





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

source: bit.ly/2muBZG2











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

source: bit.ly/2jpjqwL













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

source: bit.ly/2muBZG2







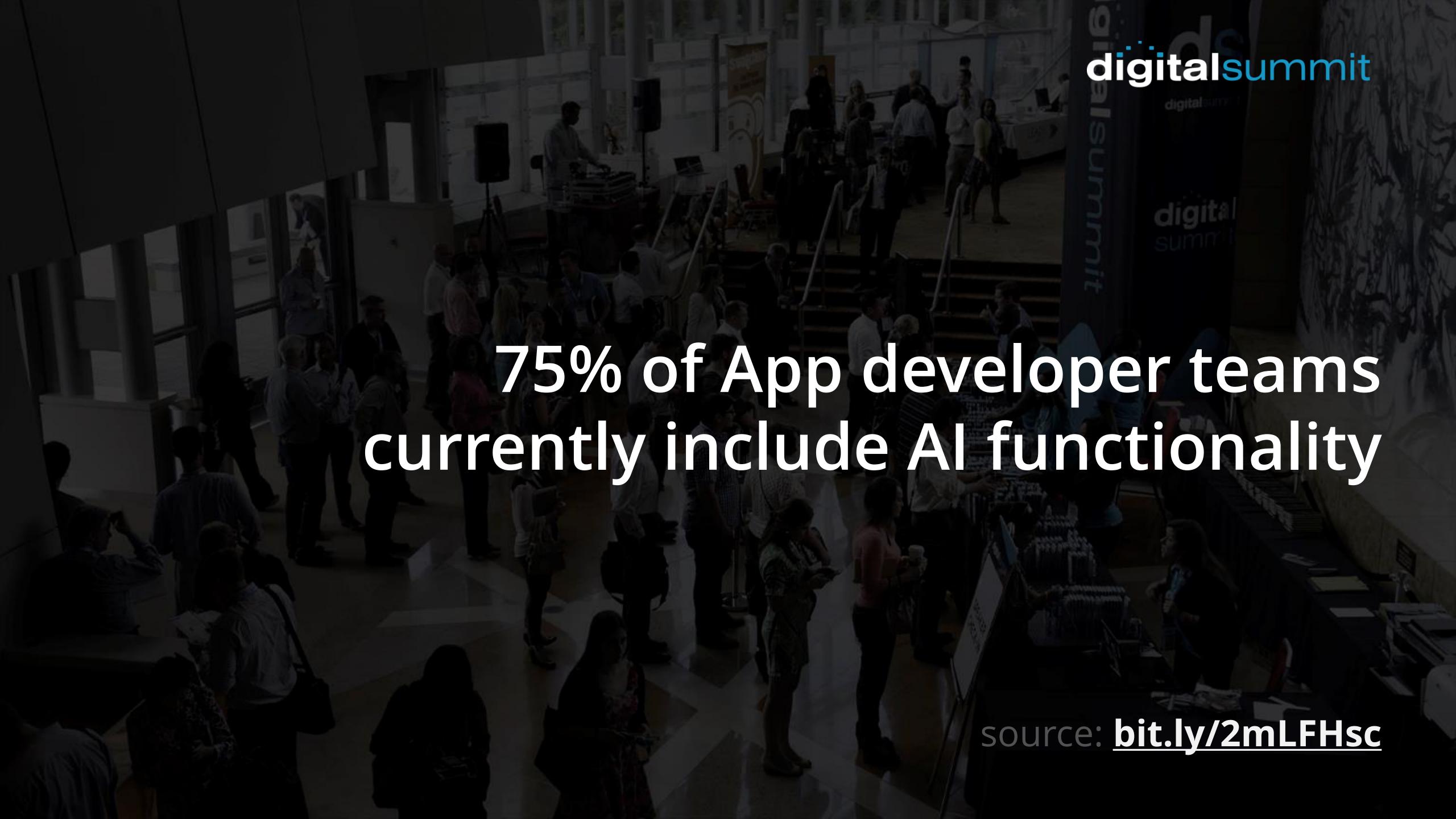






58% of enterprise business executives are using predictive analytics

source: bit.ly/2mLFHsc



















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

