Skeepers

Making Customer Voices *Count*
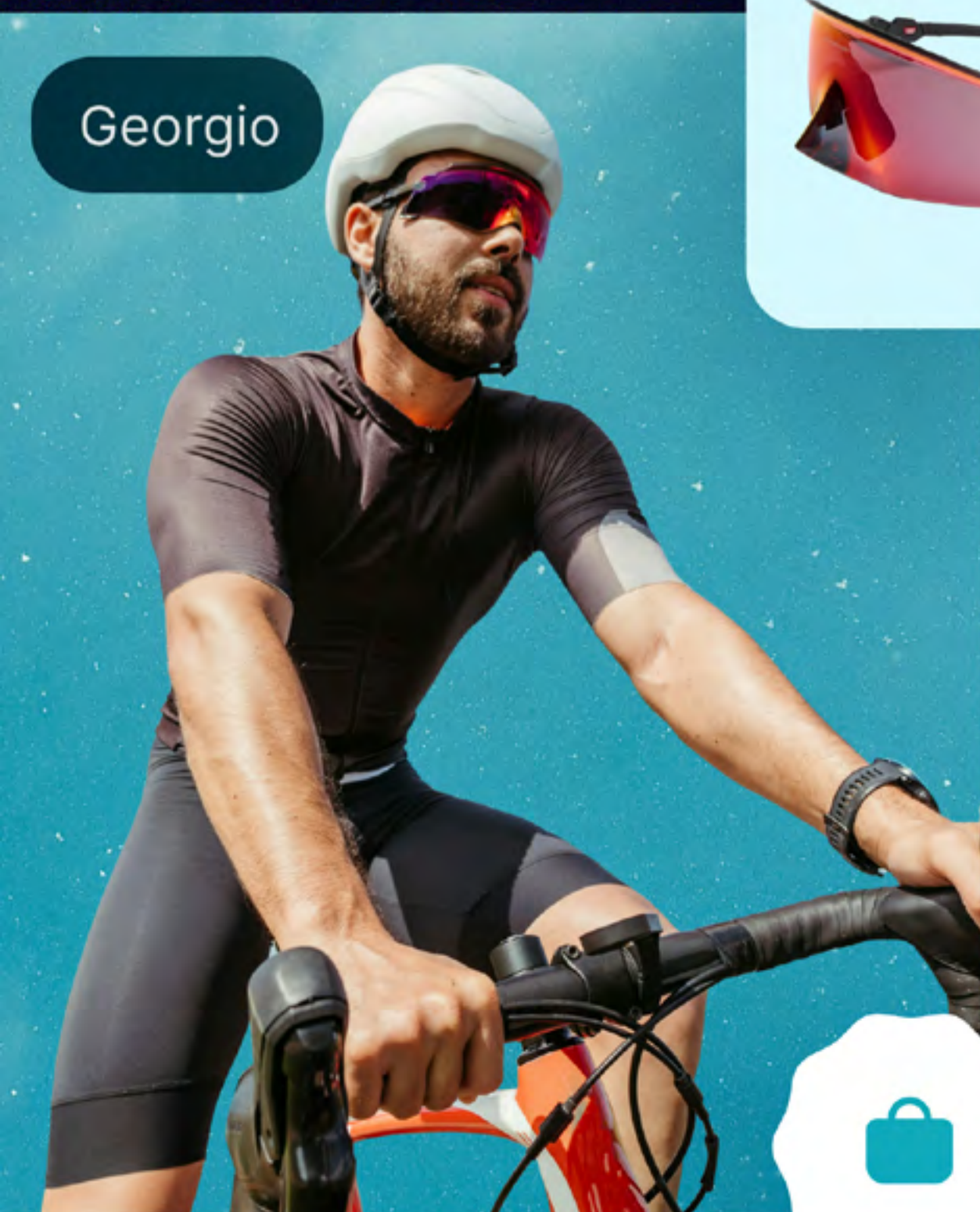
Martina · 14K

Georgio

UGC Trends in 2025 · ✦ Get Started

Sabrina
Welcome to future !!

Table *of* contents

Conclusion

Foreword

play here

Angelica REYES	Marine AUBAGNA
CMO At Skeepers	Head Of Content

Key Takeaways

Building & nurturing consumer communities will be *crucial* for brands.

These communities foster deeper engagement and trust, empowering consumers to become influential brand advocates.

More & more brands are using customer feedback to drive product innovation & improvements.

This data-driven approach ensures that products align with consumer expectations and enhances overall customer satisfaction.

Translating & syndicating reviews for international audiences will be essential for brands aiming to *build trust & credibility* across diverse markets.

Consumers prioritize recent reviews as they provide the most relevant & timely feedback.

Continuously collecting new reviews maintains high conversion rates and builds trust with potential buyers.

AI will be *essential* in managing, moderating, & curating UGC.

It ensures that UGC aligns with brand values and legal standards, and helps brands discover the most impactful content. AI's ability to process vast amounts of data in real-time will be key as UGC continues to grow in volume.

Experts

A heartfelt thank you to all the experts and industry leaders who shared their invaluable insights on the key trends shaping UGC in 2025.

Your collective wisdom and expertise will, empower brands to traverse with confidence and innovation.

Thomas JOUANIN
Communication Manager, Influence and Social, L'Oréal

Nicholas SERRANO
Co-Founder, Reenergy | Data Analytics

Haley Naz DRESSER
Marketing Program Manager, Microsoft via RedCloud Consulting

Jean-François DETOUT
Digital Marketing Consultant, Skema Business School

Pierre-Alexandre DONNY
Senior UX Designer, Skeepers

Abiodun DOSU
Staggers Gillyard
Skeepers Content Creator

Battista PETROSINO
Brand Specialist, Amazon

Monica AREVERC
Founder, Kybalion Films

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Data Scientist, Deloitte

Nirmal KRISHNAMOORTHY
VP Product Marketing, Skeepers

Alexander GROUS
Researcher, London School of Economics

INTRODUCTION

Voices that Break Barriers.

Bold, loud, and *unleashed voices* of the consumers are no longer sitting in the shadows waiting for direction. They are the ones giving directions.

2024 saw that communities of consumers came together to reinvent how we shop. More and more creators are defying boundaries and creating content that is 100% authentic, relevant and entertaining. Brand collaborations and product placements are rarely scripted anymore. Consumers want to see how these products play a part in the daily life of their favorite creators.

When you think about it - what does it take for a viewer to become a customer? What drives them to buy your product? What limits them from sharing their feedback? What can you do as a brand to break through?

Melisa 24K

Rebecca 32K

Courtney
What a style icon! 🤩

Alex's Take 25K Views
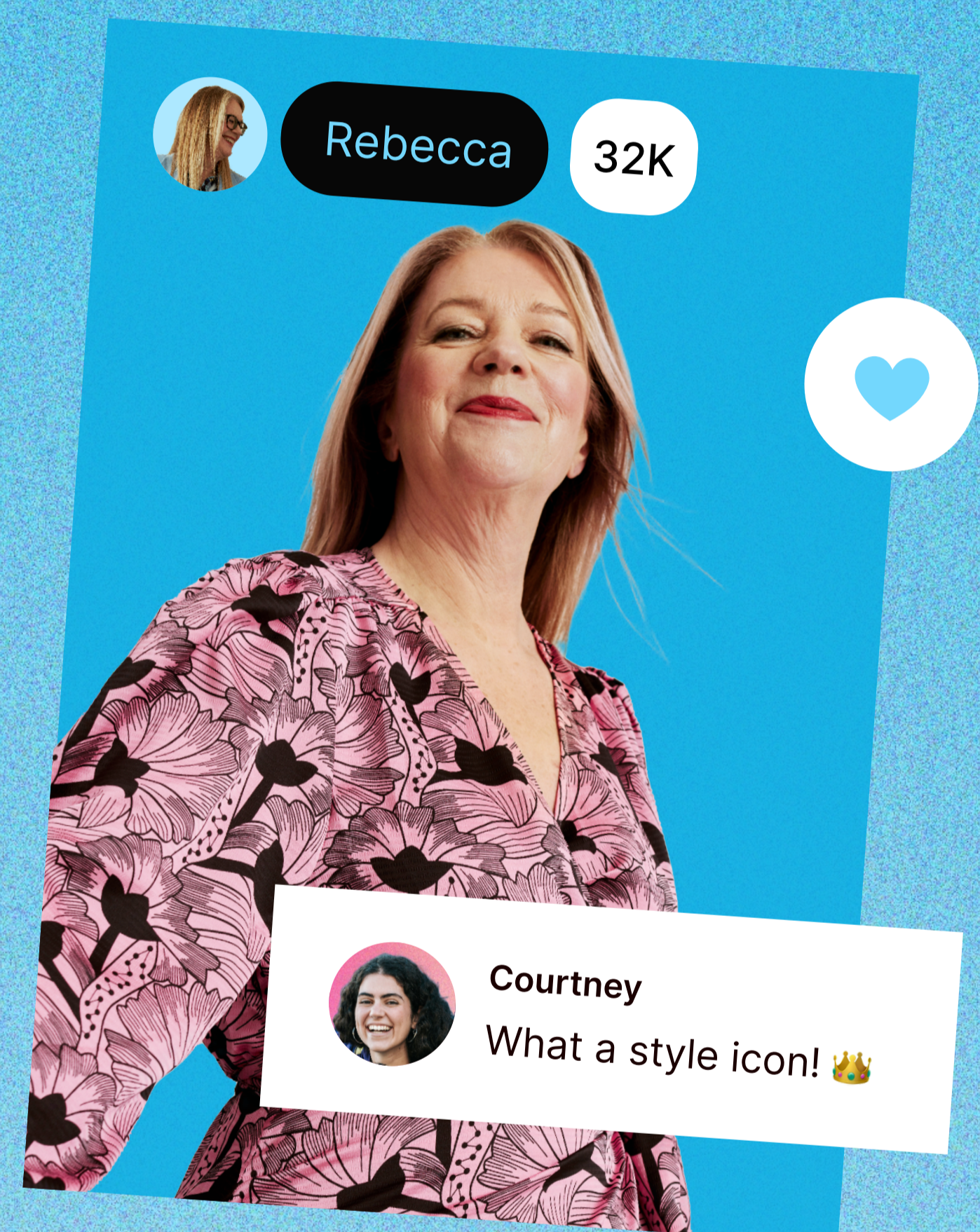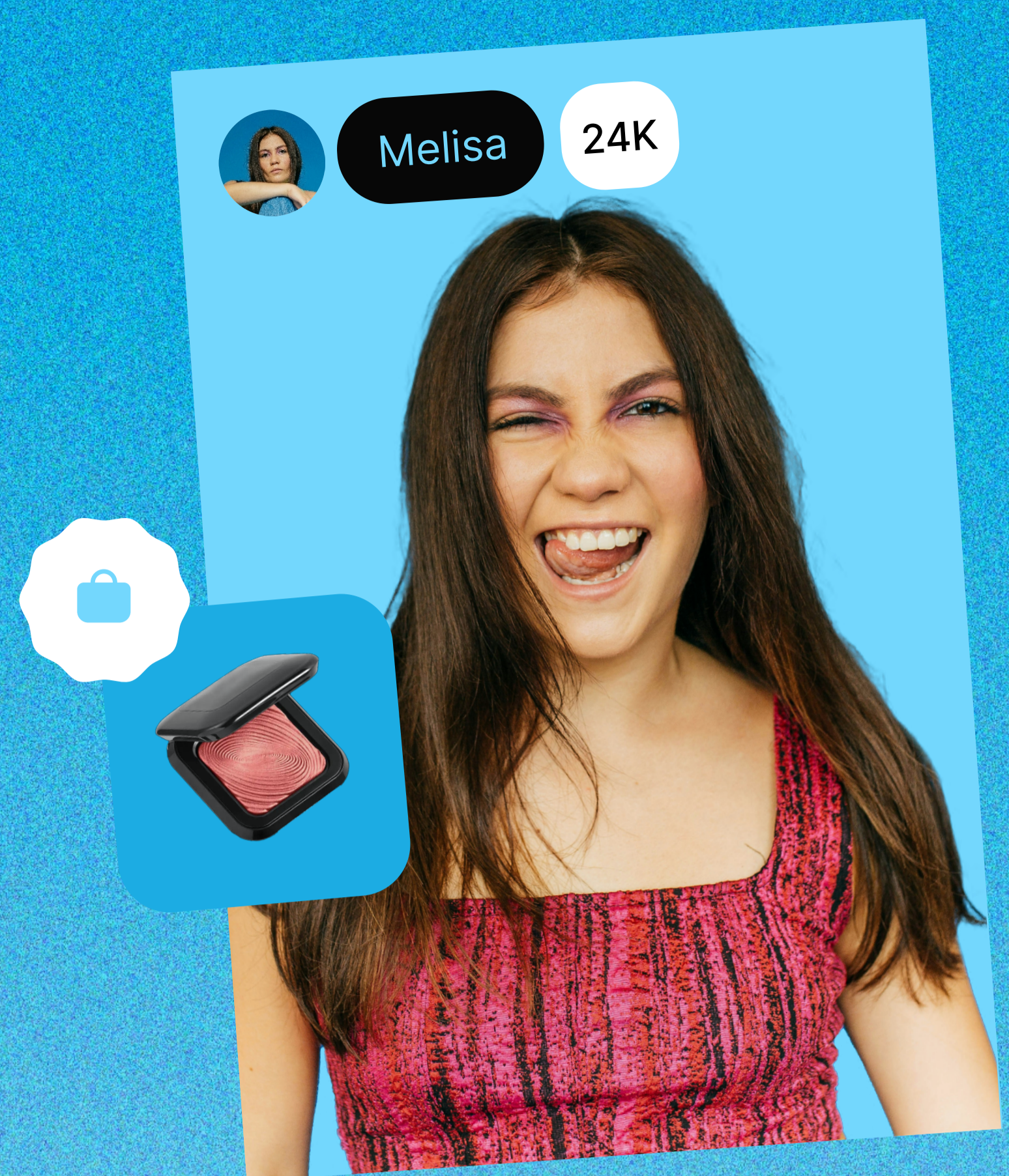
All answers circle back to User Generated Content (UGC).

While authentic content has been around for years, the bar for it has risen since consumer voices have become bolder and louder. To help brands and marketers in this chaotic territory, our

2025 trends give you a roadmap to meet your customers exactly how and where they want to meet you. We invite you to shape your 2025 strategy based on the trends outlined here and watch your business grow.

The unfamiliar fuel extraordinary possibilities. Those bold enough to use consumer voices to their advantage will not only excel, they will thrive.
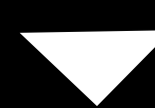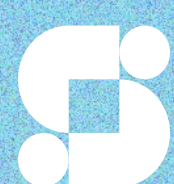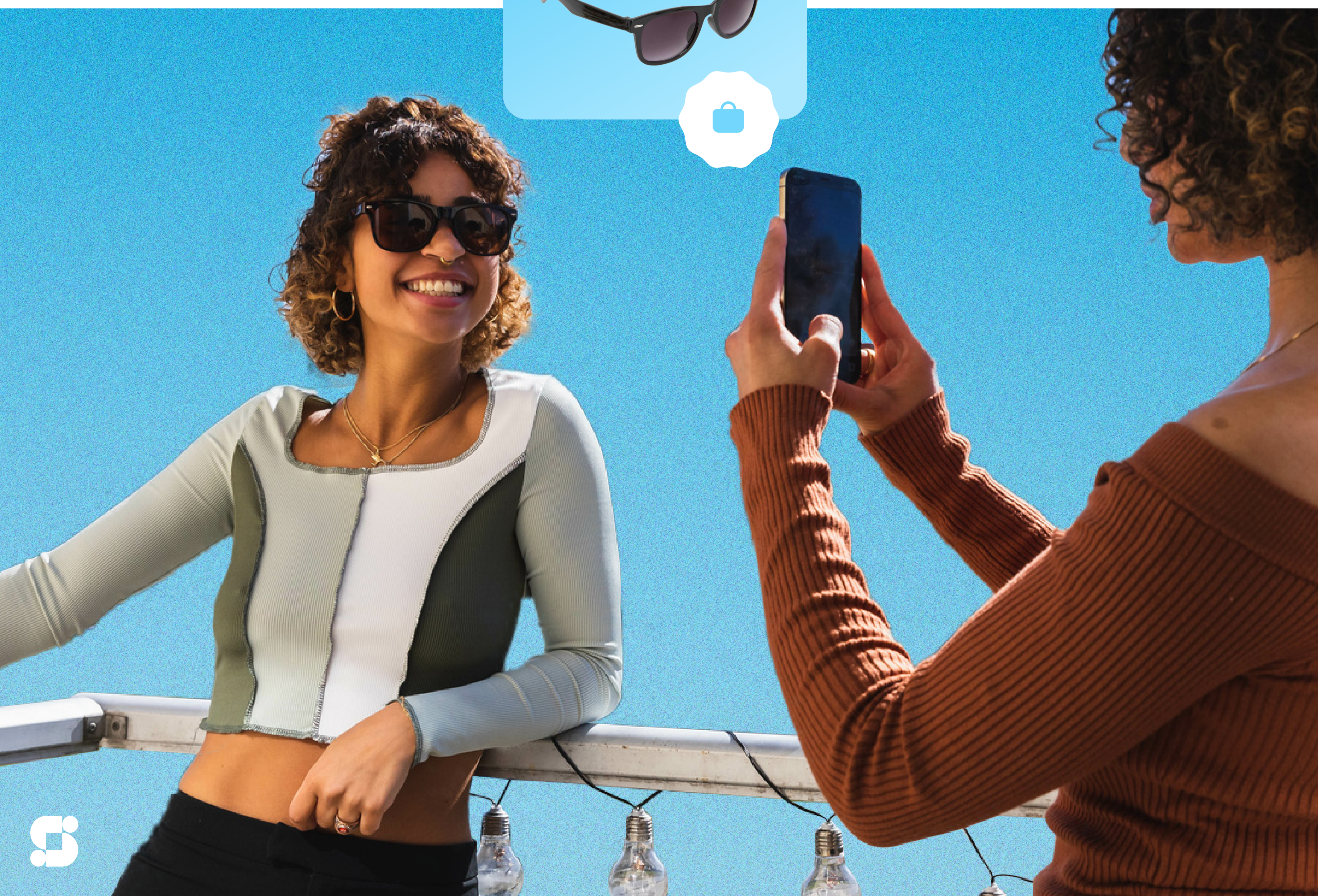
Importance *of* Visual Proof in Reviews

1

Drinkware Steel Bottle
★★★★★ (2,143 Reviews)

Blue   White   45$

@Briana • 18K views

120k Likes

Leam.K   ★ 4.9

I'm impressed—it's durable, leak-proof, and keeps my drinks perfectly hot or cold all day!

