

CONSUMER **WORD OF MOUTH**

WE LIKE TO CALL IT 'WOM'

INCLUDES SOCIAL MEDIA

LANDMARK STUDY SHOWCASES*
THE POWER OF WORD OF MOUTH

WORD OF MOUTH (WOM)
★ **DRIVES** ★
13%
OF
CONSUMER
SALES



1 offline
WOM IMPRESSION
DRIVES SALES
AT LEAST
5X
MORE THAN
1 PAID
MEDIA IMPRESSION
AND MUCH MORE FOR
HIGHER-CONSIDERATION CATEGORIES.
(AS MUCH AS 100 TIMES MORE)




OFFLINE WOM
PRODUCES
2/3
OF MEASURED
BUSINESS IMPACT:
KPI's
ONLINE WOM
DRIVES
1/3

WOM IS RESPONSIBLE FOR
\$6 TRILLION
(\$6,000,000,000,000)
OF ANNUAL
CONSUMER
SPENDING



WORD OF MOUTH
AMPLIFIES
THE EFFECT
OF PAID MEDIA
BY
15%



FIND ALL
THE INFO
HERE!

womma.org/ReturnOnWom