

The State of User Generated Content (UGC)

UGC Drives Positive Brand Perception and Purchase Behavior

Influencers oversaturate our feeds, remain mostly ignored, and can hurt brand perception.

81%



of surveyed consumers say a brand's use of **influencers** has **either no impact** or a negative impact on their perception.

86%

report seeing sponsored posts from **influencers frequently** or occasionally in their social media feeds.

51%

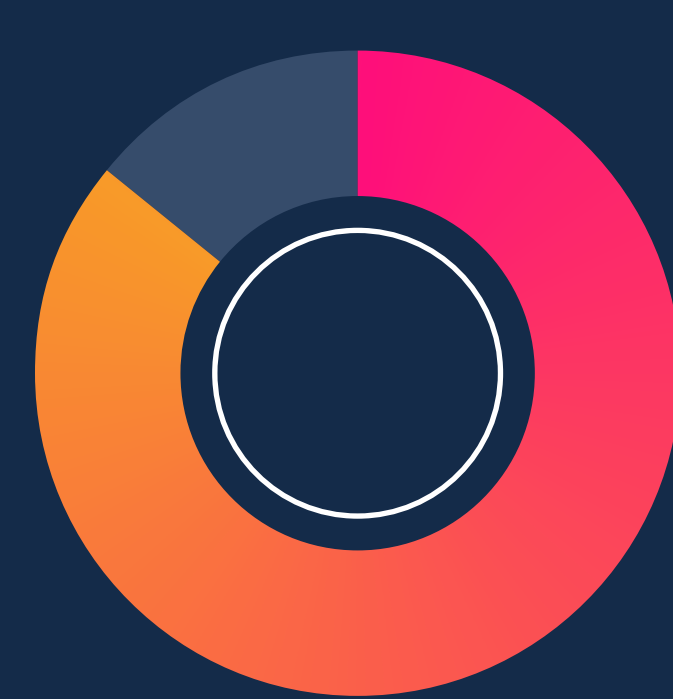
simply **scroll past** influencer posts.

29%

hate them and find them untrustworthy.

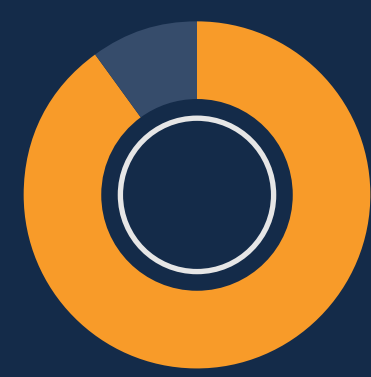


UGC boosts credibility and drives action.



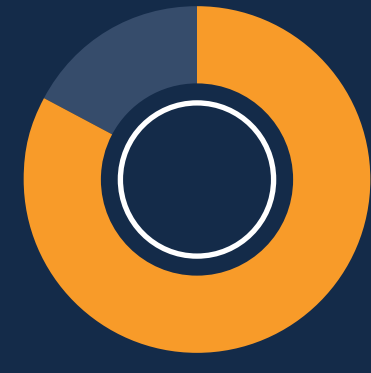
86%

trust a brand that uses **UGC** over influencer marketing.



90%

prefer to see brand **content** from **actual customers** — up 5% from 2022.



83%

said they're **more inclined to purchase** from brands sharing real customer content.



Real customers and peer endorsements promote purchase behavior— not influencers.

62%

have never actually purchased a celebrity promoted product.

For those that have made influencer-endorsed purchases,

40%

were disappointed.



80%



prefer friend or peer recommendations over influencer promotion when deciding to purchase, and **90%** said they've made purchases based on peers' endorsements.

Gen Z have a new relationship with brands and social media.

80%

of Gen Z (18-29) respondents said they've shared or would share purchases on social media.

55%

of Gen Z wants to be featured by brands on social media, 2x more than older generations.

Gen Z is buying mostly on TikTok and Instagram, while **4x** more of older generations primarily use Facebook for purchases.



UGC with EnTribe: Simplified and at Scale

EnTribe is one of the first SaaS platforms that helps build a community of creators for your brand. We go beyond UGC management by making it easier for you to search, acquire and connect with your community. We empower you with collaborative communication tools, interactive features like social discovery, and easy-to-track performance charts all in one unified platform to help bridge the gap between the content you want and the content your community shares.

Get in touch and learn how you can unlock the power of UGC.

[ENTRIBE.COM](https://entribe.com)