👍 45   Helpful

The world is moving towards visuals at hyper speed.

Text is *old-school*.

Photos and videos are the glimmers that shoppers look for. Glimmers are the opposite of triggers that boost your mood and get you excited.

Shoppers are looking for moments of glimmer that other shoppers have experienced and hope to mimic them by buying the same products.

Thus, shoppers are looking for visual proof. They are no longer satisfied with basic star ratings; they actively seek out reviews that include photos and videos to verify product quality and authenticity.
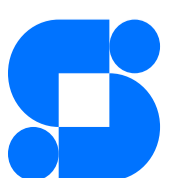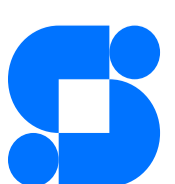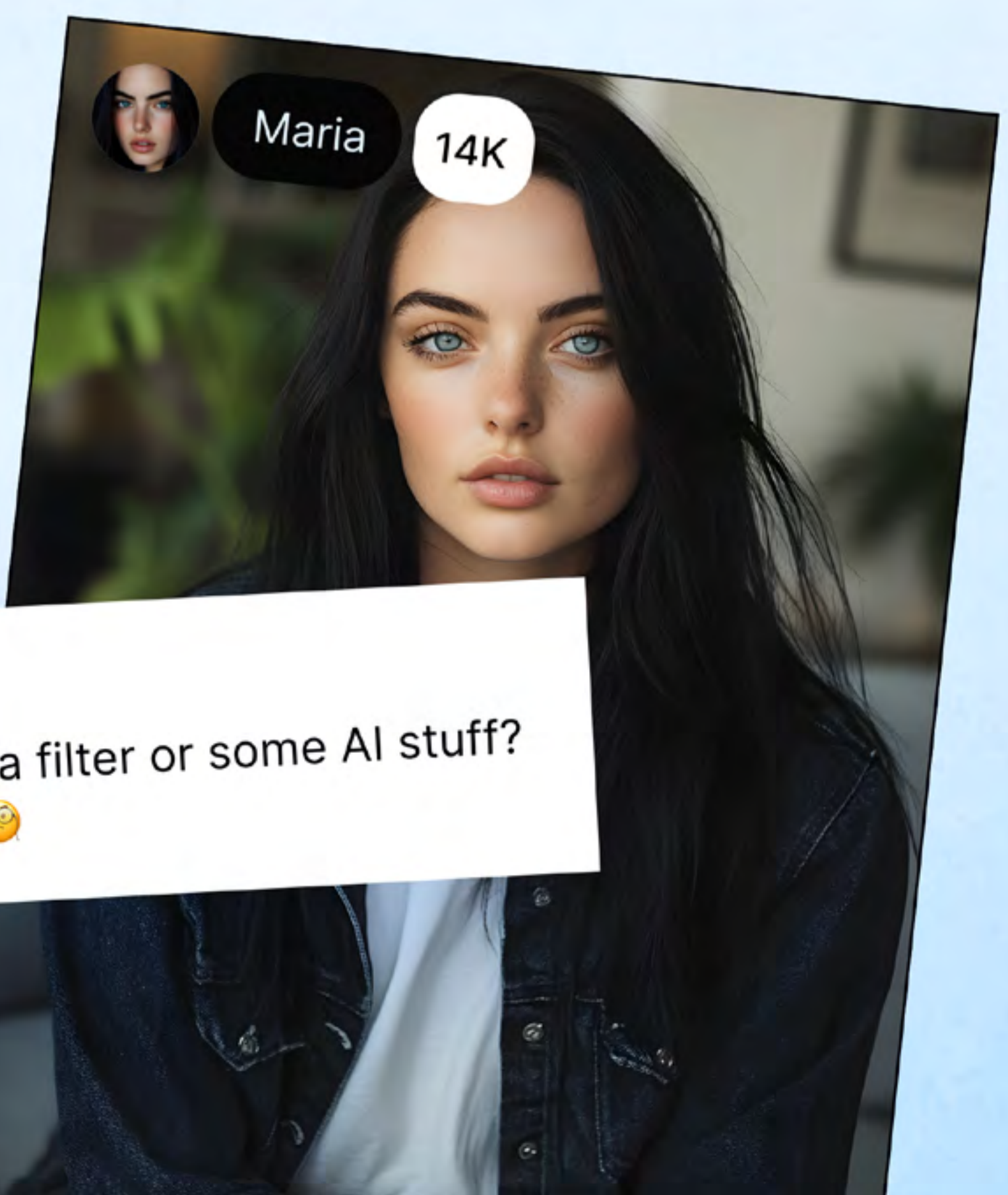
Why Visual Proof Matters More Than Ever?

Take a poll to see the consensus on *visual proof* →

More than 50% of shoppers say videos helped them decide which product or brand to buy from specifically, <u>as per Google</u>.

Moreover, with the rise of AI and advanced technologies like deepfakes, the need for authentic, human-proofed visuals is more critical than ever. Shoppers are becoming increasingly skeptical of manipulated images and fabricated reviews.

The pressing priority is for brands to showcase real, unfiltered customer experiences. Authenticity in visual reviews not only builds trust but also helps brands differentiate themselves amidst growing concerns around digital manipulation.

Elise 30K

Suzzane
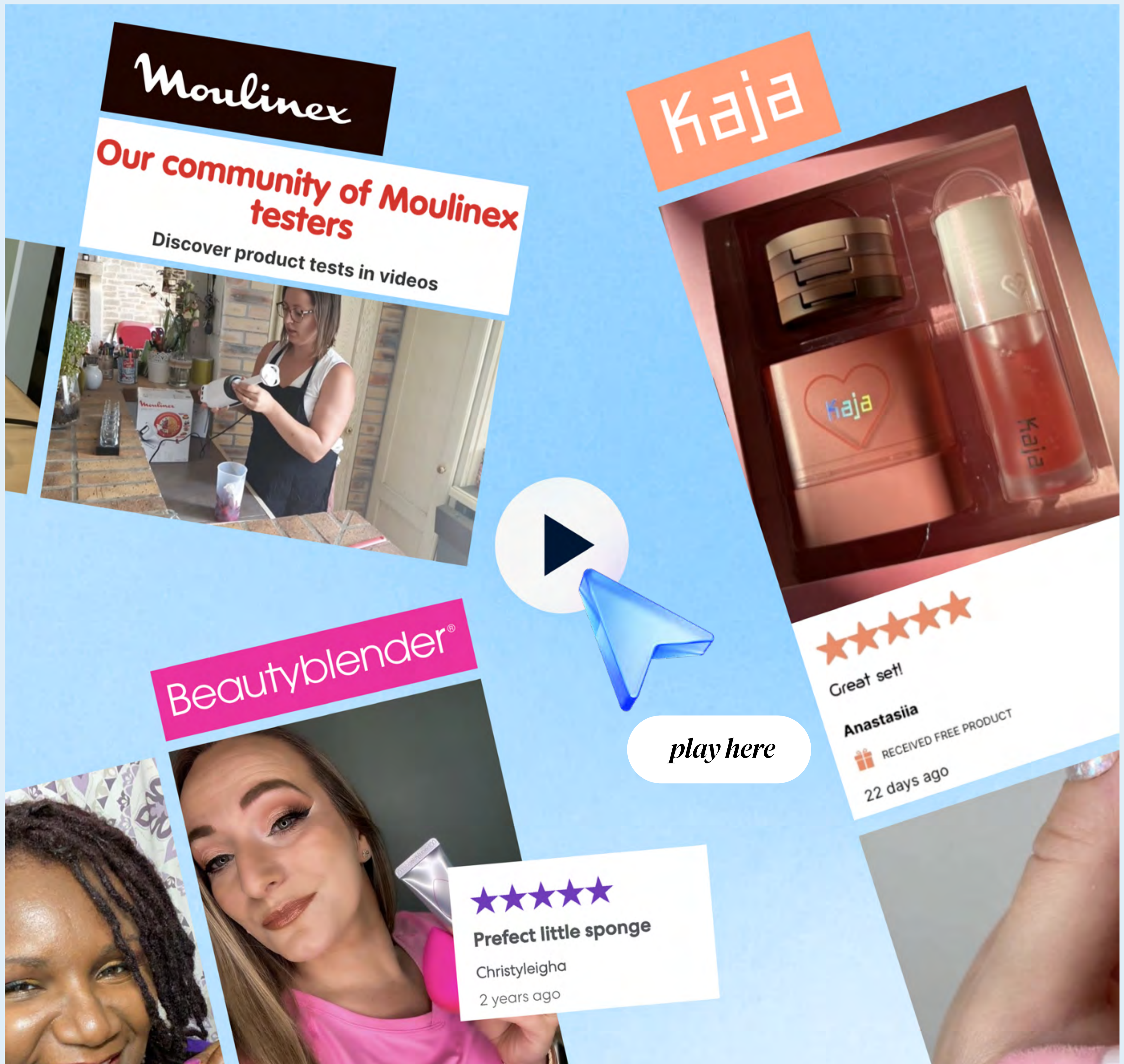Love your authentic vibe! ❤️ ✨

A cozy knit, my favorite jean jacket, and winter's chill is no match.

Maria 14K

Sarah
Wait, is this a filter or some AI stuff? Kinda sus! 🙄

Enough talk!

Let's see what visual proof looks like.

play here

Beautyblender®

Beautyblender prefers to showcase reviews with visuals – photos or videos from consumers.

They seek regular authentic reviews, inviting users to share their experiences and preferences.

With Gifted Reviews they focus on both core products and new launches. Their major challenge was to overcome the huge costs incurred by manually reaching out to the influencers and consumers.

Their **strategically timed gifting campaigns** played a pivotal role in generating immediate reviews with visual proof for new product launches, providing authentic insights from influencers and consumers.

Their product ratings went to 4.9 out of 5 through the Skeepers community, beating the industry average of 4.7 stars.

99% expressed a *strong inclination* to recommend the brand to others.

These results capture the positive influence the reviews with visual proof had on consumers.

@watcherica 32K

When the Beautyblender look good enough to eat 💖

@sarah_wolak 382K

✦ You Should Know

New and returning customers are searching for *visual proof.*

Whether it's a first-time buyer verifying product claims or a loyal customer seeking reassurance about updates or changes, visual reviews such as photos and videos provide the trust they need.

Customers want to see real-world use cases, authentic experiences, and product quality firsthand, making visual proof a critical component in their decision-making process.
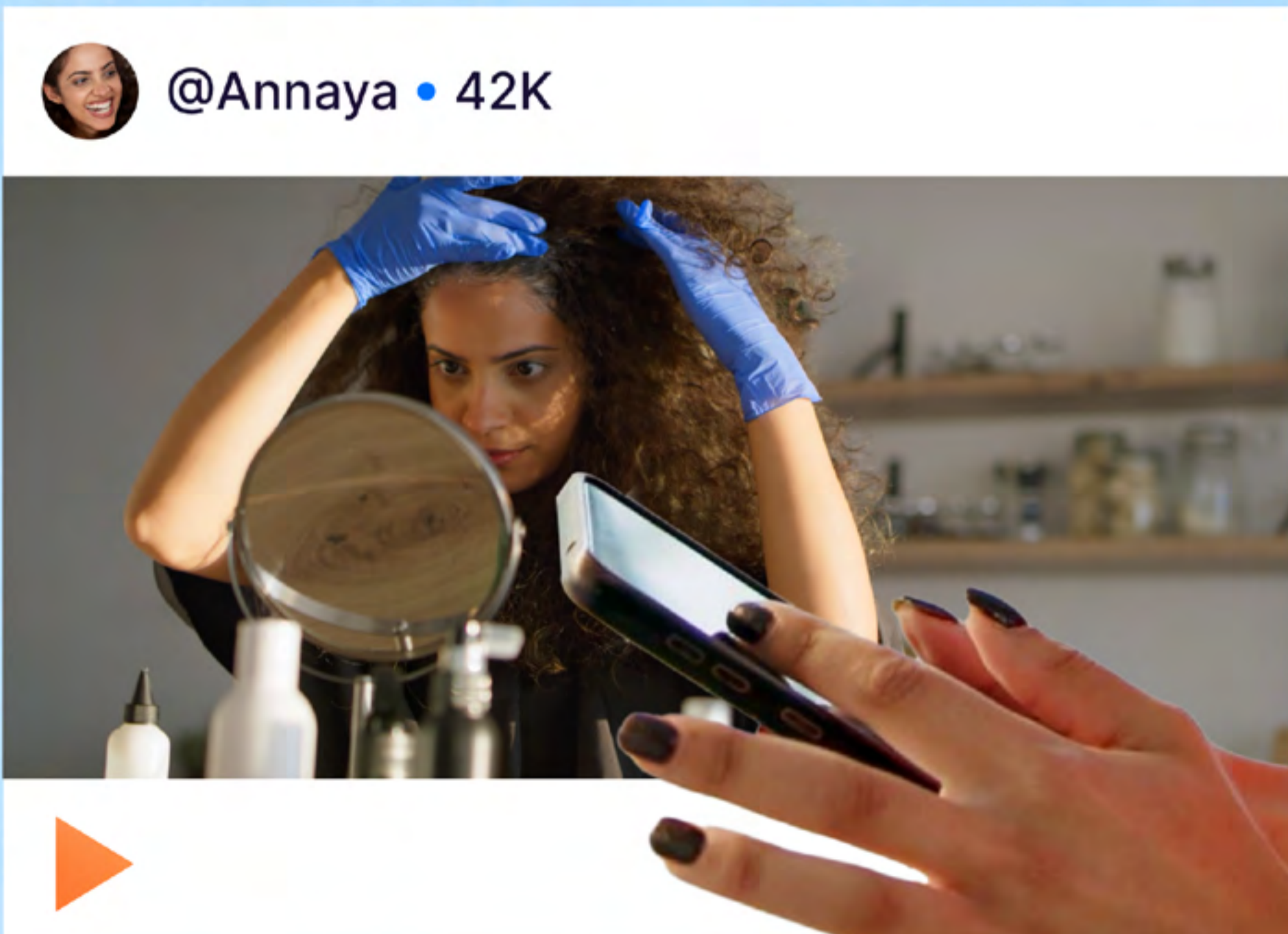
Denzil   ★ 4.9

After a month of using Radiance Hue Hair Color, I love the vibrant, long-lasting shade and how soft and healthy it leaves my hair!

👍 20   Helpful

@Annaya • 42K

At Garnier, we are convinced that visual proof in customer reviews makes all the difference, especially in areas like hair coloring. For example, when discussing covering gray hair, it's helpful to explain, but nothing compares to a before-and-after visual. A photo or video has a much stronger impact than just text in demonstrating results.

Honestly, I prefer a good before-and-after with a short caption over a textual review without visual proof. This is what we're seeing: reviews with photos or videos are much more impactful.

For us, fewer reviews but high-quality ones *with visuals* that truly capture attention is ideal.

It allows us to put the consumer at the center, which is particularly important in beauty, where visuals are key. If a review includes a great before-and-after that we can reuse, all the better. We even believe that visual proof will become essential in our future campaigns, as it enhances the credibility of testimonials and consumer engagement.

Thomas JOUANIN

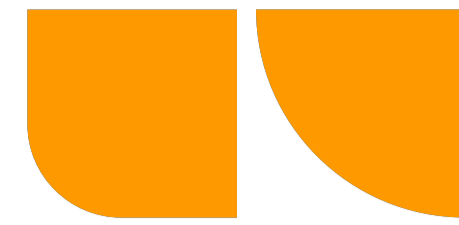Communication Manager, Influence and Social, L'oreal
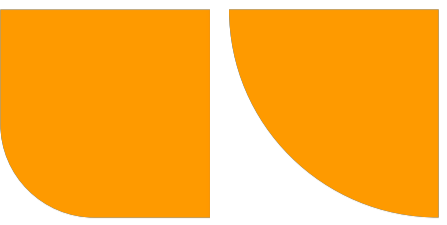
> Visual proof is the *secret ingredient* of successful reviews.

By showing products in action, customers feel more confident and connected to the brand, boosting sales.

Nicholas SERRANO

Co-Founder, Reenergy | Data Analytics

> In 2025, visual proof in reviews is expected to become even more vital for building consumer trust.

With *increasing demand for authenticity*, we anticipate brands will prioritize user-generated photos and videos that *showcase real-life* experiences.

Encouraging visual reviews will strengthen social proof, boost transparency, and help brands stand out, making genuine customer content a key driver of conversions.

Haley Naz DRESSER

Marketing Program Manager, Microsoft via RedCloud Consulting
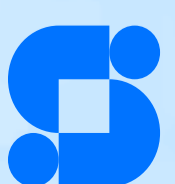
In 2025, companies that integrate user-generated visuals into their review systems will gain a significant competitive edge by leveraging psychological drivers like social proof, vicarious experience, and emotional connection.

Photos and videos feel *more authentic* than text reviews, as *consumers trust real-life* usage shared by their peers over brand messaging.

Relatable visuals allow shoppers to imagine owning the product, creating an emotional "pre-ownership" that increases the likelihood of purchase.

