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YouGov launches Recommend+

Fresh approach to understanding consumer advocacy provides brands with more actionable data about the attitudes and behaviours of existing and potential promoters

YouGov has launched YouGov Recommend+, a new consumer advocacy product that enables marketing professionals to dissect and influence brand recommendation. It will initially be available in the US, UK and Germany but will roll out into other markets in due course.

YouGov Recommend+ is a highly cost-effective NPS diagnostics approach to give marketers the full picture on what drives consumer advocacy. It allows them to evaluate the importance of factors such as brand image, brand values, emotion and consumer personality in determining whether someone is likely to recommend a brand or not.

The product enables brands to understand how effectively they are resonating with consumers both as salient, visible propositions and, in an age where consumers are increasingly concerned about social and environmental impacts, as potential beacons of corporate social responsibility.

The product is founded on YouGov's rich connected data, utilising both in-depth insights from its market-leading syndicated products as well as bespoke fast-turnaround custom research.

Stephan Shakespeare, founder and CEO of YouGov: "YouGov has been assessing consumer recommendation of brands for 20 years and we currently measure it in more than 40 markets. We understand the importance of recommendation as brand health and consumer satisfaction metrics but also as a powerful communications channel. The scale, depth and breadth of our unique data assets mean that they are an unrivalled source of profound, and sometimes challenging, insights on what is driving consumer recommendations.

"Brands want the big picture on what consumers are saying now more than ever. They need the empirical data to engage with the heads and the hearts of consumers. YouGov Recommend+ brings together a ground-breaking new approach to NPS tracking with one of the richest consumer behaviour and attitude databases in the world. In doing so, we are addressing the two major weakness of conventional NPS trackers – namely that they tend to be volatile while providing very little actionable insight. We use the richness of our existing data to add robustness, detail and prognosis."

More information about Recommend+ can be found [here](#).

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Notes to Editors

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About YouGov

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data into what the world thinks, so that organisations can better serve the communities that sustain them.

Each day, our highly engaged proprietary global panel of over 8 million people provides us with thousands of data points on consumer opinions, attitudes and behaviour. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations.

With operations in the UK, North America, Mainland Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world's largest research networks.

YouGov

Best panel

Best data

Best tools

For further information visit yougov.com.