UGC Moves to the head of the class

1. Most Likely to Succeed
   Certain industries and interactions are natural fits for UGC
   - Restaurants: Gen Z has been checking most often with 74% of respondents indicating that they have checked at least one type of establishment for COVID-19 related adjustments.

2. Best all around
   While reviews are still key elements in making purchases, photos are a critical deciding factor.
   - Photos were most helpful for 55% of respondents.
   - Reviews were the next most valuable to 26% of respondents.
   - When asked which platforms helped them the most, Gen Z was most likely to choose YouTube with 21%.

3. Most improved
   When you are researching a purchase, which social media sites did our participants find most helpful?
   - WhatsApp is more popular in Germany (84%) and the U.K. (74%) than in the U.S. (24%).
   - Facebook is more popular in the U.S. (87%) and the U.K. (84%) than in Germany (78%).
   - Gen Z showed a preference for Instagram (88%), YouTube (85%) and Snapchat (79%) over Facebook (78%).

4. Best Dressed
   Video, photos or traditional reviews? Who wore it best with our respondents across different generational groups?
   - Videos were most helpful for 47% of Millennials.
   - Photos were most helpful for 52% of Gen Z.

5. Most unique
   Each generation has its own affinity for UGC
   - Baby Boomers: 70% status updates on text-messaging apps as their #1 choice.
   - Millennials: 78% on Twitter as their #1 choice.
   - Gen Z: 52% video reviews and written reviews.

Without question, UGC is a powerful tool. Brands understand that leveraging content created by real people is the best advertising money can’t buy. And it’s on the rise. 58% of respondents in a new 2020 UGC study are generating more content, including videos and within reviews, compared to last year.

Want to learn more about the role UGC is playing in consumer’s online viewing (and buying) decisions?
Visit the Cloudinary blog to get a deeper look into the recent 2020 study on UGC along with additional resources.