In a visual-first society where humans process visuals 60,000 times faster than text, prioritizing images and videos reduces cognitive effort, enhances engagement, and aligns perfectly with modern consumer behavior.
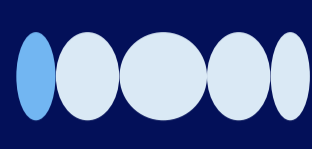
Pierre-Alexandre DONNY
Senior UX Designer, Skeepers
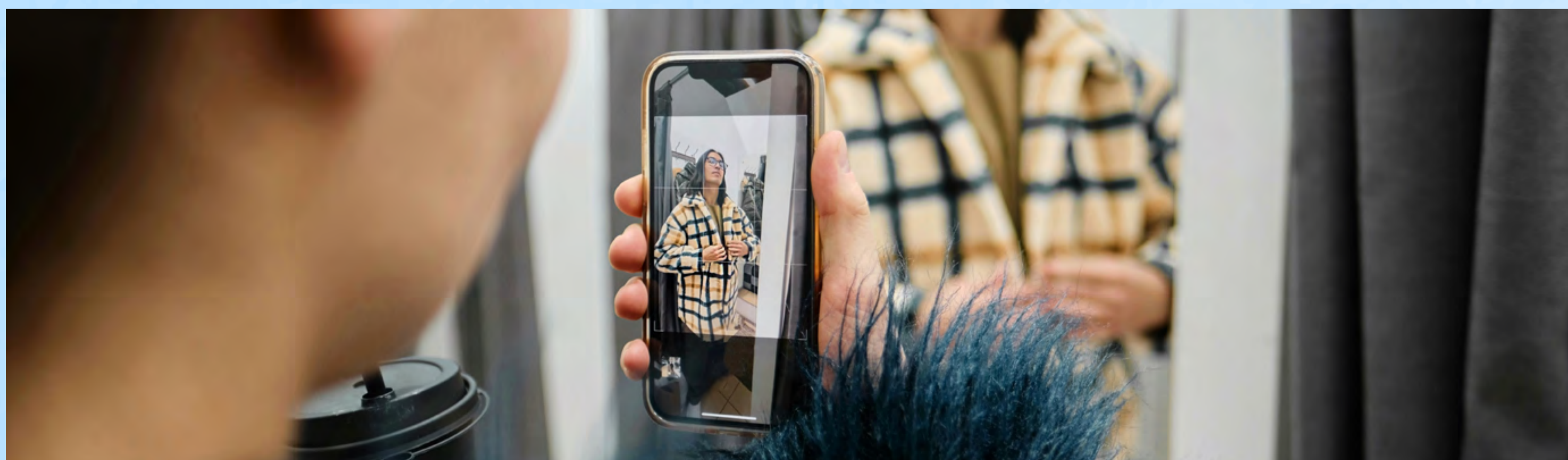
To Do for Brands

Here's how you can leverage visual proof:

Leverage photos and videos to influence purchasing decisions and shape customer sentiment.
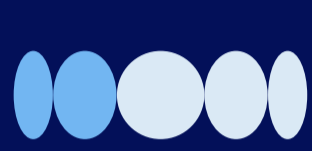
Use product visuals to build consumer confidence by showing products in real-world use.

Encourage positive visual reviews to enhance brand perception and reduce potential doubts.

Actively incorporate and promote visual UGC (user-generated content) in your marketing strategy.

Provide your audience with authentic visual validation to boost trust, increase satisfaction, and drive conversions.
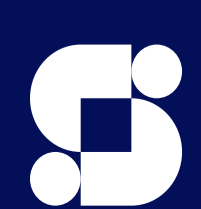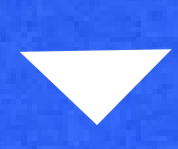
2

Social is *the* New Search

Best helmets for skating

- Best brands for night skin care ✕
- Comfy shoes for running ✕
- Trending winter outfits ✕
- Best camera for travel photography ✕

↗ Top 10 Trending Products

Amelia 12K

Ophenia 30K

Adam 24K

Think Social!

By 2025, search is no longer just about keywords on Google—it's about scrolling through social feeds. TikTok, Instagram, and even Pinterest are becoming go-to platforms for discovering products, ideas, and experiences.

Social proof is driving this shift, as shoppers trust recommendations from real people more than traditional ads or even search engine results. UGC has emerged as the heart of this movement, providing the authentic, real-life context shoppers crave.

⚡ **Did you know?**

46% of Gen Z and 35% Millennials now use social media to discover new products, moving beyond traditional search engines.
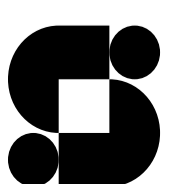
Value Over Virality in 2025

@Eileenslastbra

@Leahhalton

Check out the *most viral* trends of TikTok

@Mireyarios

play here

STANLEY

@Kortneyandkarlee

A *shift is happening* in how consumers approach purchasing decisions.

Instead of chasing **"viral" trends**, shoppers are increasingly focusing on long-term value and durability.

They are growing tired of low-quality, disposable products and **"buy what lasts"** mentality is gaining traction—especially with younger, more conscious consumers.

This shift is driven by communities on social platforms like TikTok and Instagram, where creators are sharing their personal experiences with high-quality, sustainable items.

These platforms have become a trusted source for recommendations on products designed to last.

VANESSA BRUNO

Vanessa Bruno partnered with Skeepers to launch a targeted campaign on TikTok, using nano and micro-influencers to showcase the brand's iconic tote as **«The Perfect Gift for Christmas.»** Skeepers streamlined the process, from finding the right influencers based on engagement and lifestyle to managing the logistics of sending out products.

This allowed Vanessa Bruno to focus on content quality and campaign monitoring. The influencers shared authentic, relatable content, resonating with the audience and quickly generating over 200 high-quality videos, which Vanessa Bruno then reposted on its account for greater reach.

The results were impressive: the tote bag became the best-selling product over the holiday season, and engagement levels exceeded expectations, with **185 posts yielding over 40,600 interactions at an engagement rate of 4.22%.**

Following this success, Vanessa Bruno continued influencer campaigns across different products, boosting visibility among 19-24-year-olds and establishing solid relationships with content creators. With the second wave of campaigns, the brand saw further growth, with **195 posts generating 1.29 million impressions, 70,000 interactions, and an elevated engagement rate of 5.68%.**

Through these authentic influencer collaborations, Vanessa Bruno effectively *enhanced brand visibility* and drove significant sales on TikTok.
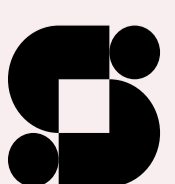
In 2025,
UGC will *dominate the discovery* and purchase process.

Consumers will continue to rely on social platforms not just to find products but to validate their choices through peer reviews, influencer endorsements, and community feedback.

This shift in search behavior impacts how brands position themselves—no longer can they rely solely on traditional SEO tactics.
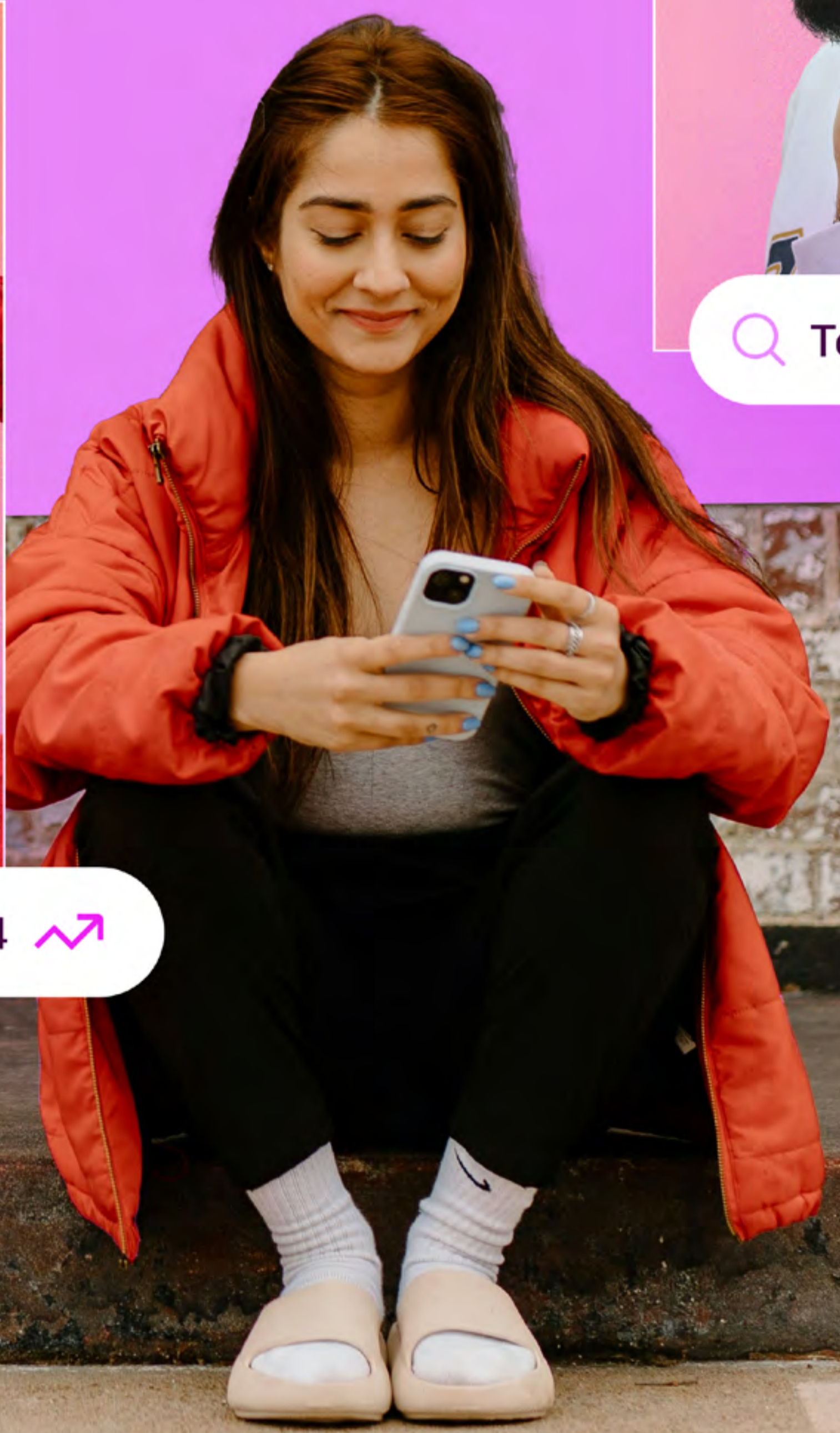
Instead, they must focus on building authentic, engaging UGC to capture attention and drive sales.

Kevin 30K

Top 10 Trending Products

Andrea 42K

Conan ton
CRAVE
PAPRIKA & ONION
-REDUCED FAT-
LENTIL CHIPS

Health Trends of 2024

Search is moving beyond Google as people seek more authentic, personalized insights over generic results. I found that brands are leveraging user-generated content to build trust and engagement, creating compelling narratives that resonate with real experiences and drive deeper connections.

In today's digital world, UGC is *the key* to cutting through the noise and bringing genuine value to audiences.

As a full time creator, I have seen a shift in how brands have been leaning more towards UGC content, than ads that are too 'commercial-like
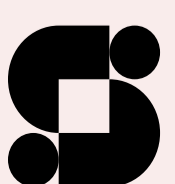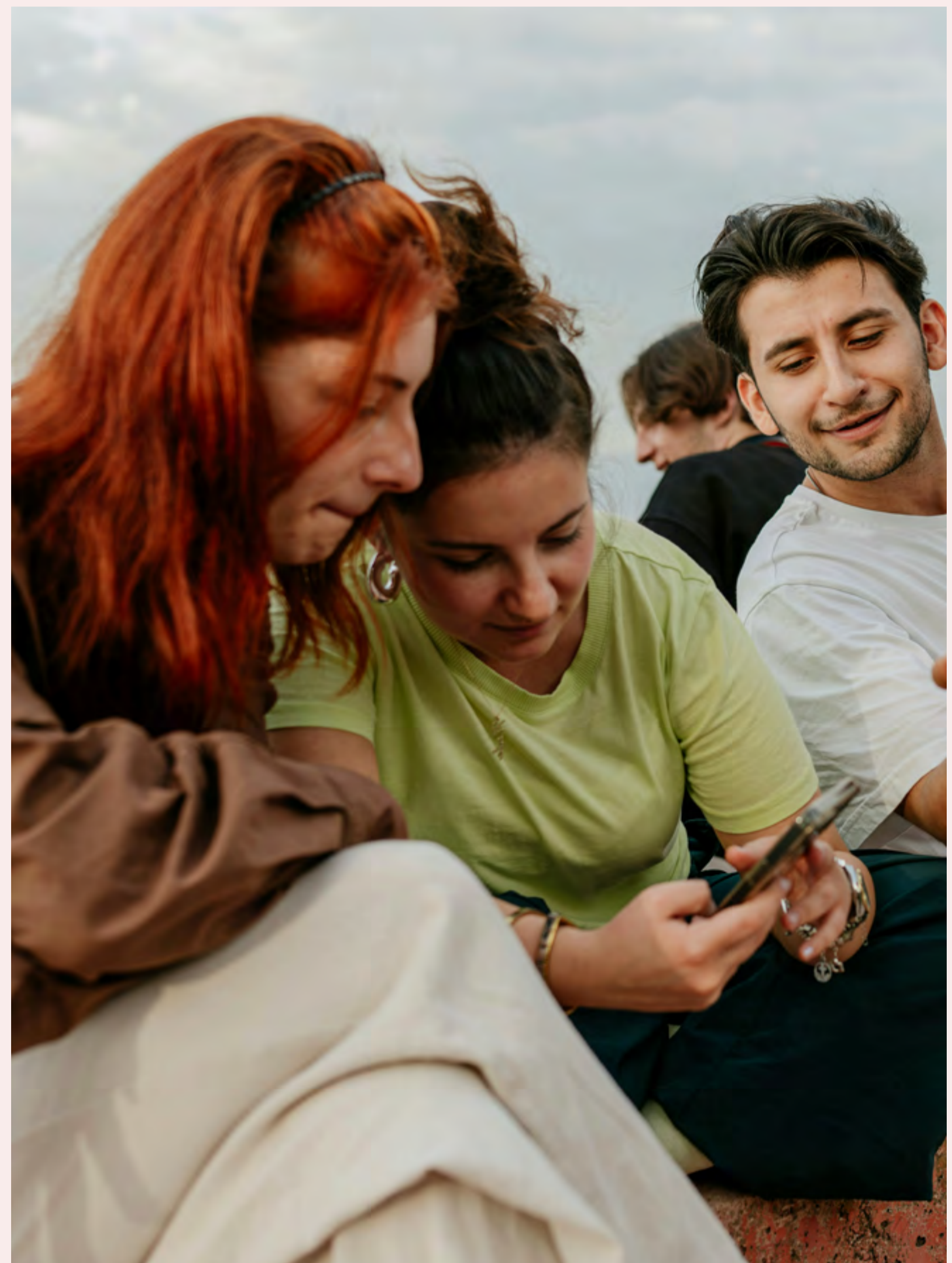
Abiodun DOSU Staggers Gillyard
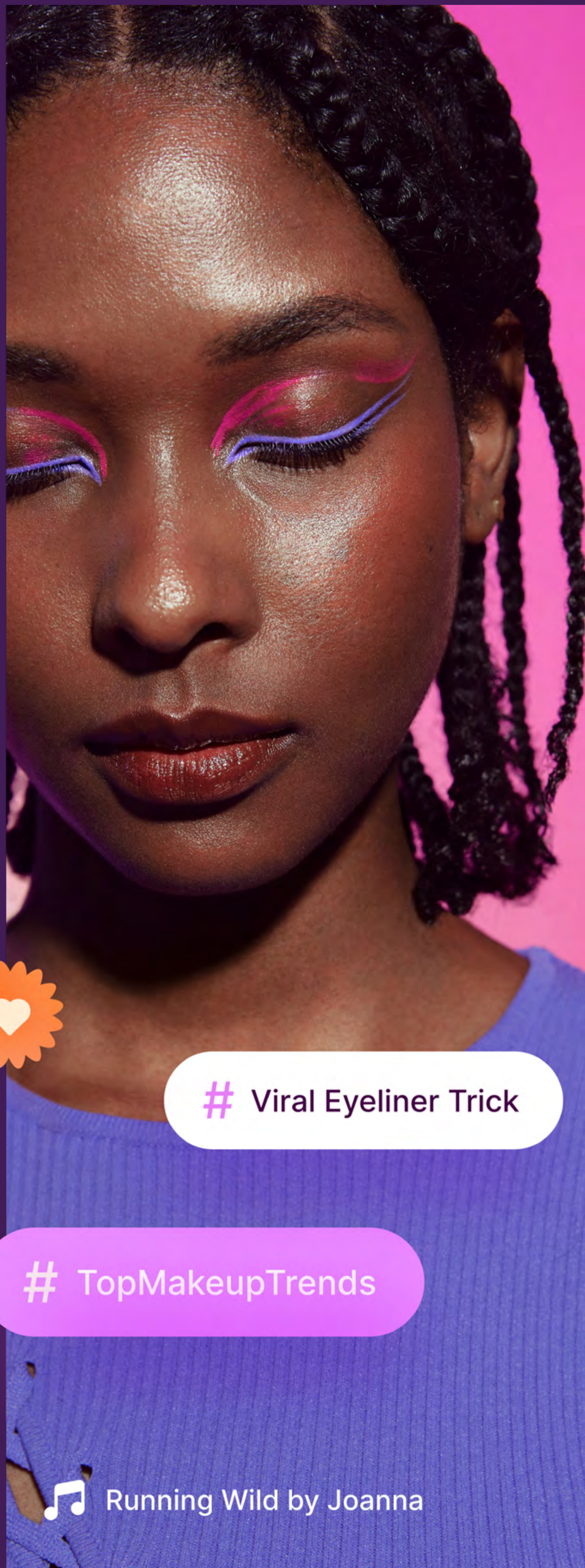
Skeepers Content Creator

While e-commerce sites and marketplaces are still strategic for carrying out commercial transactions, social networks constitute a more neutral and objective touch point in the prospect's journey.

