

# Brand Advocates

Insights about the World's Most Powerful Consumers



**“94% trust Word of Mouth.”  
14% trust online ads.”**

**Forrester**

**“40% of consumers  
recommend brands”**

**Comscore**

**“80% globally recommend at least one brand.**

**Most recommend four brands.”**

**Gfk Roper**

**“Business execs talk about vendors 106 times weekly.**

**70% conversations include recommendation.”**

**Keller Fay**

**“6 Million Yelp Reviews.  
6:1 are Positive”**

**Yelp**

**“30 Million Brand  
Advocates in US alone”**

**eMarketer**

# “100 Million Brand Advocates worldwide”



Zuberance

**“Advocate recommendations drive billions in sales of cars, hotels, consumer electronics, and more.”**

**Zuberance**

**“67% of US economy impacted  
by Word of Mouth.”**

**McKinsey & Co.**

# Social media massively amplifies Advocates



Zuberance

**“Each Advocate reaches 150  
people in his social circle.”**

**Zuberance**

**“10,000 Advocates reach  
1.5M buyers with highly relevant  
messages.”**

**Zuberance**

**“Promotional offers sent by Advocates convert at 5X higher rate than offers sent by brands.”**

**Zuberance**

**Energize your Advocates**

**Zuberance.com**