place to Be





71% of millennials engage on social (home of most UGC) daily, while only 60% watch TV daily

Consumer Spend More Time Engaging with UGC

30% of millennials' media time is spent with content created and curated by their peers

5.4 hrs/day is spent with user generated content by consumers

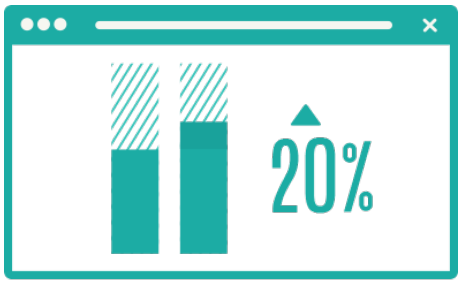
People Trust People

92% of consumers trust online content from friends and family above all other forms of brand messaging

50% of consumers find UGC more memorable than brand produced content

53% of millennials have said UGC has influenced their purchasing decisions

UGC Drives Results

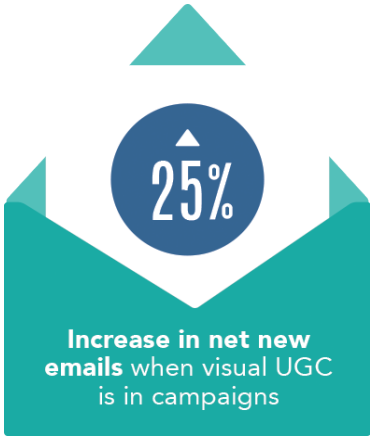


More repeat visits on site
when it contains UGC

More time spent on website
when a UGC gallery is included

Lift in engagement when
UGC is in social campaigns

Increase in click-through rate when visual UGC
is leveraged in ads



Increase in net new emails when visual UGC
is in campaigns

Increase in conversions
when visual UGC is in
the purchase path

Meet Our Panel

Amber Roussel

M Booth

Vice President, Digital

Fitz Maro

360i

Innovation Strategist

Panel Questions

- How has the change in consumer behavior impacted your clients' ability to effectively engage and connect with their audiences?
- From a UGC perspective, what are some best practices you've discovered as you work with clients?
- What value does consumer-produced content provide that brand-produced content cannot?
- How are your clients leveraging visual UGC today, and how are they planning to use it as we look ahead to 2016?
- Have your clients used the recently-released Instagram Ads, or do they plan to in the future?
- How have you approached rights management when advising your clients on their strategies?

Audience Q&A

Ask the Experts

Thank you.

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