Jean-François DETOUT

Digital Marketing Consultant, Skema Business School

To Do for Brands

Optimize Content for Social Discovery

Create visually engaging, short-form content tailored to platforms like TikTok, Instagram, and Pinterest. Use relevant hashtags, trending audio, and captions that align with popular search queries on these platforms to ensure your content appears in user searches.

Leverage UGC to Build Credibility

Encourage customers to share authentic experiences and reviews on social media. Highlight this UGC on your brand's profile to establish trust and make your products more discoverable through recommendations.

Invest in Social-Specific SEO Strategies

Treat social platforms like search engines by focusing on keywords and phrases that align with user intent. Optimize your bio, posts, and descriptions for commonly searched terms within your niche to enhance visibility and drive traffic directly to your products or services.

Viral Eyeliner Trick

TopMakeupTrends

♪ Running Wild by Joanna

3

The Growing Demand *for* Personalization

How was your recent purchase at our store?

| 6 | 7 | 8 | 9 | 10 |

Capturing the voice of the customer empowers brands to personalize their offerings, tailoring products and experiences to meet real customer needs. By analyzing customer feedback, brands can make targeted improvements to their products, ensuring each enhancement aligns with consumer expectations. This data-driven approach refines products and allows for precise, personalized recommendations.

Research indicates that online customer reviews provide valuable external knowledge for product developers, aiding in the identification of new user requirements and product defects.

Ultimately, brands can use these insights to deliver the right product to the right person, creating a more engaging and satisfying customer experience. This growing expectation for personalized content has put UGC front and center in marketing strategies.

Hello,

Thank you for traveling with us! Your feedback helps us improve. Please take a moment to rate your journey.
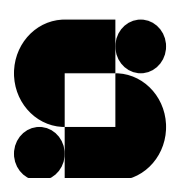
PRINCESSE tam·tam

Princess Tam Tam has leveraged customer reviews and feedback to align its products more closely with customer expectations. Using Skeepers Ratings & Reviews and Feedback Management, they gather authentic, verified reviews across all purchase channels and analyse them, allowing the brand to demonstrate product quality and engage customers. By soliciting reviews after both online and in-store purchases, the brand has accelerated review collection, with **70% of feedback now coming from in-store customers.**

Displaying these reviews on product pages reassures customers about quality and boosts conversion rates, especially for items with more reviews. With Feedback Management, detailed review analysis also enables Princess Tam Tam to innovate with new materials, designs, and improvements to iconic products, ensuring they meet evolving customer needs.

Additionally, reviews help them enhance purchasing, delivery, and in-store service, fostering customer satisfaction and loyalty.

Moving forward, the brand plans to *integrate reviews into the checkout process* and provide segmented insights for each department, further refining their customer-focused approach.
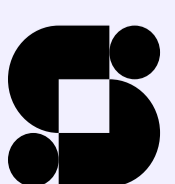
Feedback Powers Personalization
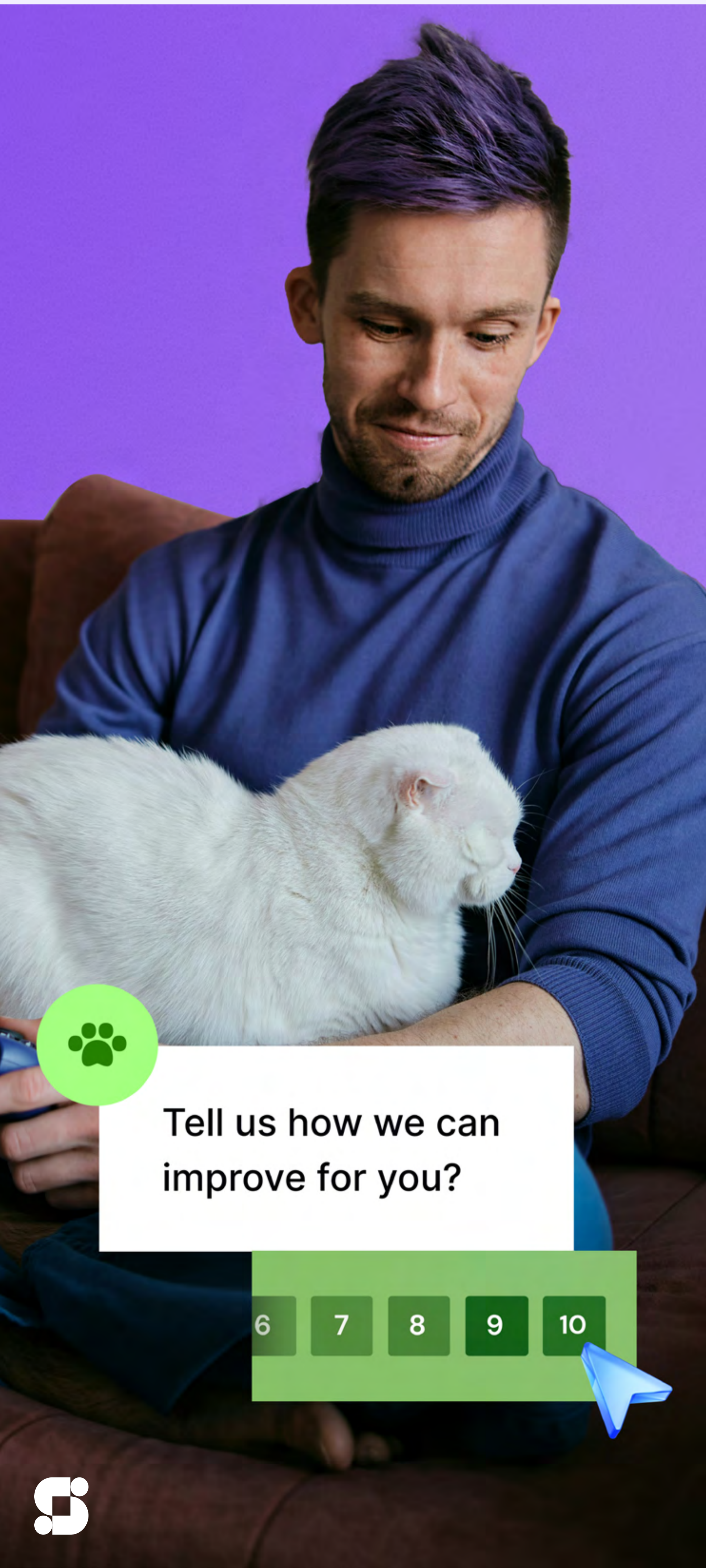
Customer feedback *enables brands* to design products that *truly meet consumer needs.*

It fosters a closer alignment between what customers want and what the brand offers. Rather than relying solely on in-house perceptions, brands can develop products based on direct consumer insights, refining features and quality to better match expectations.

Additionally, understanding customer feedback allows brands to gain deeper knowledge about their audience, enabling more tailored messaging and personalized promotions.

By aligning marketing and product development closely with customer needs, brands can build a more authentic, trusted connection. Thus, showing consumers that their voices are not only heard but directly shape the products and experiences they receive.

Tell us how we can improve for you?

6 7 8 9 10
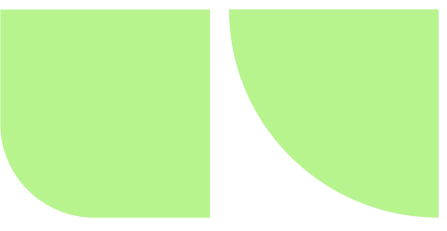
Personalisation clearly drives increased sales, whether through Google Ads, Meta or any other channel. Looking ahead to 2025,

I believe that *personalisation* will become *even more essential* in online marketing,

enabling businesses to connect more deeply with their audiences and achieve sustained growth.

Battista PETROSINO

Brand Specialist, Amazon
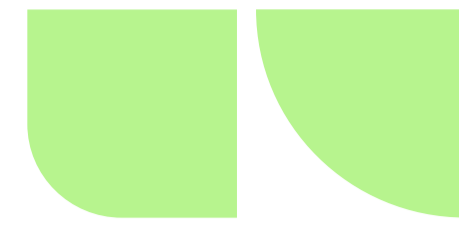
Today's consumers expect content that aligns with their values and interests - even in paid ads. Brands must now tailor messages to capture attention within seconds.

The goal is to create content that resonates with viewers, bringing them a more relevant experience through creative storytelling.

You want to get noticed? So how do you catch their attention? *Hear them.* Learn about them through their feedback. *Act on it.*

The result? Engagement rises significantly when video messages are customized to the viewer's interests.

Monica AREVERC

Founder, Kybalion Films
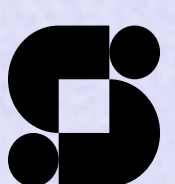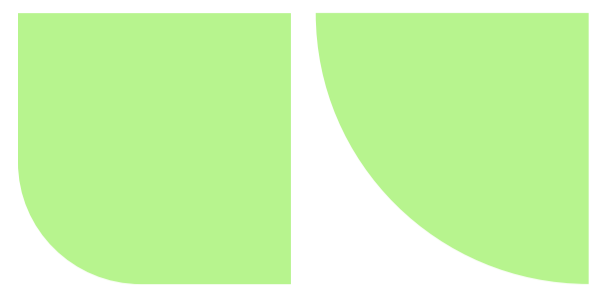
The raison d'être of advertising is to generate sales.

For me, the next milestone in hyper-segmented advertising comes from the content side, especially from UGC (User-Generated Content).

The company that manages to offer personalized content, generated in real-time, will experience a sales increase like no other. I hope that personalization occurs in all areas, especially in e-Commerce.

It's useless for a website that knows me (a lot or a little, but it knows me) to show me banners with offers for products that I don't want or am not interested in.

That information should be modified in real-time with UGC from profiles similar to mine.

Sergio ARIAS
Senior Account Executive, Skeepers

✔ To Do for Brands

Here's how you can leverage customer feedback for personalisation:

Use surveys, reviews, and direct feedback channels to gather insights on customer preferences and pain points, allowing for targeted product improvements.

Integrate consumer insights into the design and features of products to ensure offerings align closely with customer needs and expectations.
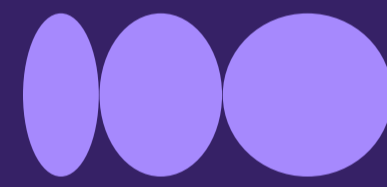
Segment your audience based on feedback data to tailor promotional content and messaging, ensuring that each customer receives relevant, meaningful communication.
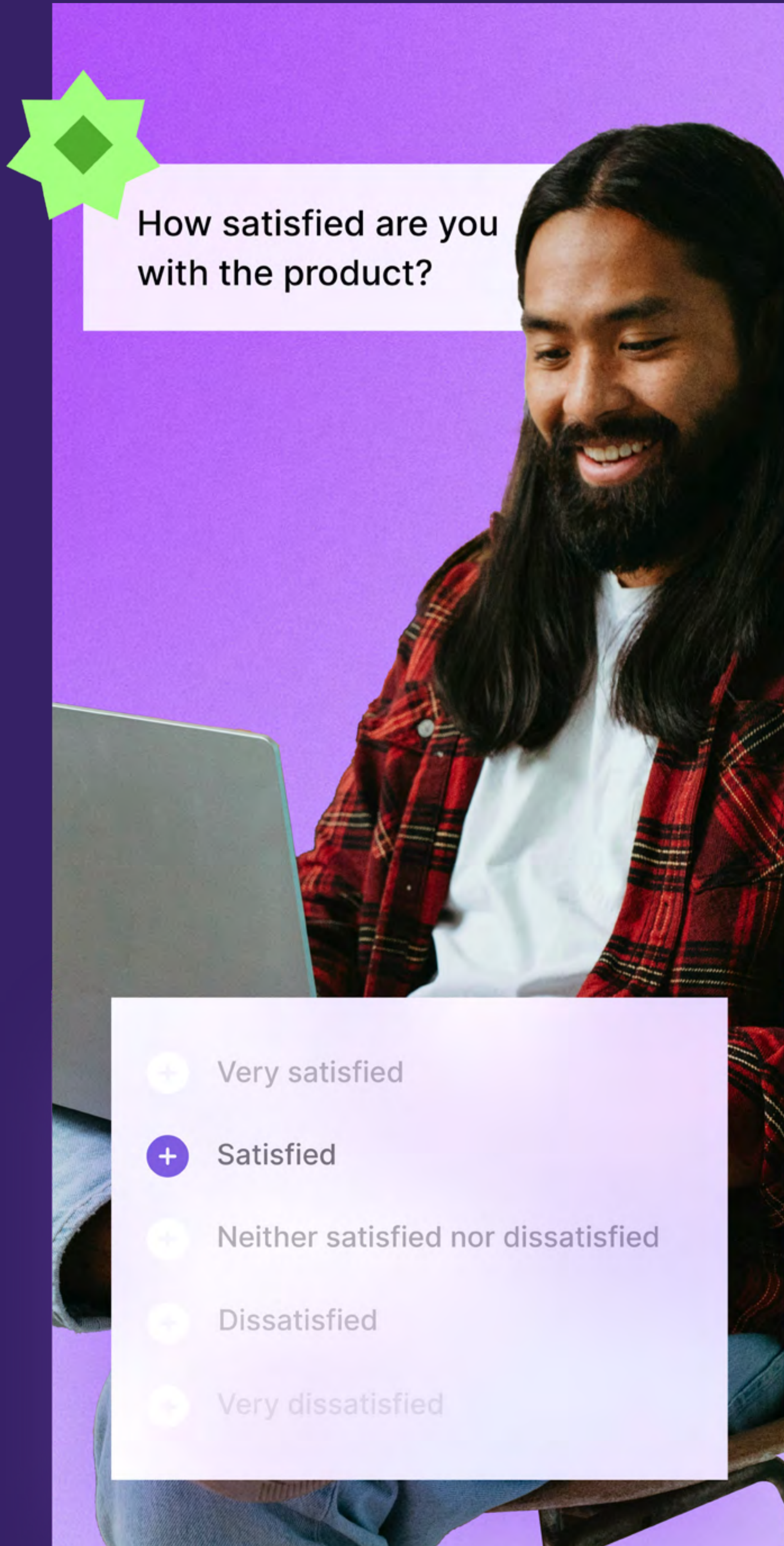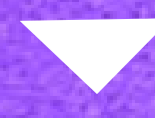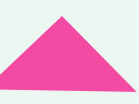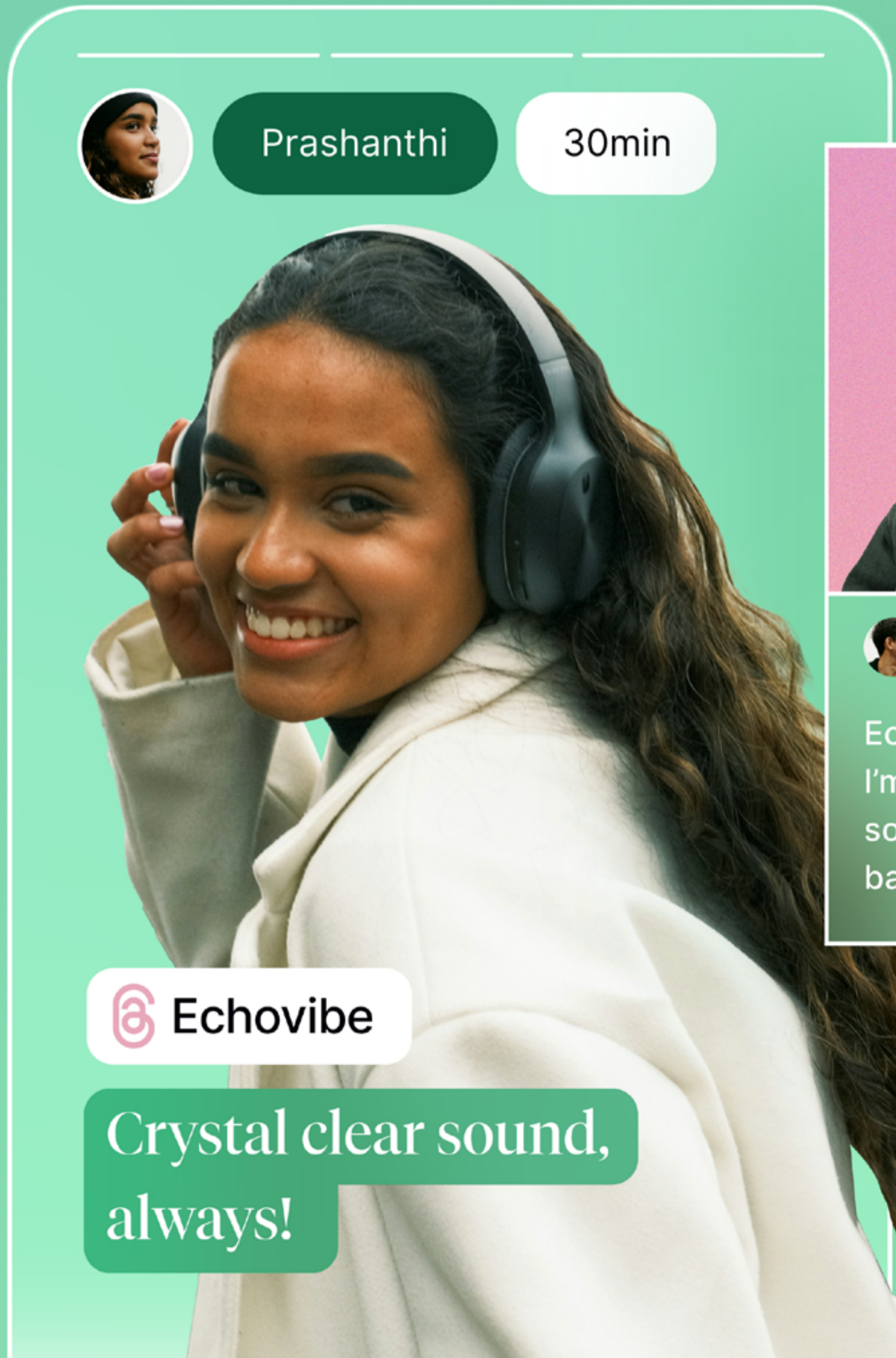
4

Consumers are *the* New Brand Advocates

Bailey 18K

Taking my music to the next level!

