

A picture's worth a thousand purchases

How visual and social content
increase online sales



bazaarvoice™



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Introduction

To learn more about visual and social user-generated content, we surveyed over 8,000 consumers across Australia, Canada, France, Germany, the UK, and the US on the topic. In this e-book, we will explore its impact on customers’ approach to online shopping, the buying decisions they make, and the routes they take to purchase.

Survey respondents, by country

1,513 US	1,005 Canada	1,515 UK
1,501 France	1,517 Germany	1,000 Australia

