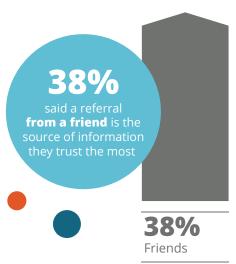
#### **YA CONSUMER RESEARCH REPORT**

# Referrals drive consumer purchase behavior

85%
said they are more likely to buy with a referral



**52%** said referrals are very or extremely important when making a purchase



# **Referrals are trusted**



**26%**Online Reviews



18%
Articles



**10%**News Reports



**5%**Advertising

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



Said they will give referrals when they like the product



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