

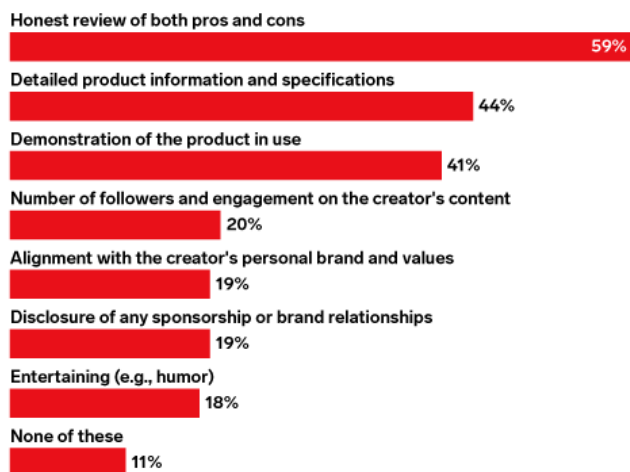
Honest product reviews drive influencer marketing sales

Article



Aspects of Creator/Influencer Content That Influence US Shoppers' Purchasing Decisions, Sep 2024

% of respondents



Note: ages 18+
Source: Bazaarvoice, "Shopper Experience Index Vol 18" conducted by Savanta, Nov 19, 2024

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Key stat: 59% of US shoppers are most influenced by honest creator reviews that showcase the pros and cons of a product, according to a September 2024 survey by Bazaarvoice and Savanta.

Beyond the chart:

- More than half (56.5%) of US social shoppers follow creators or influencers on social media, according to an EMARKETER survey.
- Over 9 in 10 US marketers plan to promote creator partnerships via retail media networks in 2025, according to a 2024 LTK and Northwestern University study.

Use this chart: Marketers can use this chart to strategize and identify influencer partnerships that align with consumer preferences. This type of honest content can benefit brands in the long term by strengthening trust between influencers and their audiences.

Related EMARKETER reports:

[US Creator-Driven Commerce 2024](#) (EMARKETER subscription required)

[Creator Economy Trends to Watch in 2025](#) (EMARKETER subscription required)

Methodology: Data is from the November 2024 Bazaarvoice report titled "Shopper Experience Index Vol 18." 8,000+ shoppers worldwide in Australia, Canada, France, Germany, India, the UK, and the US were surveyed online by Savanta during September 2024.