Prashanthi 30min

Echovibe

Crystal clear sound, always!

Steve ★ 4.7

EchoVibe's base is insane ! I'm blown away by the rich sound quality and impressive battery life!

Traditional lines between *influencers*, *everyday consumers*, and brand advocates are becoming *increasingly blurred*.

In 2025, mega-influencers dominating the conversation are fading, replaced by a new wave of smaller, more authentic voices. Consumers themselves are stepping up as brand advocates, sharing their genuine experiences and winning the trust of their peers.

Brand communities play a powerful role in this shift, creating spaces where loyal customers can connect, share feedback, and amplify their voices.

These communities foster deeper engagement and trust, empowering consumers to become influential ambassadors who authentically champion the brand within their networks.

Natalia 92K

Game-changer! Lightweight, powerful, and no cords.

BaileyHomeDIY 630K

Stefani
Love this vacuum! 🙌 ❤️

Cleaning redefined—love this vacuum!

Sebastian ⭐ 4.7

It's powerful, easy to use, and even my kids love helping with it!
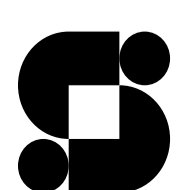
The power of brand communities has never been stronger

With platforms like TikTok, Instagram, and YouTube making it easier than ever for anyone to create and share content, consumers are now generating buzz for brands without needing a formal influencer title.

Whether it's through product reviews, unboxing videos, or simple social media shout-outs, these advocates are influencing their peers with authenticity and trust.

They don't necessarily have thousands of followers or perfectly curated feeds, but their content resonates because *it's real.*

Isla in Bloom
630K

Jake
Isla, where did you get those cute pots 😍

Isla in Bloom ● Author
Thanks, Jake! These pots are from GreenHaven, super stylish and durable!
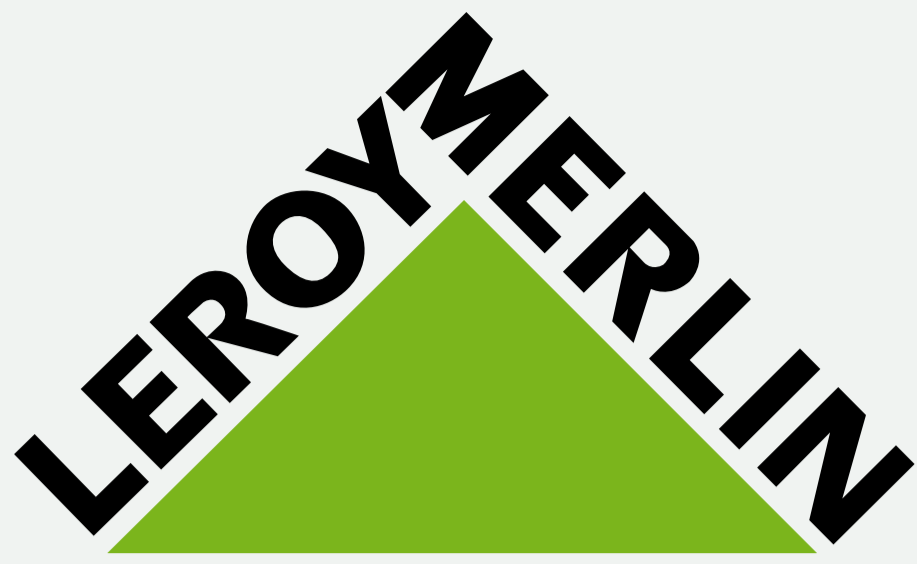
Leroy Merlin places customer satisfaction at the core of its brand strategy, fostering a strong relationship with its audience both in-store and online.

By implementing a phygital approach, Leroy Merlin transforms its customers into genuine brand ambassadors, using loyalty programs and in-store events to enhance engagement.

Through Skeepers, Leroy Merlin collects and showcases customer-created videos, enriching product pages with authentic content that builds trust and increases conversion rates.

They saw a *31.4% boost in sales* among customers who view these videos.

Additionally, the **Brand Communities by Skeepers enables Leroy Merlin to animate its community,** integrating gamification, loyalty benefits, and thematic events that encourage ongoing interaction and deepen brand loyalty.

As community members participate actively, they enjoy personalized experiences and incentives, reinforcing their ambassador role and enhancing Leroy Merlin's relational brand strategy.

@douzefevrier · 651 K

DIY: Creating a custom-made storage unit !
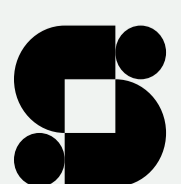
✓ To Do for Brands

Integrate online and in-store experiences by hosting both virtual and physical events, encouraging community members to participate, interact, and share feedback. Use digital platforms to extend these interactions beyond events, enabling continuous engagement.
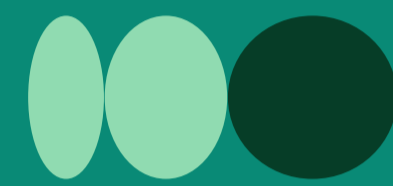
Motivate community members to create authentic content—such as product reviews, tutorials, or testimonials—that can be shared on your brand's platforms.

Use gamified incentives like loyalty points, discounts, or exclusive perks for active community members. Encourage participation through activities like quizzes, surveys, or challenges, rewarding engagement to strengthen brand loyalty and foster a sense of belonging.

5

Syndication *of* Content

Botanica ★ 4.2 25$

Botonica

Botonica

Botonica

the cleanser
80 ml / 2.7 fl oz

Botonica

Botonica

the rich moisturizer
50 ml / 1.7 fl oz

Botonica
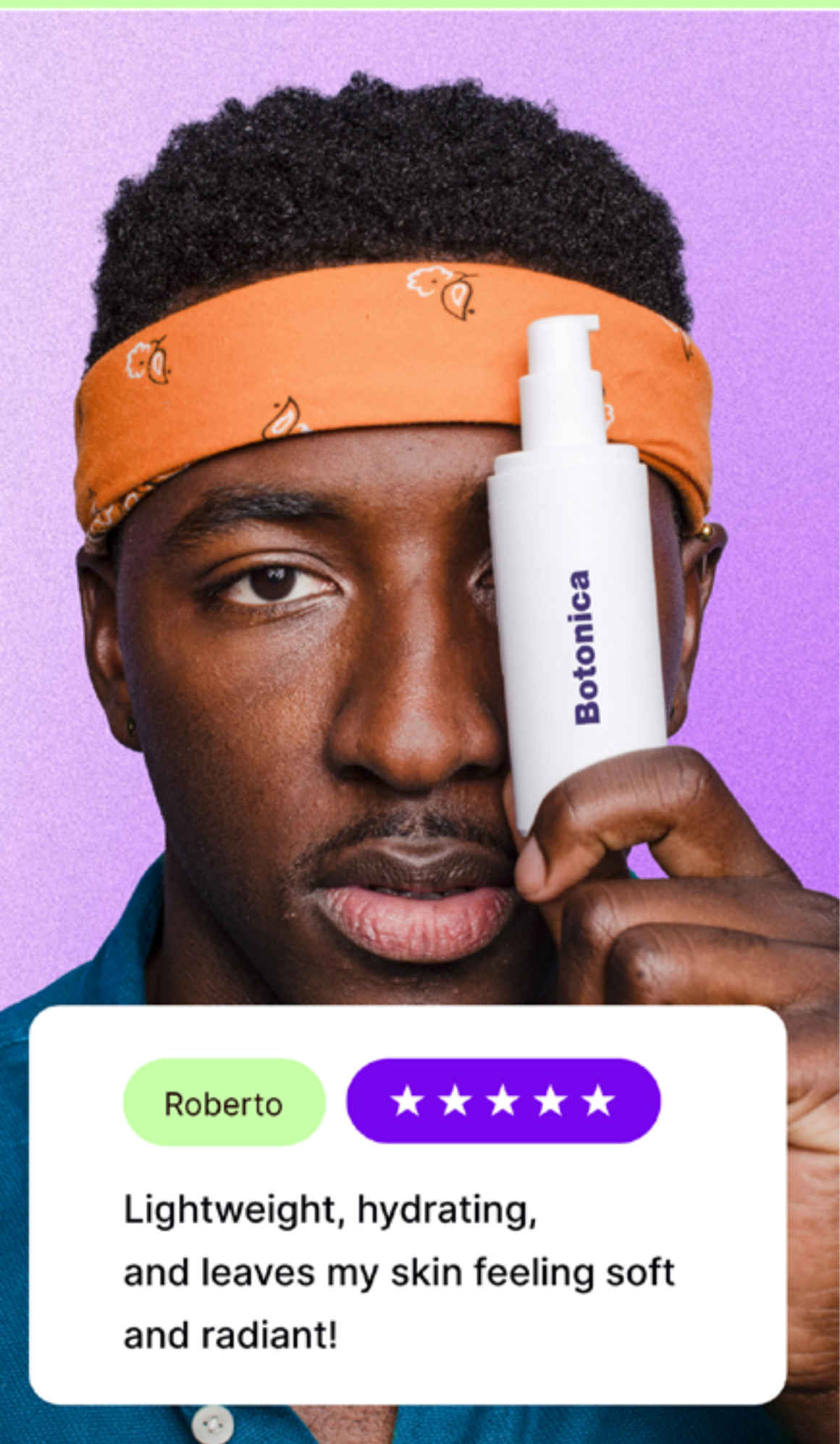
Chloe 162K

Roberto ★★★★★

Lightweight, hydrating, and leaves my skin feeling soft and radiant!
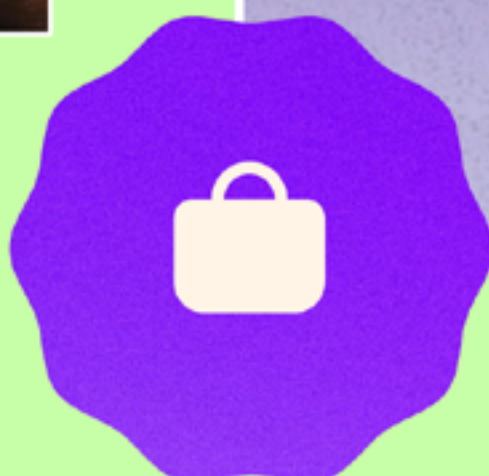
Ava 48K

Consumers today expect *seamless access to information*, no matter where they encounter a brand or product.

Syndicating UGC - **reviews, photos, videos, across multipl**e channels helps brands ensure that their message and credibility are visible wherever their customers are searching.

Marissa ★ 4.5

Stridex sneakers are sleek, comfy, and perfect for every outfit!

Daniala 18K

All-day comfort meets style with Stridex—my go-to sneakers! 🤍
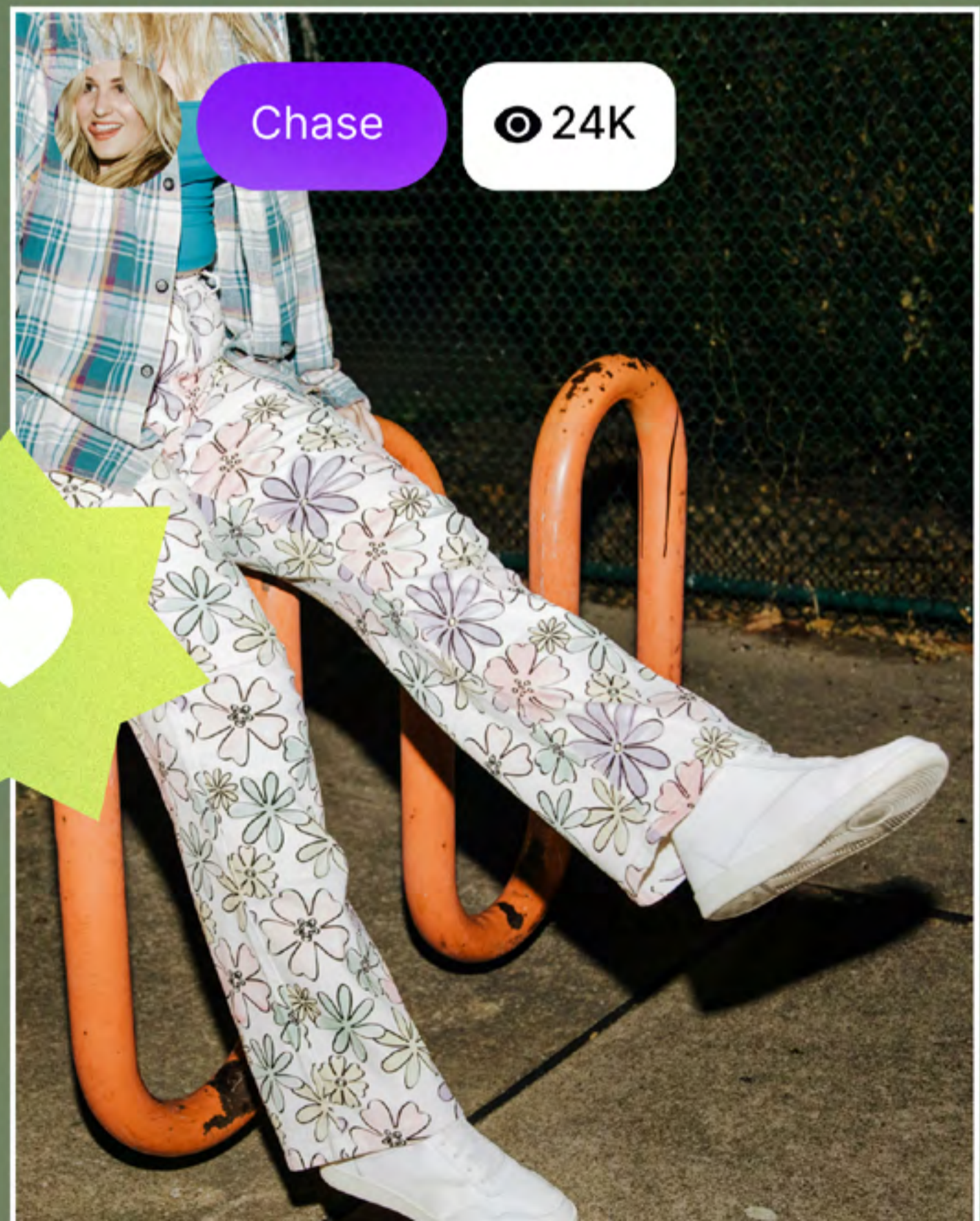
Chase 👁 24K

What is Content Syndication?

Content syndication involves **distributing your UGC,** such as reviews, testimonials, and user-generated photos or videos, across a variety of platforms and touchpoints.

This ensures that **potential customers can access authentic reviews** no matter where they interact with your brand.

Whether a shopper is on a retailer's website, your home page, or a specific product page, seeing consistent UGC builds trust and confidence in your products. One of the most effective ways to syndicate UGC is through reviews, which are trusted sources of information for consumers.

By distributing these reviews across multiple channels, brands can maintain a consistent and credible omnichannel presence.

To remain *economically viable*, syndication has become essential.

Particularly when the unit cost of our product is high, we cannot afford to **'gift'** a product to every content creator to feed each platform and retailer. The cost would be economically unmanageable. Therefore, each piece of content must be designed as multi-platform compatible: social media (including YouTube), product pages, and more.

The ability to adapt and quickly distribute this content is then crucial to staying 'trendy' and capturing the attention and engagement of our consumers.

This involves, of course, syndicating content, but also having a deep understanding of the most effective formats for each platform.

It's useless for a website that knows me (a lot or a little, but it knows me) to show me banners with offers for products that I don't want or am not interested in.

That information should be modified in real-time with UGC from profiles similar to mine.

Thierry LECOURTIER

Business Activation Manager SDA Food Group Seb

Moulinex

Moulinex is turning everyday customers into powerful storytellers, syndicating their authentic experiences across multiple channels to build trust and connect directly with consumers.

By utilizing authentic consumer videos that showcase their products in real-life scenarios, such as cooking a recipe,

Moulinex enables potential buyers to see *the products in action, boosting confidence &* helping them make informed decisions.

With support from Skeepers, Moulinex recruits brand ambassadors biannually to create genuine, unscripted videos that are strategically shared on YouTube, social media, the Moulinex newsletter, product pages, and a dedicated website section.

