

# Referrals drive consumer purchase behavior

**85%**

said they are more likely to buy with a referral



**76%**

will choose one brand over another with a referral

**52%**

said referrals are very or extremely important when making a purchase

## Referrals are trusted

**38%**

said a referral from a friend is the source of information they trust the most



**38%**  
Friends



**26%**  
Online Reviews



**18%**  
Articles



**10%**  
News Reports



**5%**  
Advertising

## Consumers are willing to refer, but brands aren't taking advantage

**91%**

Said they will give referrals when they like the product

**22%**

Have participated in a formalized refer-a-friend program

## Timing is Key

Consumers are most likely to make a referral after:

**47%** Good service

**33%** Buying the product

**42%**

make referrals when a friend requests information