

**EVER FEEL LIKE YOU'RE BEING FOLLOWED?
THAT CAN BE A VERY GOOD THING.
42% FAVOR BRANDS WITH WHICH THEY ENGAGE**



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Brands that develop a social network following stand a very good chance of having consumers buy their products. Overall, 42% of people say they are more favorably disposed toward purchasing a brand they follow or engage with online. A very strong 53% of those under the age of 35 echo that sentiment, while there is agreement among a somewhat lower, but still healthy, 38% of those 35-49 and 26% of those 50+. Marketers, go ahead. . . look over your shoulder. The more customers and prospects you get to follow you online, the better you'll feel about your bottom line.

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. Sociallogue™ 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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