This multi-channel UGC approach not only enriches product pages with relatable demonstrations but also leverages the power of authentic recommendations, ultimately driving conversions and enhancing the customer experience across platforms.
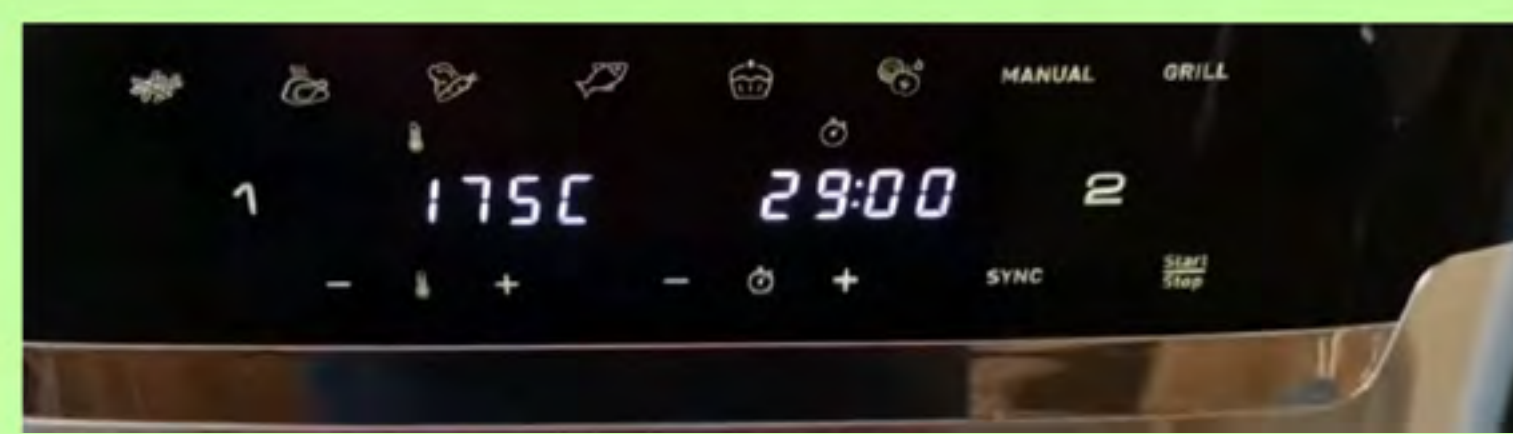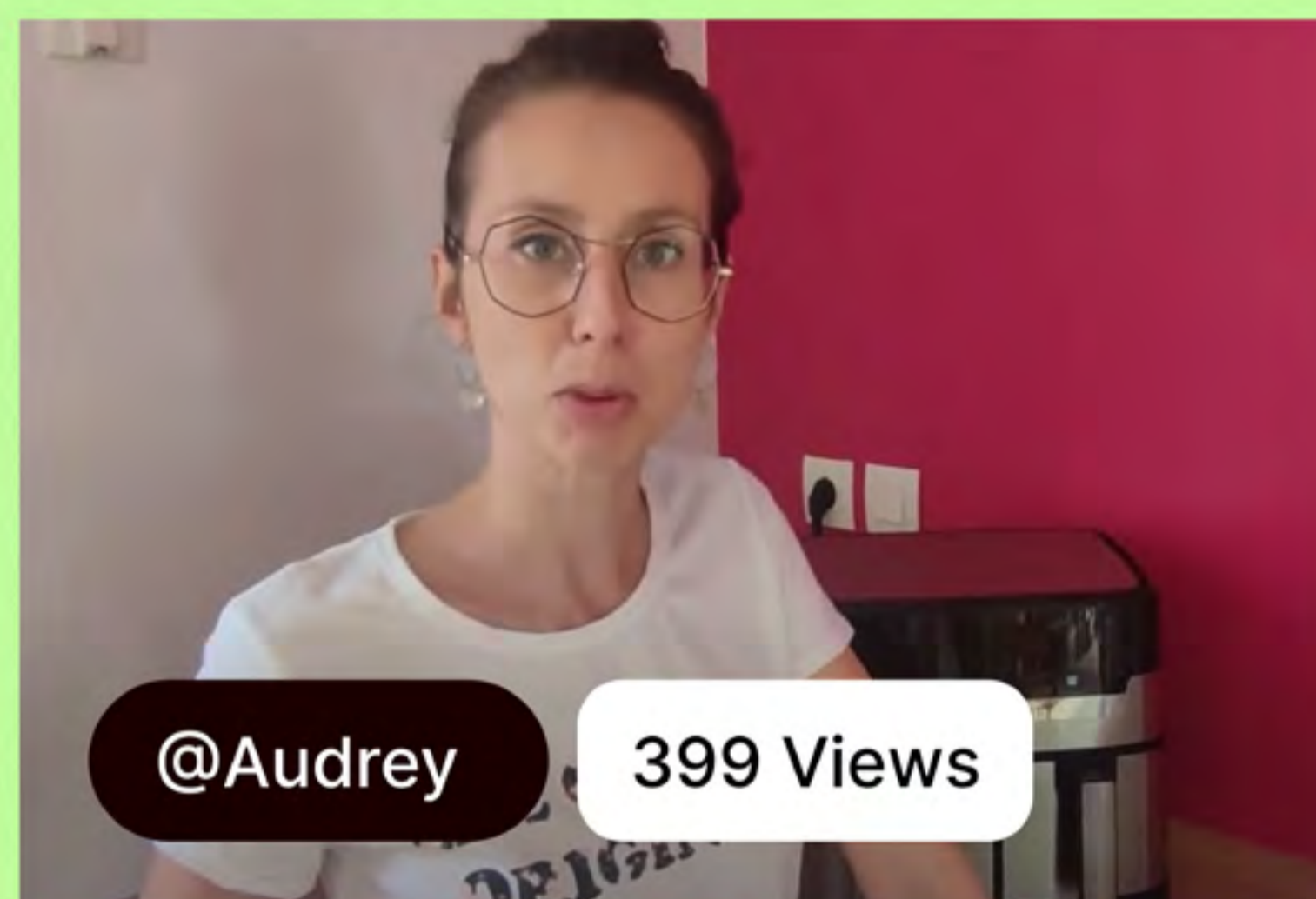
What lies next?

In 2025, content syndication will be crucial for brands aiming to build trust, enhance visibility, and drive conversions across multiple platforms. As consumers increasingly rely on UGC to make purchasing decisions, brands must ensure their positive feedback and authentic content reach audiences wherever they shop. A significant **79% of marketers engage at least one vendor** to facilitate their content syndication processes.

Syndicating reviews and UGC to retailer sites, product pages, and international websites allows brands to deliver a unified and trustworthy message at every touchpoint. With global markets in mind, translating reviews for international audiences will also become essential, allowing brands to resonate across diverse markets and languages. By streamlining this process, content syndication will help brands build stronger, more consistent customer relationships in 2025. **It will boost conversion rates,** and ultimately stand out in a highly competitive landscape.

Take a *Quick* Test

This checklist tells you if your content is ready for effective syndication, maximizing reach, engagement, and alignment with each platform's audience.
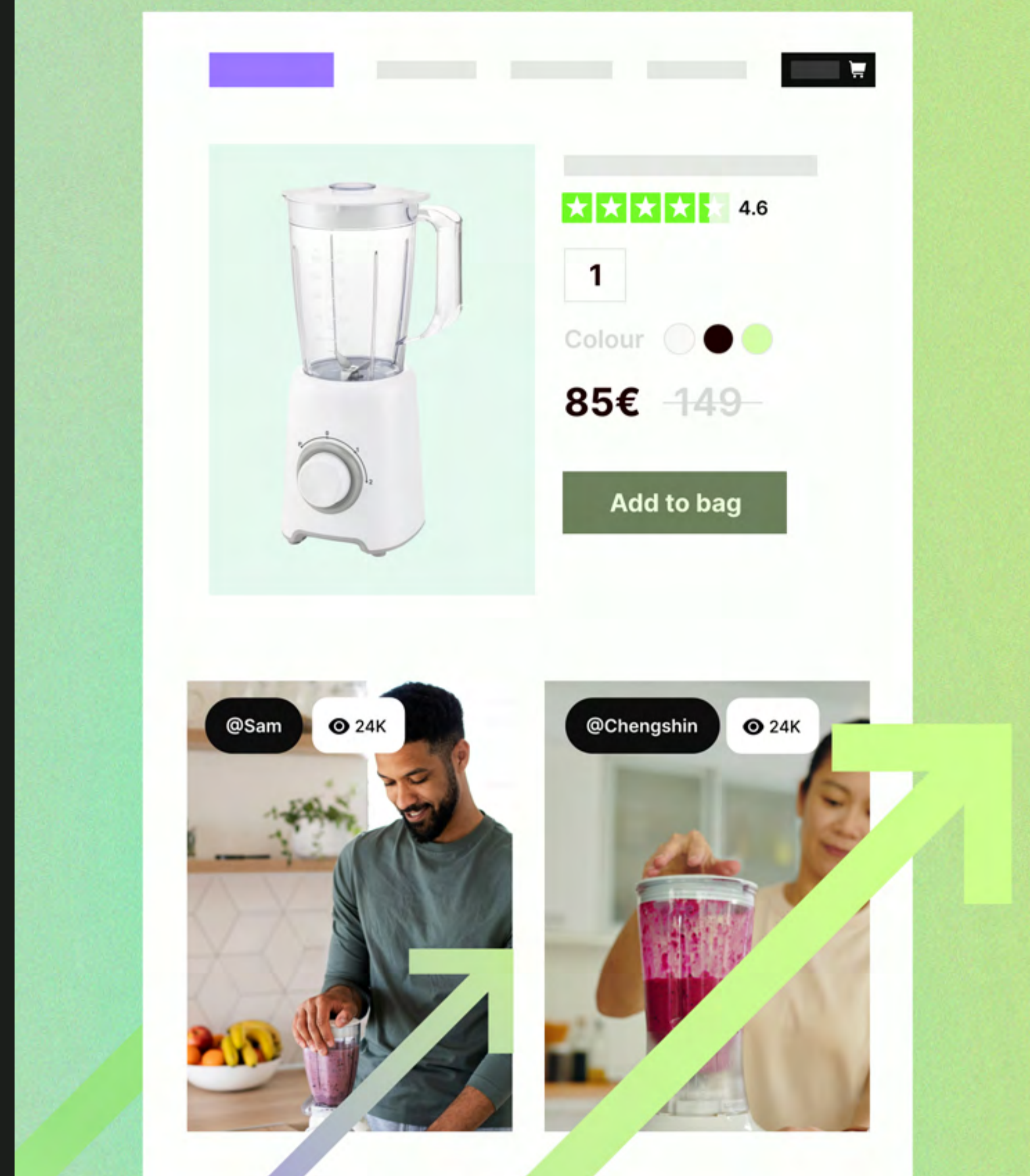
1

Content Format and Quality

☐ **High-Quality Visuals:** All images and videos are clear, high-resolution, and align with brand standards.

☐ **Optimized Formats:** Content is available in various formats (image, video, text) to suit different platforms.

☐ **Mobile-Friendly:** Content is designed to look great on both desktop and mobile devices.

2

Platform Compatibility

☐ **Resized for Platforms:** Images and videos are adjusted to meet the aspect ratio requirements of each platform (e.g., 1:1 for Instagram, 16:9 for YouTube).

☐ **Platform-Specific Edits:** Captions, hashtags, and calls-to-action are tailored to each platform's style and audience.

☐ **International Compatibility:** Translations are available for content intended for global distribution.

3

Engagement Optimization

☐ **Engaging Visuals:** Content includes eye-catching visuals, thumbnails, or first frames that grab attention immediately.

☐ **Clear Call-to-Action (CTA):** Each piece of content includes a CTA relevant to the platform (e.g., "Shop Now" on product pages, "Follow" on social media).

4

Compliance and Brand Standards

☐ **Brand Consistency:** Tone, style, and visuals align with the brand's voice across platforms.

☐ **Compliance Checked:** Content adheres to each platform's guidelines and industry regulations (e.g., FTC disclosures for influencer content).

☐ **Privacy and Security:** User data, permissions, and any third-party content usage are managed responsibly.

5

Compliance and Brand Standards

☐ **Tracking Enabled:** UTM codes, tracking links, or relevant metrics are set up to measure performance on each platform.

☐ **Goal Alignment:** Engagement goals are clear (e.g., clicks, shares, conversions) and measurable for each platform.

☐ **Plan for Optimization:** Strategies for content improvement based on analytics (e.g., A/B testing visuals or CTAs) are ready to implement.

Score *Your* Readiness

12-14 boxes checked

Your content is ready to be syndicated across platforms.

8-11 boxes checked

Almost there! Review the unchecked boxes to improve readiness.

Below 8 boxes checked

Further preparation needed—focus on optimizing content format, compatibility, and engagement strategies.

✔ **To Do for Brands**

Syndicating Reviews Across Key Touchpoints:

When consumers shop on third-party retail sites, they are looking for quick reassurance. Syndicating reviews from your website to your retail partners ensures that your verified reviews follow the product wherever it's sold.

Featuring top reviews or testimonials directly on your brand's home page adds an immediate layer of trust. New visitors are quickly met with authentic content from real customers, which encourages them to explore further.

On your own site, integrating reviews directly into the product page is essential. Consumers want to make informed decisions quickly, and reviews provide social proof right next to the product's details. Syndicating UGC here increases conversion rates by reducing the hesitation of undecided shoppers.

Expanding your review syndication to international websites allows you to build trust across all markets. By translating reviews into local languages, your positive feedback can reach audiences globally, ensuring consistent brand credibility and customer reassurance on every localized site.

AI *Powered* UGC

Content Moderation, Discovery, Curation, and Security

Best beard trimmers for men

★ 4.7

★ 4.1

BeardBolt E4678

TrueTrim

As we move into 2025,

AI is becoming *the driving force* behind UGC.

With its unparalleled ability to process vast amounts of data in real time, AI is transforming how brands manage, moderate, and curate UGC. No longer just a tool for automation, AI is now the catalyst that ensures the content generated by users aligns with brand values, legal requirements, and community guidelines.

The World Economic Forum estimates that by 2025, **humans will create about 463 exabytes of data daily** (one exabyte equals one billion gigabytes), roughly equivalent to over 200 million DVDs each day. With this vast volume of user-generated content, it will be nearly impossible for humans to keep up. AI, however, can manage and process this data at scale across multiple channels and in real time.

Best VR Glasses

@Shane

AI's **capabilities extend to the automated translation of reviews and feedback, breaking language barriers** and allowing brands to understand and utilize feedback across diverse markets.

This ensures that UGC is accessible to global audiences, helping brands maintain consistent engagement with international customers.

Furthermore, AI facilitates automated categorization of reviews and feedback, organizing content by themes, sentiments, or product types.

This categorization enables brands to quickly identify trends, monitor customer sentiment, and address specific areas for improvement.

AI also assists brands in responding to customer reviews, feedback, and influencer messages with speed and accuracy. Using AI-driven responses, brands can maintain **consistent communication, address customer concerns promptly,** and **build stronger relationships** with their audience—all while saving valuable time and resources.

Top Hotels in Japan
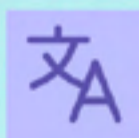
Automatically Translated

APC Hotel

340 $ ★ 4.7

Osaka Hotel

340 $ ★ 4.
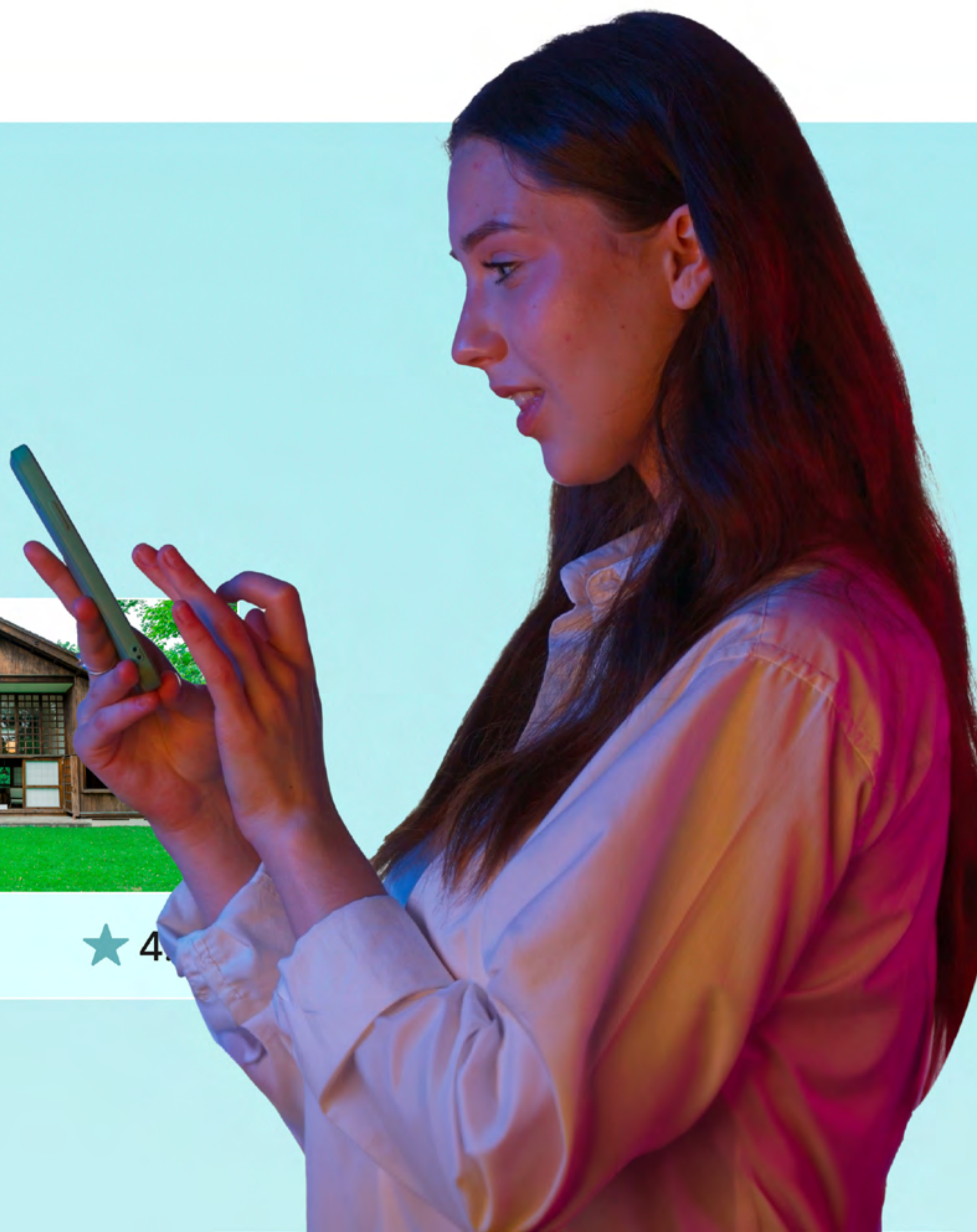
Keeping UGC Aligned with Brand and Legal Standards

One of the biggest challenges brands face when leveraging UGC is ensuring that the content aligns with their values and remains compliant with legal and ethical standards.

With the sheer volume of UGC being produced daily, manual moderation is no longer a viable option.

This is where AI comes in. AI-powered content moderation tools can automatically scan and review UGC, identifying any content that violates brand guidelines, legal restrictions, or community standards.

From detecting inappropriate language and imagery to flagging misleading or harmful content, AI ensures that UGC remains safe, appropriate, and on-brand.

Whether it's moderating comments, reviews, or user-submitted videos, AI helps brands maintain the integrity of their platforms while delivering a seamless experience for users.

