

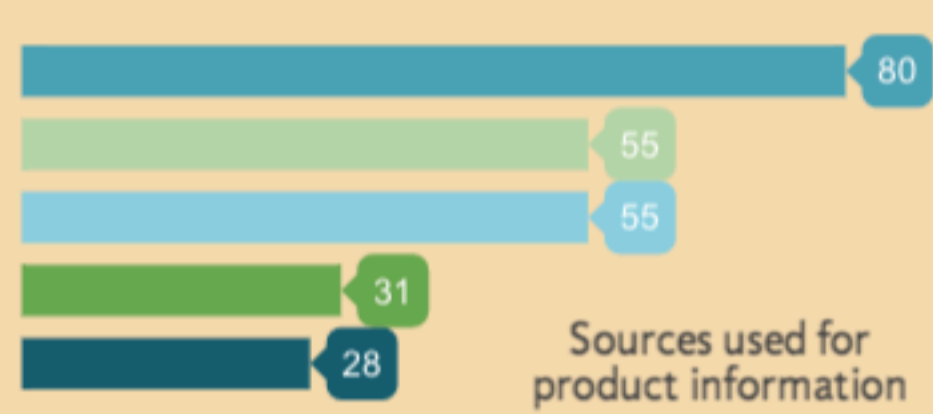
# SOCIAL RECOMMENDATION INDEX

## MOM EDITION

Understand how moms make buying decisions, what factors are most influential and how they rely on their friends and family to help guide their purchases of baby care products.

### HOW MOMS SEEK INFORMATION ABOUT BABY PRODUCTS

**80%** of moms say they seek information about baby products from face-to-face conversations



**61%** of moms say they spend 30 minutes or less researching products for their young children



**81%**

of moms say reviews with personal stories or experiences are most impactful in convincing them to purchase a particular product for their baby

### WHAT TYPE OF POSTS/REVIEWS COMPELS PURCHASE MOST?



81%  
PERSONAL STORIES



62%  
PROS & CONS



54%  
STAR RATING

### ONE REVIEW CAN MAKE A DIFFERENCE



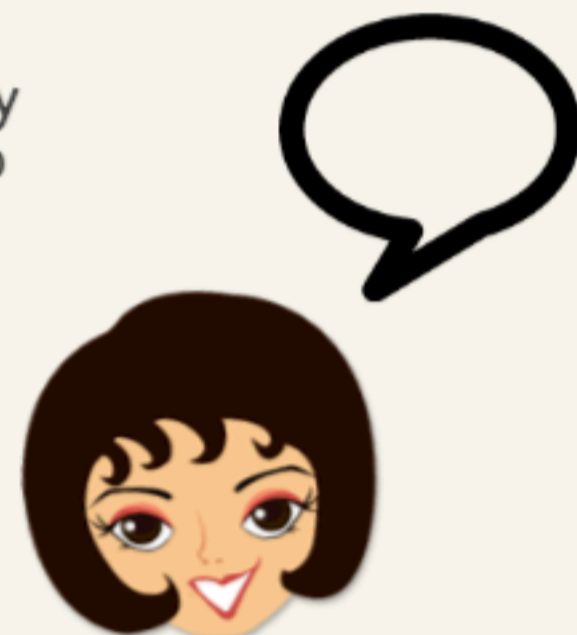
**20%**

said that one review from a close friend or family member is all they need to see to help them make up their minds



**65%**

of moms say they look at at least one and as many as nine reviews before purchasing



### HOW MOMS LIKE TO SHARE THEIR BABY PRODUCT EXPERIENCES



### WHY DO MOMS SHARE THEIR BABY PRODUCT EXPERIENCES?



93%  
POSITIVE BRAND EXPERIENCE



69%  
PROVIDED A FULL SIZE PRODUCT



66%  
NEGATIVE BRAND EXPERIENCE



65%  
COUPONS TO SHARE WITH FRIENDS

### ABOUT THIS SURVEY

The Social Recommendation Index: Mom Edition is an online quantitative survey which was issued to 8,047 Moms with at least one child under 12 years of age within the Smiley360 (smiley360.com) community from May 6, 2014 – May 27, 2014. In total, 10,018 respondents from the community answered an 18 question online survey.

### ABOUT SOCIAL MEDIA LINK

Social Media Link (SML) [www.socialmedialink.com](http://www.socialmedialink.com) is the leading advocacy activation company that amplifies social media conversation for brands. The company makes it easy for brands to activate impactful and trusted reviews and recommendations across social media, triggering action and leading consumers through the path to purchase.

Marketers utilize Social Media Link's solutions to activate targeted consumers to experience their brand and share reviews with the social networks they influence. Proprietary Single-Click Sharing™ technology makes it easy for consumers to feed reviews to their most preferred social networks in one place, giving brands enormous exposure in social channels from passionate consumers

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