



More than one in three people, 38%, have recommended a brand they "like" or follow on a social network. At 53%, Latin Americans are more likely than other regions to recommend a brand they like or follow. How much influence do these recommendations wield? On average, almost one in four people worldwide, 22%, said they bought a brand because a friend recommended or followed the brand online. That number could rise steeply if marketers establish such strong relationships with consumers that they feel compelled to tell their friends about the products they love.

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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