

CustPlace Study on Brand Talk

The CustPlace study reveals crucial insights into the impact of brand talk. It highlights sector-specific trends and the growing importance of customer experience, especially focusing on employees.

Facts and Figures

from the Study

1

Brand Talk

Only 36% of consumer queries concern brand discourse, i.e. a third of all queries.

2

Points of Sale and Working Conditions

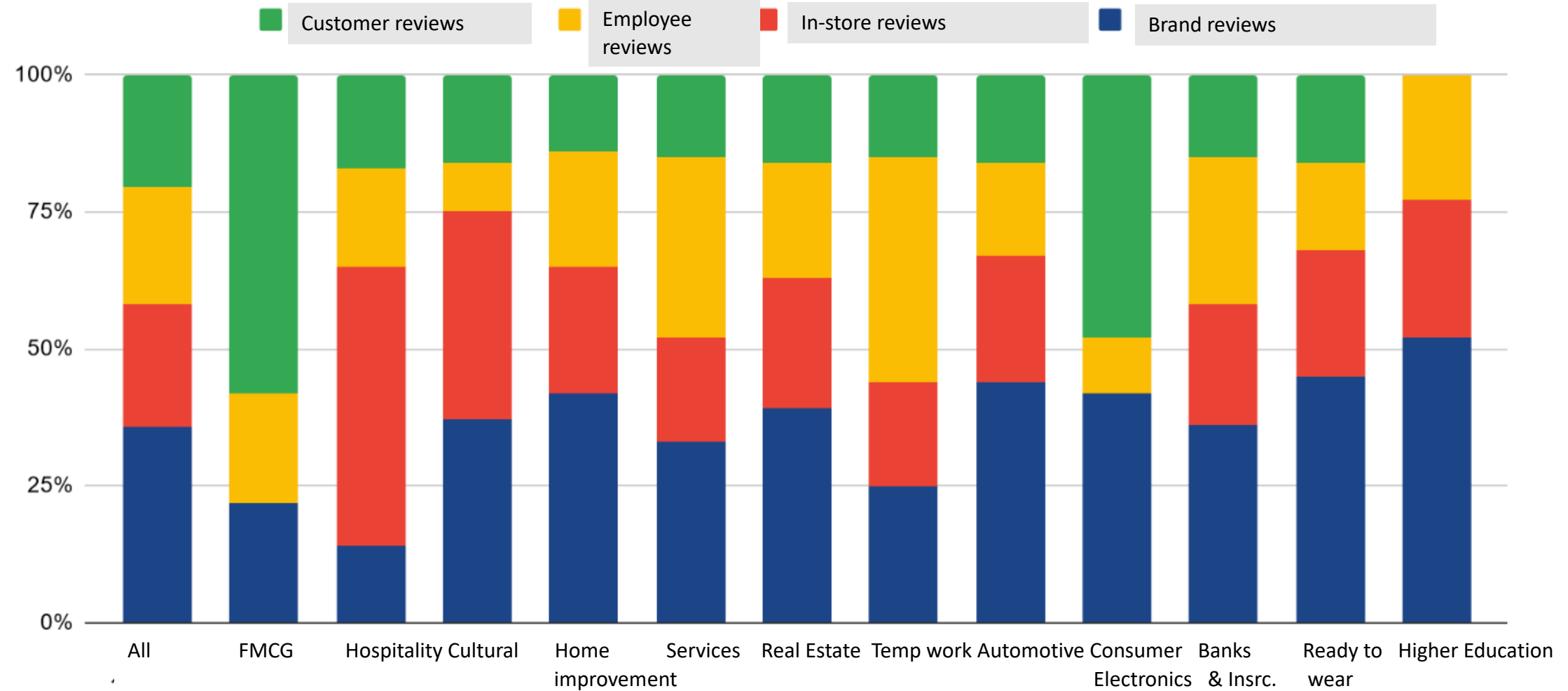
22% of searches concern points of sale, while 21% focus on employee working conditions.

3

Products and Services

21% of queries focus on products or services, underlining consumers' interest in offerings.

WHAT MATTERS MOST FOR INTERNET USERS IN BRANDS



Key Takeaways and Recommendations

1

Embodiment of Brand Talk

Brand talk must be embodied in products and services to have a real impact.

2

Significance of Employee Reviews

Les recherches sur les conditions de travail augmentent, soulignant l'importance de la marque employeur.

3

Focus on Experience

Companies must prioritize both customer and employee experience to stand out in a competitive market.