

UGC

Moves to the head of the class



Without question, UGC is a powerful tool. Brands understand that leveraging content created by real people is the best advertising money can't buy. And it's on the rise. **58% of respondents** in a new 2020 UGC study are generating more content, including video and written reviews, compared to last year.

1 Most Likely to Succeed

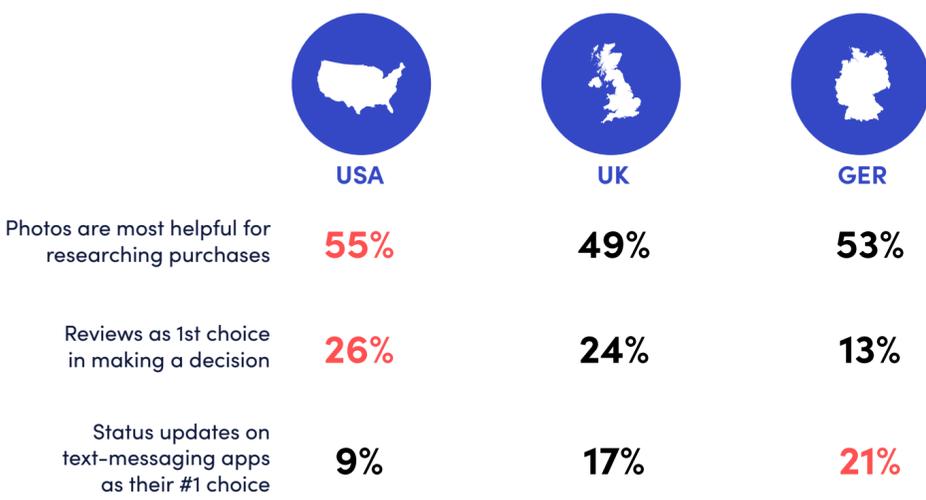
Certain industries and interactions are natural fits for UGC



Gen Z has been checking most often with 74% of respondents indicating that they have checked at least one type of establishment for COVID-19 related adjustments.

2 Best all around

While reviews are still a key element in making purchases, photos are a critical deciding factor.



3 Most improved

When you are researching a purchase, which social media sites did our participants find most helpful?



WhatsApp is more popular in Germany (84%) and the U.K. (74%) than in the U.S. (24%).

Facebook is more popular in the U.S. (87%) and the U.K. (84%) than in Germany (78%).

Gen Z showed a preference for Instagram (88%), YouTube(85%) and Snapchat (79%) over Facebook (78%).

4 Best Dressed

Video, photos or traditional reviews? Who wore it best with our respondents across different generational groups?

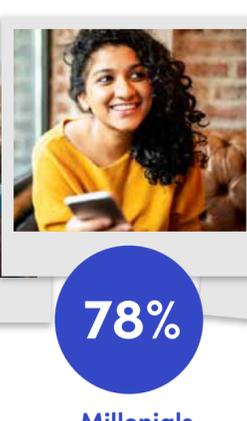


Once you're looking at user reviews, what kind of content from other users is most helpful?



5 Most unique

Each generations has their own affinity for UGC



Want to learn more about the role UGC is playing in consumer's online viewing (and buying) decisions?

Visit the [Clouidnary blog](#) to get a deeper look into the recent 2020 study on UGC along with additional resources.