

# UGC

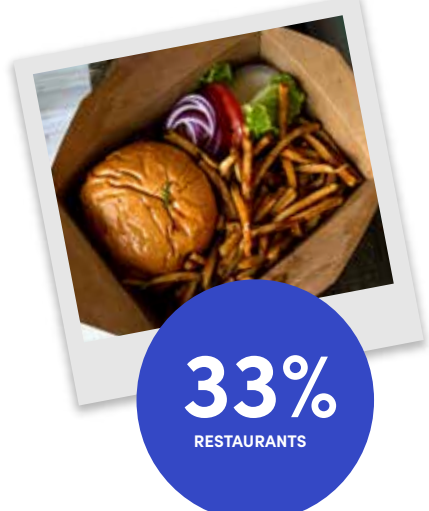
## Moves to the head of the class



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.



Photos are most helpful for researching purchases

**55%**

**49%**

**53%**

Reviews as 1st choice in making a decision

**26%**

**24%**

**13%**

Status updates on text-messaging apps as their #1 choice

**9%**

**17%**

**21%**

### 3 Most improved

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



facebook

**34%**



**34%**

YouTube

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?



**47%**

Found video reviews more helpful than images

Millenials

**52%**

Gen Z

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



**70%**  
Reading their words



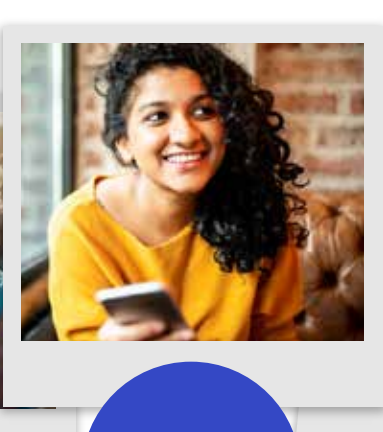
**53%**  
Star Ratings



**43%**  
Hearing them talk

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