

Brand Consistency & Connection



First impressions matter. It takes about 0.05 seconds for people to form an opinion of your website.



Brand consistency across multiple platforms can increase revenue by up to 33%.



Having a consistent signature color can increase brand recognition by up to 80%.



Customers that fully connect to your brand offer 52% value than customers who are just satisfied.



Emotionally connected customers offer up to a 306% higher lifetime value.