

The best time to reach Pinterest Users  
is Saturday 8 - 11pm

# Google 'near me' searches doubled in 2017

source: [bit.ly/2CUEYOT](https://bit.ly/2CUEYOT)

71% of marketers believe mobile marketing is core to their business

On average, content marketing costs  
62% less than traditional marketing  
(and generates 3x leads)

39% of marketers think their organization's marketing strategy is not effective

More than \$1B will be spent on  
Influencer Marketing in 2018

8% of the 200 largest US advertisers  
have taken media-buying in-house

81% reported increased website traffic  
with as little as 6 hrs/week  
of social media marketing



**LinkedIn currently has  
3M active job listings**

Pizza, steak and sushi  
are the most Instagrammed food

200M Instagram users per day  
visit a business profile

Spotify has 140M  
active monthly listeners

source: [bit.ly/2sHpmce](https://bit.ly/2sHpmce)

83% of brands found Facebook Live effective for reaching new audiences

80% of email users access their email accounts exclusively from their mobile device

**Highest rank content has  
an average of 1,200 words**

Personalized CTA's lead to  
42% more conversions



64% of Pinterest referral traffic comes from mobile & tablet devices

80% of users recall a video ad  
they viewed in the past 30 days

The top 4 search results  
yield 96% of clicks

58% of enterprise business executives  
are using predictive analytics

**75% of App developer teams  
currently include AI functionality**

**71% of Millennials would try a chatbot experience from a major brand**

86% of professionals prefer email  
as the primary communication  
platform for business

77% of consumers have paid more for a brand that provides a personalized experience



84% of marketers say they would launch at least one influencer campaign in 2018

54% of all US TV households  
have a Netflix subscription

Every second 2 new members  
join LinkedIn

The average blog post is now  
1,142 words

87% of customers think brands need to  
put more effort into providing  
a consistent experience

84% of marketers find influencers manually versus influencer ID tools

72% of internet users are now  
active on social media

29% of companies are prioritizing social selling



**1M new mobile social users  
are registered daily**

11% of marketers plan to add podcasting  
to their marketing mix in 2018

YouTube videos on mobile  
outreach every TV time-slot

62% of marketers chose Facebook  
as their most important platform

Customer conversion is 129%  
higher when social media is  
part of the buyer's journey

By 2020, 50% of all searches will be voice searches

72% of consumers are more likely to purchase after seeing Instagram photos of a product

Google drives 96% of US  
mobile search traffic

source: [bit.ly/2D8izeA](https://bit.ly/2D8izeA)



**Segmented email campaigns yield  
a 760% increase in revenue**

1.13 trillion Facebook 'Likes'  
have been sent

43% of shoppers will research a company  
before conducting new business

Email open rates on mobile  
have grown 180% since 2015

source: [bit.ly/2muBZG2](https://bit.ly/2muBZG2)

75% of marketers say SEO  
is content creation

47% of Millennials state their purchase decisions are influenced by social media

On average, people check  
their phones 150x daily

2018 MarTech investment is  
forecasted to be \$32B+



27% of marketers admit that UX is a problem on their website

28% said reviews had to be written within the last month to be relevant

Snapchat users spend an average of 30 minutes daily on the platform

By 2020, 50% of all searches  
will be voice searches

20K photos are shared on Snapchat  
every second

A 10s page load time has a 123% higher bounce rate than a 1s page load time

An average of 63K Google searches  
are performed every second

78% of email opt-outs result from brands sending too many emails



45% of marketers say blogging is their most important content strategy

The average shopping cart abandonment rate is 69%

72% of mobile ad spend will be for mobile in 2019

75% who find helpful information online  
are more likely to visit the physical store

67% of Twitter users are more inclined to purchase from brands they follow

55% of bloggers update old posts

50% of internet users look for videos related to a product or service before visiting a store

**CPL's decrease 80% on average  
after 5 months of consistent  
inbound marketing**



The most effective time of day  
for email campaigns is 4 - 8pm

81% of consumers have exited a webpage because of a pop-up ad

95% of a message is retained  
when seen in a video

Videos generate 12x more  
shares on social media than  
text & images combined

It would take 10 years to view all the photos shared on Snapchat in the last hour

28% of marketers have decreased  
their promotions budget to invest  
more in digital marketing

**48% state a website's design  
is the most important factor  
in deciding business credibility**

An average user spends 17 minutes  
monthly on LinkedIn



60% of marketers create at least  
one piece of content each day

Social sharing buttons in email  
increase click through rates by 158%

40% of marketers say algorithm changes are the biggest obstacle to SEO success

57% of online men & 44% of online women have LinkedIn profiles in the US

80% of BDM's prefer to get company information in articles vs. ads

64% of consumers state watching a video  
on social media influenced  
the purchase decision

Posts with at least one hashtag average  
12% more engagement  
#Awesome

64% of businesses see leads / sales increase after a website redesign



Apps account for 89% of  
mobile media time

source: [bit.ly/2muBZG2](https://bit.ly/2muBZG2)

37s is the average time reading  
an article or blog post

**Customer testimonials, how-to,  
and demo are the most effective  
types of video content**

The Twitter platform is designed for  
up to 18 quintillion user accounts

Geo-targeted mobile ad spend  
will grow to \$32B in 2021

61% are unlikely to return to a mobile site they had trouble accessing

80% stop engaging with content that does not display well on their device

Personalized content performs 42%  
better than non-personalized content



**85% of mobile advertisers think  
they're providing a positive experience;  
only 47% of users agree**

Users are 5x more likely to leave a site  
that is not mobile designed

84% of brand advertisers want more control over their programmatic efforts

205 billion emails are sent daily

84% of small businesses using mobile marketing methods report an increase in new customers

62% of marketers plan to increase their investment in Facebook video in 2018

**Interaction rates for B2B marketers  
on Instagram are about 4x greater  
than Facebook**

Square videos on Facebook take up  
78% more space resulting in better  
engagement than horizontal



78% of B2B buyers use case studies  
when researching purchases

84% are using paid  
social media promotions

source: [bit.ly/2m4HyZ7](https://bit.ly/2m4HyZ7)

15% of Google searches have never  
been previously searched

The most effective time for marketers to post on Facebook is Wednesday at 3pm

**96% of new smartphones sold are  
either iPhone or Android Devices**

90% of Instagram users are under 35yo

source: [bit.ly/2hZvQ0h](https://bit.ly/2hZvQ0h)

**Blogs with 6 - 13 word titles attract  
the highest volume of traffic**

Facebook has 2B users (which is 2/3's of the world's internet users)



72% of marketers state relevant content creation is the most effective SEO tactic

Enjoyment of video ads increase  
purchase intent by 97% & brand  
association by 139%

**93% of smartphone users access their devices within 3 hours of waking up**

80% of all digital traffic  
will be video in 2020

80% of Instagram users follow  
at least one business

92% of consumers read online reviews

source: [bit.ly/2DdMORv](https://bit.ly/2DdMORv)

Twitter has 67M users in the US

The most popular hashtags on Instagram are #Love, #Instagood, #Me, #Cute, and #Follow



Only 25% of brands conduct agency compliance audits to validate the media buying chain