

TAKE A LOOK BEHIND YOU.  
**YOU ARE BEING FOLLOWED!**  
40% FOLLOW BRANDS ONLINE



Powered by Ipsos Global @dvisor

With 40% of people following brands online, chances are your brand is being followed. Among those under 35, though, the number of eyes on your brand could be significantly higher, with nearly half (48%) claiming they follow brands online. And, even among those 50 and older, 29% are checking out brands online. So, what are all these followers seeing when they follow you online? Wise marketers keep content on their brand's site and social networks current, informative, funny and/or engaging, qualities known to foster people-to-brand connections. Follow?

#### 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](mailto:ipsosopenthinkingexchange@ipsos.com).

#### About Ipsos and Ipsos Global @dvisor:

Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.