Uncovering the Most Impactful UGC

The *power of AI* goes beyond moderation—*it's reshaping* how brands discover the most valuable UGC.

AI can sift through enormous data sets at lightning speed, identifying the most engaging and relevant content that resonates with a brand's audience.

This enables brands to uncover hidden gems—those pieces of UGC that may have otherwise been overlooked but have the potential to create significant impact.

By analyzing patterns of engagement, sentiment, and context, AI helps brands highlight the most compelling content for marketing campaigns, product pages, or social media.

> # 2025 will redefine UGC as data-driven insights enable more *authentic*, *personalized*, and *actionable* content.

The evolution of AI in UGC moderation and curation will transform the way brands connect with consumers—by filtering, analyzing, and showcasing the most relevant user-generated experiences.

As technology enables real-time analysis and heightened security, UGC's value isn't just about volume but about precision, delivering impactful stories that resonate and drive meaningful engagement at scale.

Chinmay KHANDELWAL

Data Scientist, Deloitte
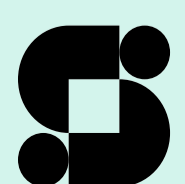
✔ To Do for Brands

Use AI to automatically detect and filter out inappropriate or harmful content from UGC platforms. This ensures a safe environment for your audience and maintains your brand's reputation without the need for constant manual oversight.
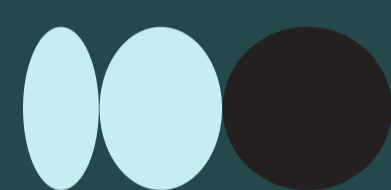
Leverage AI to identify and highlight the most relevant and engaging UGC across channels, helping brands discover high-quality content that aligns with their messaging and resonates with their audience.
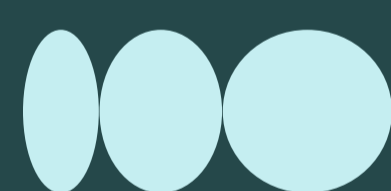
Use AI to detect and prevent potential security risks, such as fake reviews, spam, or unauthorized content, ensuring that only genuine and trustworthy UGC is associated with your brand.

TikTok Remains *the App of Choice* for GenZ

App of Choice

Experimentation and creativity shatter the glass ceiling – precisely how TikTok has grown and will continue to grow.

As we look toward 2025,

TikTok continues to be the go-to platform for Gen Z.

With its addictive short-form video format, highly personalized algorithm, and a constant stream of trends and challenges, TikTok has become a cultural hub for this generation.

More than **60% of shoppers** say that online videos give them inspiration for their purchase. TikTok plays a huge role in creating an environment that inspires consumer decisions creatively and proactively.

ChloeInChic
Night Skincare Routine
withNaturaLux products.

Colin&Tia
Yummy cookies made easy
with BakeWell
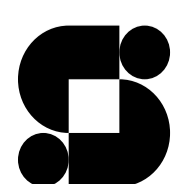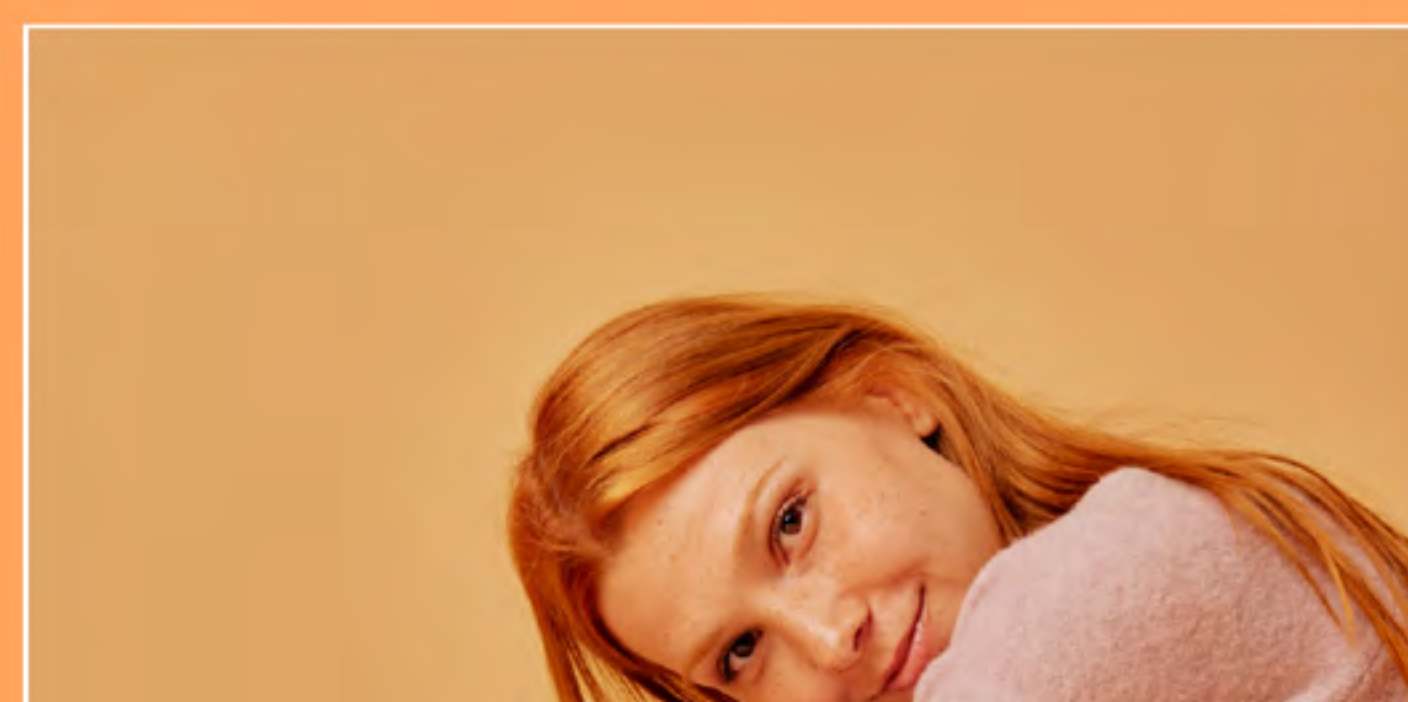
Why TikTok Dominates for Gen Z

According to Forbes, *Gen Z uses TikTok* over Google for search.

TikTok's appeal lies in its ability to create a space where creativity, self-expression, and community thrive.

Gen Z, known for its desire for authenticity and realness, gravitates to TikTok because it allows users to produce unfiltered content that feels genuine.

The platform's unique algorithm rewards creativity and virality, making it possible for anyone to reach millions of viewers, which is incredibly appealing to a generation that values individuality and influence.

Additionally, TikTok's focus on short, engaging videos perfectly aligns with Gen Z's shorter attention spans and preference for bite-sized content.
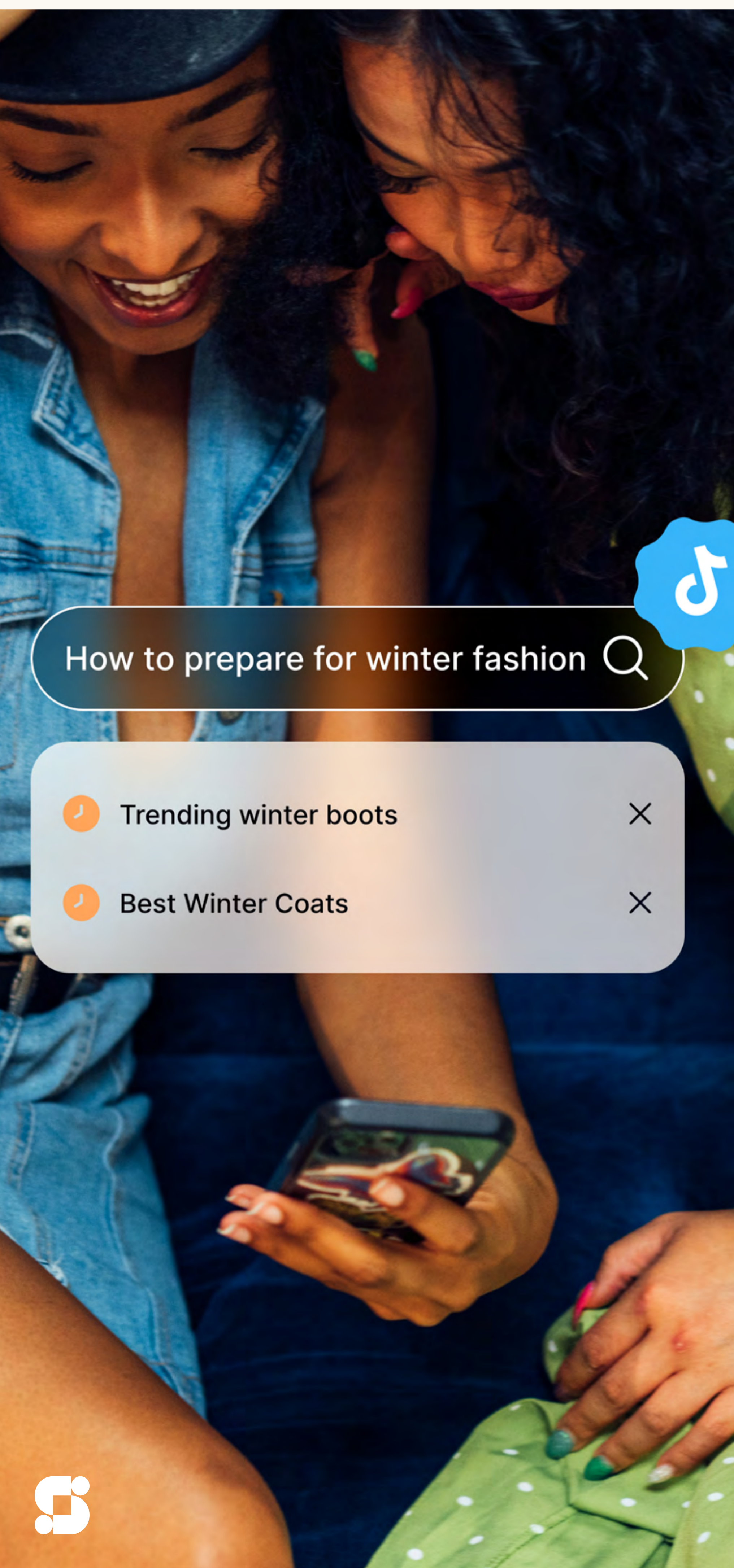
St. Michel has **effectively leveraged TikTok to engage its target audience by utilizing Skeepers' Influencer Marketing** platform, streamlining campaign management, and cultivating relationships with micro-influencers.

Known for its galette biscuits and madeleines, St. Michel aims to boost brand awareness and appeal to families and young adults by rejuvenating its brand image. Through TikTok campaigns aligned with key sales events, such as back-to-school and holiday seasons, St. Michel partners with micro-influencers who resonate with their young followers as relatable, everyday experts.

This approach enables St. Michel to create an authentic connection with its audience while encouraging influencers to showcase the brand's products in their daily lives.

Skeepers' solution helps St. Michel select high-quality influencer profiles, manage campaigns, and measure results with custom KPIs, ensuring campaigns are impactful and cohesive. These influencer-driven campaigns not only elevate St. Michel's visibility on social media among their young target audience but also drive traffic to its e-commerce site.

This creates a well-rounded strategy that *strengthens* both brand engagement and online sales.

Gen Z's Role in Driving TikTok Trends

One of the reasons *TikTok remains the app of choice for Gen Z* is their pivotal role in *driving* the platform's *trends.*

From viral dances and challenges to niche subcultures, Gen Z creators are at the forefront of TikTok's content evolution.

They're not just passive consumers but active participants, shaping and influencing the direction of online culture.

As **new trends emerge almost daily**, Gen Z's adaptability and creativity ensure that TikTok remains fresh and exciting.

This user-driven approach to content creation allows for greater ownership over the platform's narrative, making Gen Z more invested in the TikTok community and more loyal to the app itself.

At Garnier, we understand that TikTok has become the essential platform to reach Gen Z, thanks in large part to its authenticity and spontaneity. Unlike the more traditional formats that work well elsewhere, on TikTok, it's the more authentic and natural content that captures attention.

Users on the platform prefer ads that feel more organic and less 'polished'.

One of our main challenges is creating videos that blend naturally into the TikTok environment.

The more our content is native, aligned with popular trends, and creative, the greater its chances of spreading quickly and engaging a large audience.

TikTok offers this unique ability to make content go viral in record time, which makes it a central platform in our communication strategy.
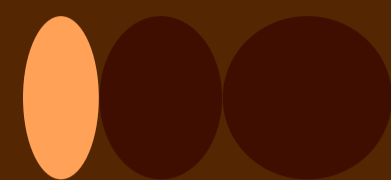
Thomas JOUANIN
Communication Manager, Influence and Social, L'Oréal

To Do for Brands

To capture Gen Z's attention on TikTok, brands need to embrace the platform's culture of authenticity and creativity. Here's how:

Create or Participate in Trends:
Brands should actively create or engage with popular trends and challenges that resonate with Gen Z's interests.
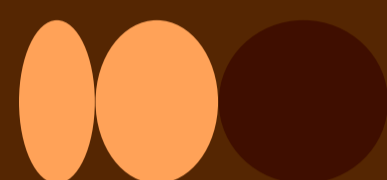
Collaborate with Gen Z Creators:
Partnering with influencers and creators who already have a strong following among Gen Z can help amplify your brand's message in a way that feels genuine.
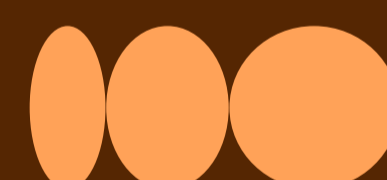
Encourage User Participation:
Gen Z loves to interact with brands that invite them to participate. Encourage your audience to create their own videos using your product or service, and show-case the best ones on your brand's TikTok account.

Audio Reviews

A New Form of UGC

We'd love to hear your thoughts! Share your review and help others decide.

In 2025, audio reviews *will emerge as an exciting and impactful* new form of user-generated content (UGC).

As the popularity of voice technology and podcasts continues to rise, consumers are increasingly turning to audio as a medium for expressing their opinions and sharing experiences.

For brands, this trend presents a unique opportunity to tap into the authentic, human element that audio can deliver, creating more engaging and trustworthy customer reviews.
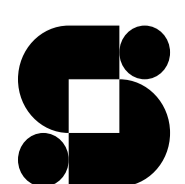
The Rise of Audio in Consumer Interaction

Audio content is becoming a natural extension of the ways people communicate, fueled by the growth of smart speakers, voice assistants, and the dominance of podcasts. In the same way consumers trust written and video reviews, they're now looking to audio reviews for authenticity and convenience. One of the key advantages of audio reviews is their ability to convey authenticity. When consumers speak directly about their experiences, their voice adds emotion and nuance that make the feedback feel more genuine.

Listeners can detect *excitement, frustration, or satisfaction* in a way that's harder to communicate through text.

This heightened sense of connection helps build trust in both the product and the reviewer, making audio reviews a powerful tool for influencing purchasing decisions.

Why Audio Reviews Will Become a Key Player in UGC?

For consumers, *recording an audio review can be faster and more convenient* than typing out a detailed review.

In turn, brands benefit from richer content that engages audiences on a deeper level.

Key benefits include ease of creation, as consumers can quickly record their thoughts on the go, eliminating the need to sit down and type out a review.

Audio reviews also foster a stronger emotional connection, as hearing a real person's voice builds trust and resonates on a deeper level.

Additionally, audio reviews are multi-tasking-friendly, allowing listeners to engage with content while occupied, making them highly accessible to busy consumers.

> Audio reviews turn feedback into a dialogue, allowing customers to speak directly *and be heard.*

The demand for more authentic, conversational content is on the rise, and audio reviews offer a unique way to meet that demand—meeting consumers where they are and creating a more personal, impactful experience.

**Nirmal
KRISHNAMOORTHY**

VP, Product Marketing, Skeepers

✓ To Do for Brands

How to Leverage Audio Reviews?

As audio reviews become more mainstream, here's how you can integrate this new UGC format into your strategy.

●●●●

Encourage Audio Submissions:

Make it easy for your customers to submit audio reviews via mobile apps, websites, or social media platforms. Offer clear instructions to encourage participation.

●●●●

Showcase Audio Reviews Alongside Other Formats:

Incorporate audio reviews into product pages alongside written and video testimonials. Giving consumers multiple formats for consuming reviews caters to different preferences and helps build a well-rounded picture of product performance.

●●●●

Leverage Influencers and Advocates:

Partner with influencers or loyal customers to share audio testimonials. These influencers can add their unique personality to reviews, helping to drive engagement and reach.

●●●●

Repurpose Audio Content:

Audio reviews can be repurposed for marketing across platforms. Snippets of positive reviews can be shared on social media, included in podcasts, or used in audio ads, increasing the value of each review.

The Growing Importance *of* Short Form Video Content

As social platforms grew more crowded and *attention spans shortened,* content formats had no choice but to get shorter.

As platforms like TikTok, Instagram Reels, and YouTube Shorts continue to evolve, brands and creators alike are recognizing the immense potential of bite-sized, dynamic videos to engage and captivate audiences.

Daniala 👁 300K

Mitalee 👁 28K

Anita 👁 140K
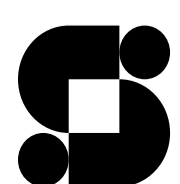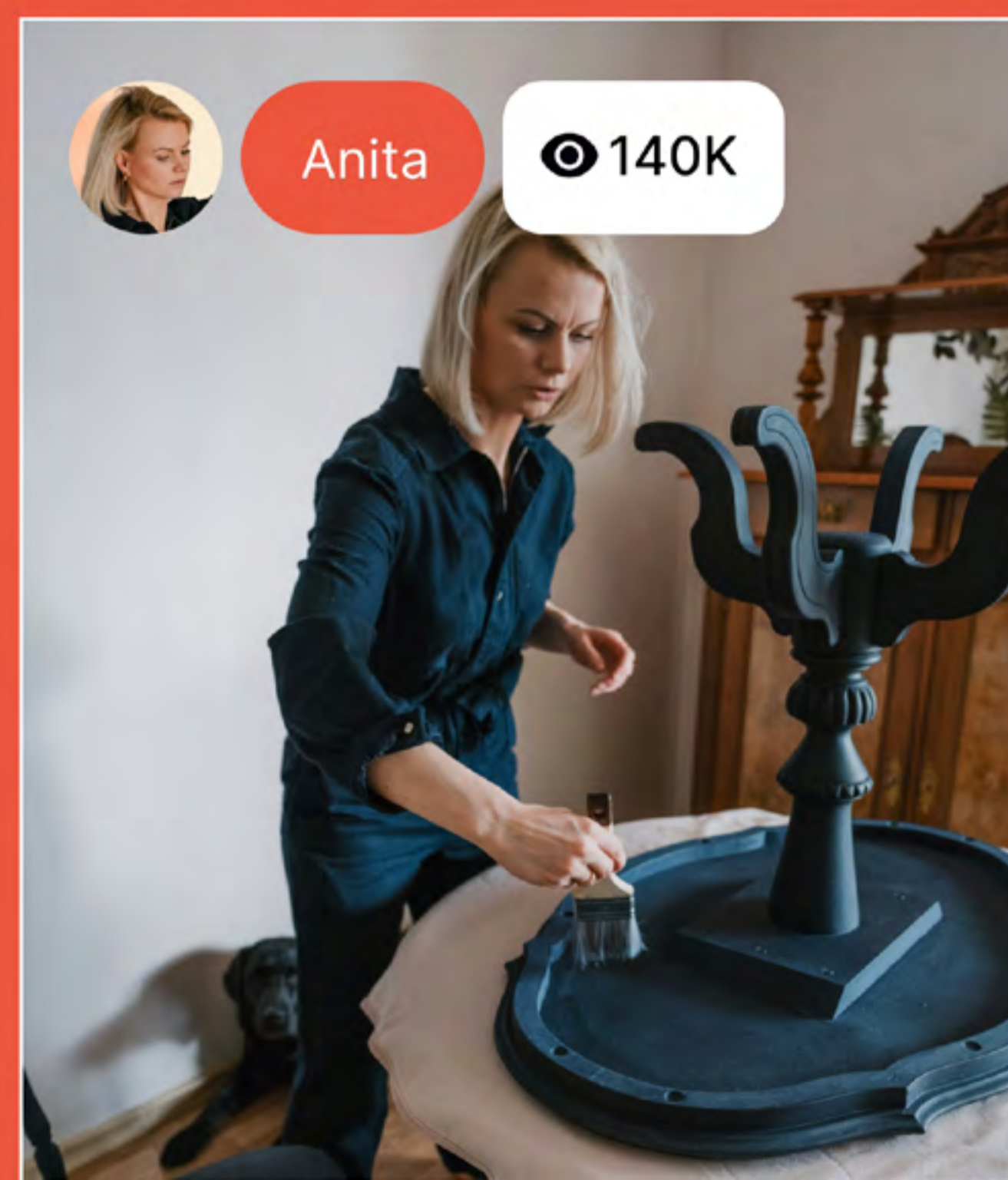
Why Short-Form Video is Taking Over?

The appeal of short-form video lies in its ability to deliver impactful content quickly. In today's fast-paced digital world, consumers crave quick, digestible entertainment and information.

Short videos *capture attention in seconds,* making them *ideal for brands* looking to stand out in crowded feeds.

Whether it's product demos, quick tutorials, or viral challenges, these videos cater to shortened attention spans while delivering high engagement.

More than 50% of shoppers say videos in reviews helped them decide which product or brand to buy from specifically, as per Google.

Engagement and Reach: The Power of Virality

In simple terms - short-form content is *shareable.*

The format encourages viewers to repost, comment, and remix content, fueling the viral nature of trends. In fact, platforms like TikTok have designed their algorithms around this, ensuring that compelling content can reach millions within hours. For brands, this means that even a single piece of user-generated short-form content has the potential to go viral, boosting both reach and brand awareness exponentially.

> Internet users may have doubts about the veracity of reviews in text or photo format. It is more difficult for them to doubt the video format.

Jean-François DETOUT
Digital Marketing Consultant, Skeema Business School

Short-Form Video Drives Consumer Decisions

Consumers are increasingly using short-form videos as a primary source of information for making purchasing decisions.

Product reviews, user testimonials, and unboxing videos all benefit from this format.

Jhon

👁 262K

Aveury
Quick but super informative review!
Nailed all the key points—well done! 🔥📱

When users see *real people giving honest feedback in a quick, digestible clip,* it builds trust and drives purchasing behavior.

In 2025, **brands will need to lean into short-form video content** to meet these evolving expectations.

LA REDOUTE

La Redoute has successfully integrated consumer videos into its e-commerce platform to enrich the shopping experience and increase conversion rates.

With a focus on home products and its e-commerce app, the brand aims to provide authentic, informative content that resonates with shoppers.

Partnering with Skeepers, La Redoute launched consumer-created short form videos where customers share genuine experiences using products in their own environments, adding a relatable, human touch to the online shopping journey.

These videos not only inspire potential buyers but also address purchase obstacles by providing real-life demonstrations.

One good example is their **anti-stain cotton tablecloth campaign.**

In this case, the video boosted products *added to the cart by 50%* and *increased the conversion rate by 21.5%.*

Through A/B testing, **La Redoute confirmed that consumer videos significantly impact customer engagement,** especially for items like carpets and homewear, driving higher add-to-cart rates and overall conversions.

By embracing consumer-generated videos, **La Redoute fosters a closer connection with its community,** creating an engaging, trust-driven e-commerce experience.
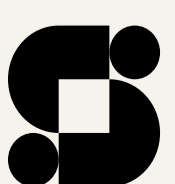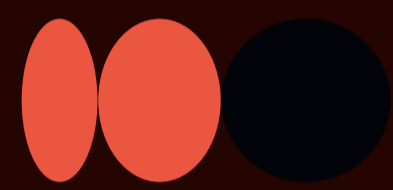
✔ To Do for Brands

How to Leverage the Trend?
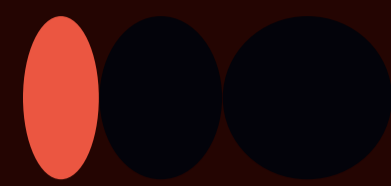
Encourage User Participation:

Create campaigns that prompt users to create their own short-form videos, whether through challenges, contests, or unique hashtags.

Leverage Authenticity:

Consumers are looking for genuine, relatable content. Work with influencers and everyday users to produce videos that feel natural and less scripted.

Focus on Mobile Optimization:

Short-form videos are predominantly consumed on mobile devices. Ensure content is optimized for vertical viewing and quick, high-quality engagement.

10

Review Recency Grows *in* Value

Vintage Toaster ★ 4.7

Harris • 20 mins ago
★★★★☆

Crisps bread perfectly every time and looks sleek on my counter. 🍞

Camille • 1 day ago
★★★★★

Fast, efficient toasters fast, toast always golden brown.

When it comes to reading reviews, time is of the essence.

As consumers increasingly seek timely and relevant feedback, review recency will be a key factor in influencing purchasing decisions.

Shoppers today expect real-time insights from fellow buyers, and this demand for up-to-the-minute reviews is reshaping how brands approach review collection and display.

Coffee table Spring

Fall-Winter 2024 Collection

★★★★★ **4.7**

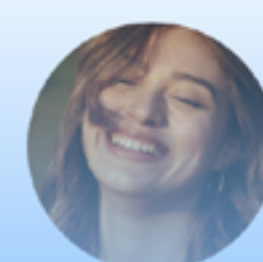Add to bag

Olivia • 12hrs ago
★★★★★

This coffee table is stunning! This print adds such a fresh and elegant touch to my living room 🌸

James • 3 days ago
★★★★★

Beautiful design and great quality! I was impressed by how straightforward the assembly was.

Emma • 1 week ago
★★★★★

Perfect blend of functionality

Why Recency Matters

Smooth leather boots ★ 4.8

$200   Add to bag

Mina • 2 weeks ago
★★★★★

Great quality and super versatile! These black boots have become my go-to for any casual outing.

We are *driven by* instant information.

Consumers prioritize reviews that reflect the most recent experiences with a product or service.

A substantial 65% of respondents trust the quantity of reviews, indicating that consumers see a higher volume as a sign of popularity and reliability.

Outdated reviews, even if positive, may lose credibility if they don't align with the current state of a brand's offerings.

Whether it's a product update, service change, or simply evolving consumer expectations, a recent review offers the most relevant snapshot for prospective buyers.

Recency brings a sense of immediacy and transparency that resonates strongly with today's audience.
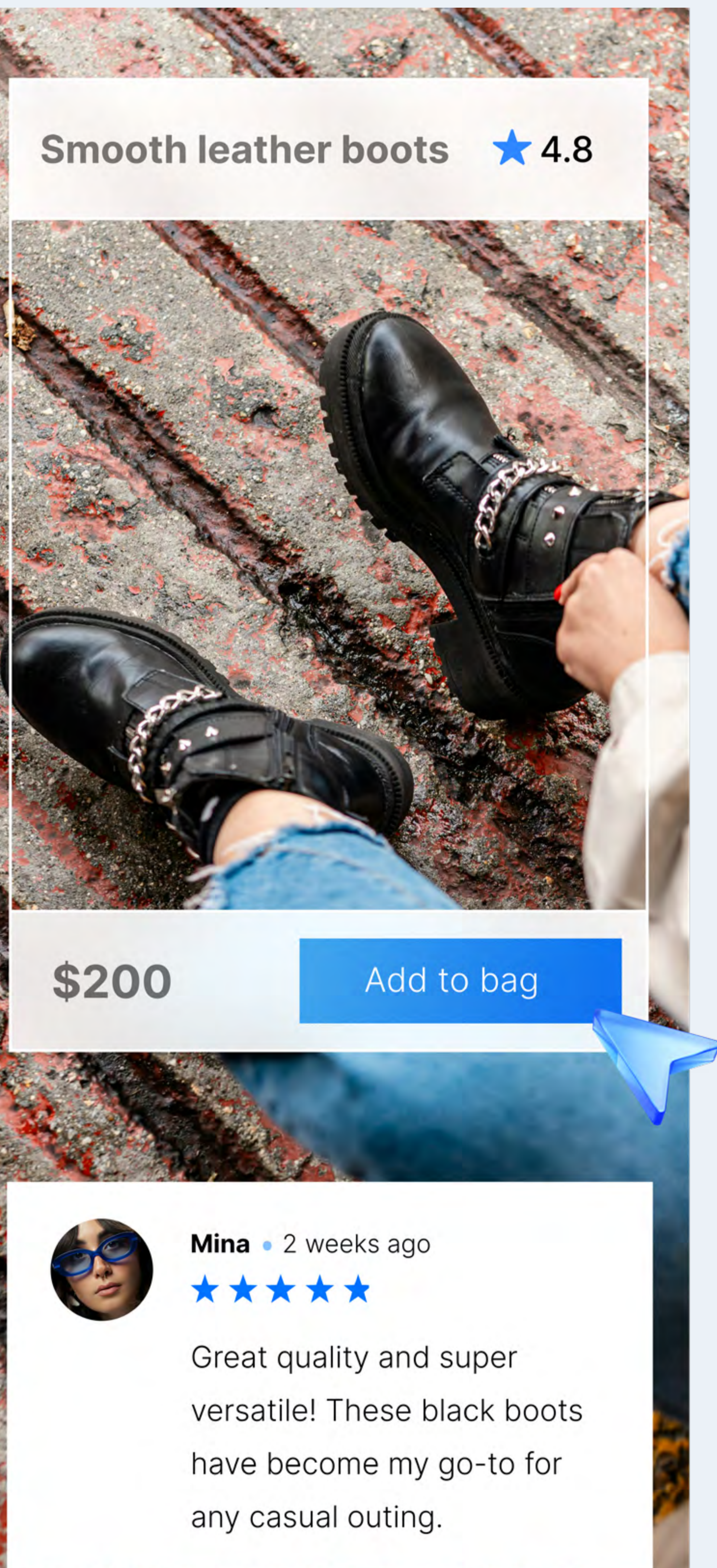
Impact on Consumer Trust

More than *64% of consumers* surveyed in the <u>Skeepers Consumer Report</u> claim that *they trust* the recency of reviews.

The more recent a review, the higher the perceived credibility. Shoppers view fresh reviews as being more reflective of the current quality and reliability of a product.

This is particularly true for industries where trends or technological advancements happen rapidly, such as electronics, fashion, or software.

Customers want assurance that what they're buying today matches the experiences of other recent purchasers.

Boosting Conversions with Fresh Feedback

Recent reviews have been shown to *directly impact conversion rates.*

When potential customers browse a product page and see reviews from just days or weeks ago, it can be the final push they need to make a purchase.

Fresh reviews reduce uncertainty by providing immediate, relevant feedback on the product's current state, which can make buyers feel more confident about their decision.

In 2025, brands will need to ensure that they continuously collect new reviews to maintain high conversion rates.

3 Iron Steamer Black ★ 4.2

$130   Add to bag

Sophia • 4 days ago
★★★★★
Love this steam iron! Lightweight, powerful, and leaves clothes looking professionally pressed.

Sales ▲

Since the pandemic, **UGC has grown significantly** with customers increasing their reliance on reviews and testimonials by an astonishing 650%, while brands have amplified their usage by 600%.
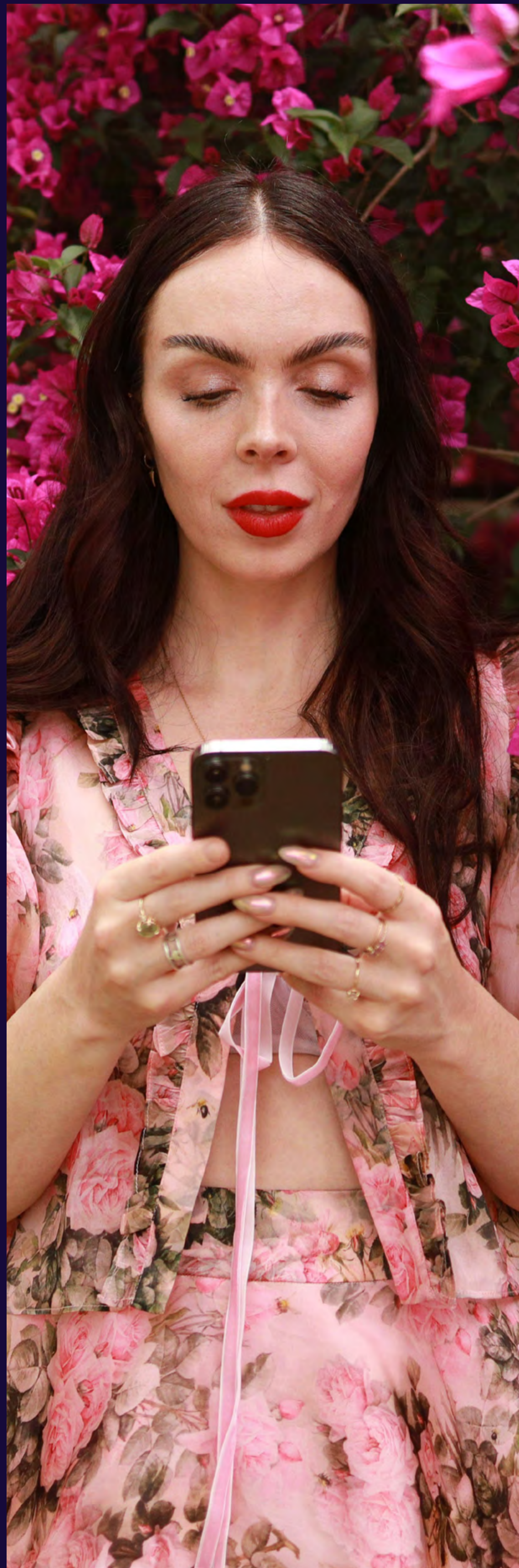
This *exponential* growth highlights the *power of reviews* as trusted drivers of authentic recommendations.

Consumers that demand real-time insights want updated and fresh reviews and brands that prioritize recency enhance their credibility and connections.

Alexander GROUS
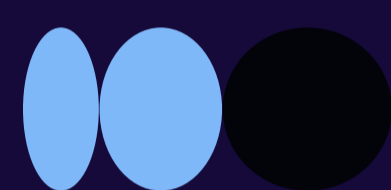
Researcher, London School of Economics

To Do for Brands

# Here's how brands can place a greater focus on review recency in their UGC strategies:

Encourage User Participation:

Create campaigns that prompt users to create their own short-form videos, whether through challenges, contests, or unique hashtags.

Leverage Authenticity:

Consumers are looking for genuine, relatable content. Work with influencers and everyday users to produce videos that feel natural and less scripted.
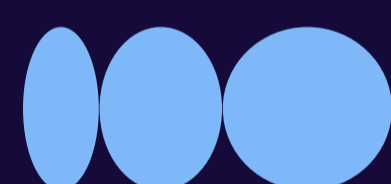
Focus on Mobile Optimization:

Short-form videos are predominantly consumed on mobile devices. Ensure content is optimized for vertical viewing and quick, high-quality engagement.

Conclusion

As we move into 2025, UGC continues to redirect *how brands engage, build trust, and foster authentic connections* with their audiences.

The trends explored in this eBook highlight a new era where customer voices not only influence but shape the trajectory of successful brands.

By prioritizing authentic customer opinions, embracing diverse UGC formats, and harnessing the power of AI to scale and optimize, brands can stay agile and responsive in a competitive market.

Making consumer voices count is more than amplifying what's said; it's about listening, adapting, and acting on these insights to create experiences that resonate deeply with audiences.

As UGC becomes an even stronger force in brand strategy, those who embrace and elevate these authentic voices will be ready to take over 2025 for long-term growth and customer loyalty.

Talk to a UGC expert today