source: bit.ly/1QiE9gS









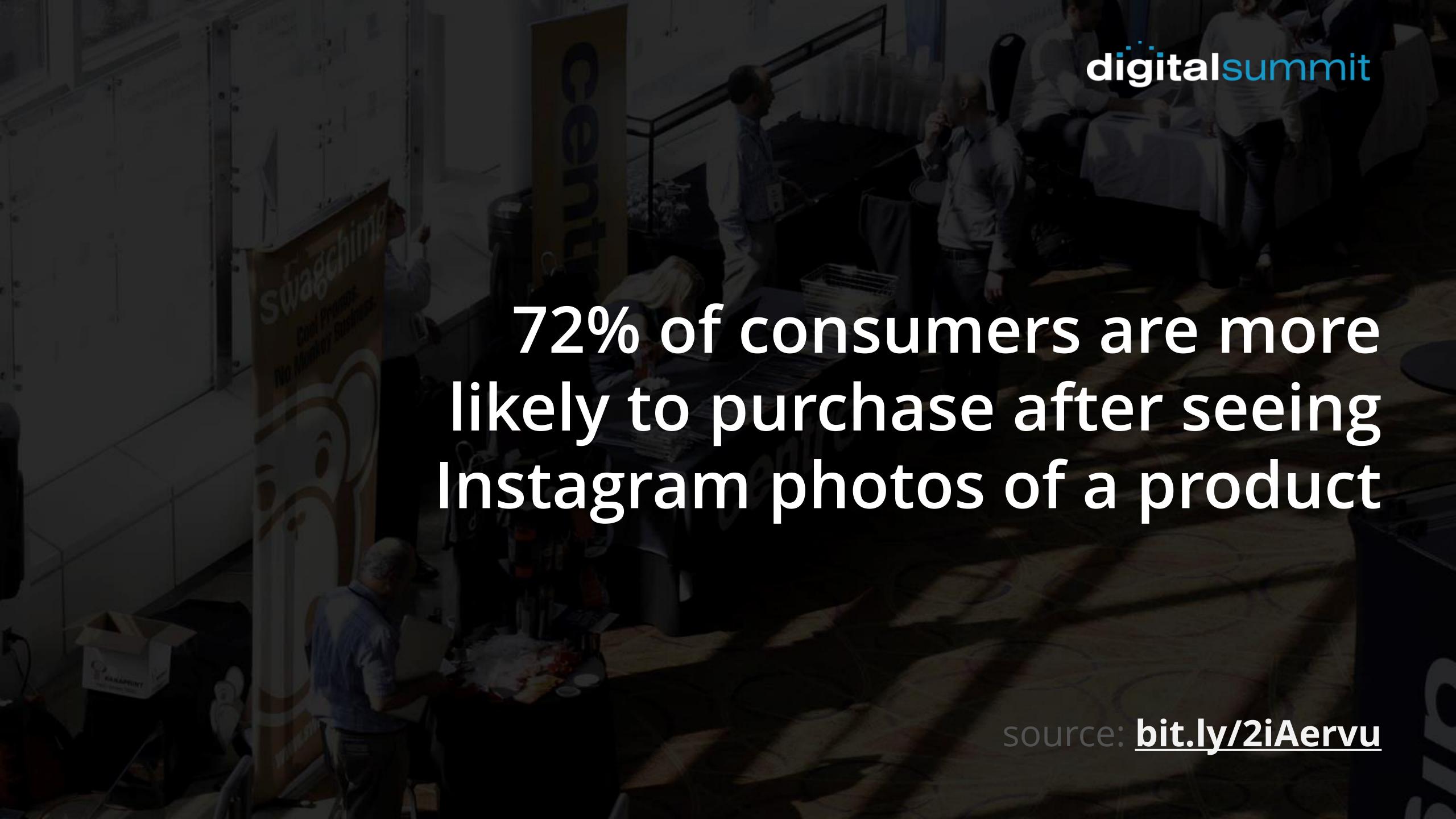


























47% of Millennials state their purchase decisions are influenced by social media

source: bit.ly/2D8izeA





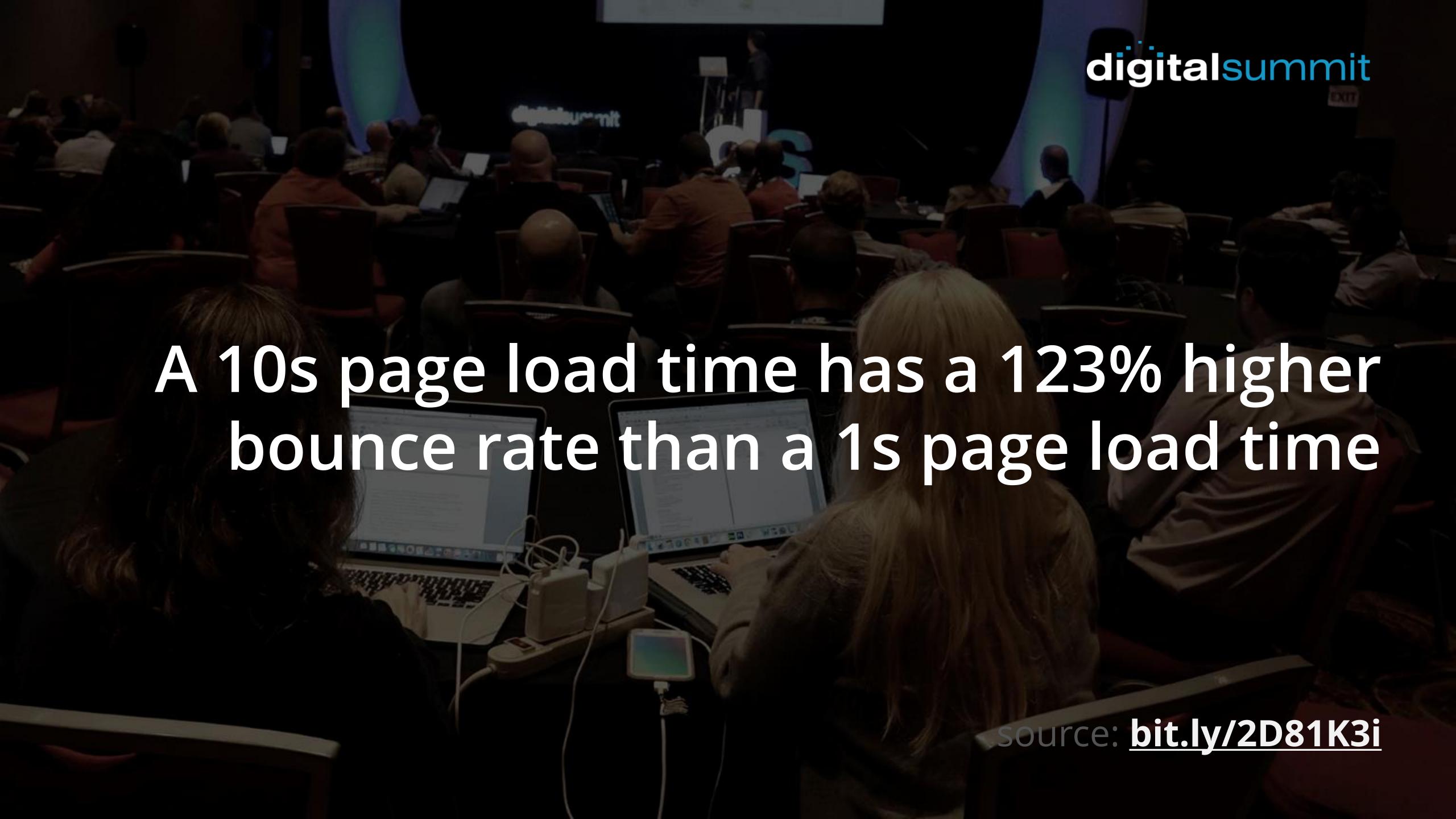














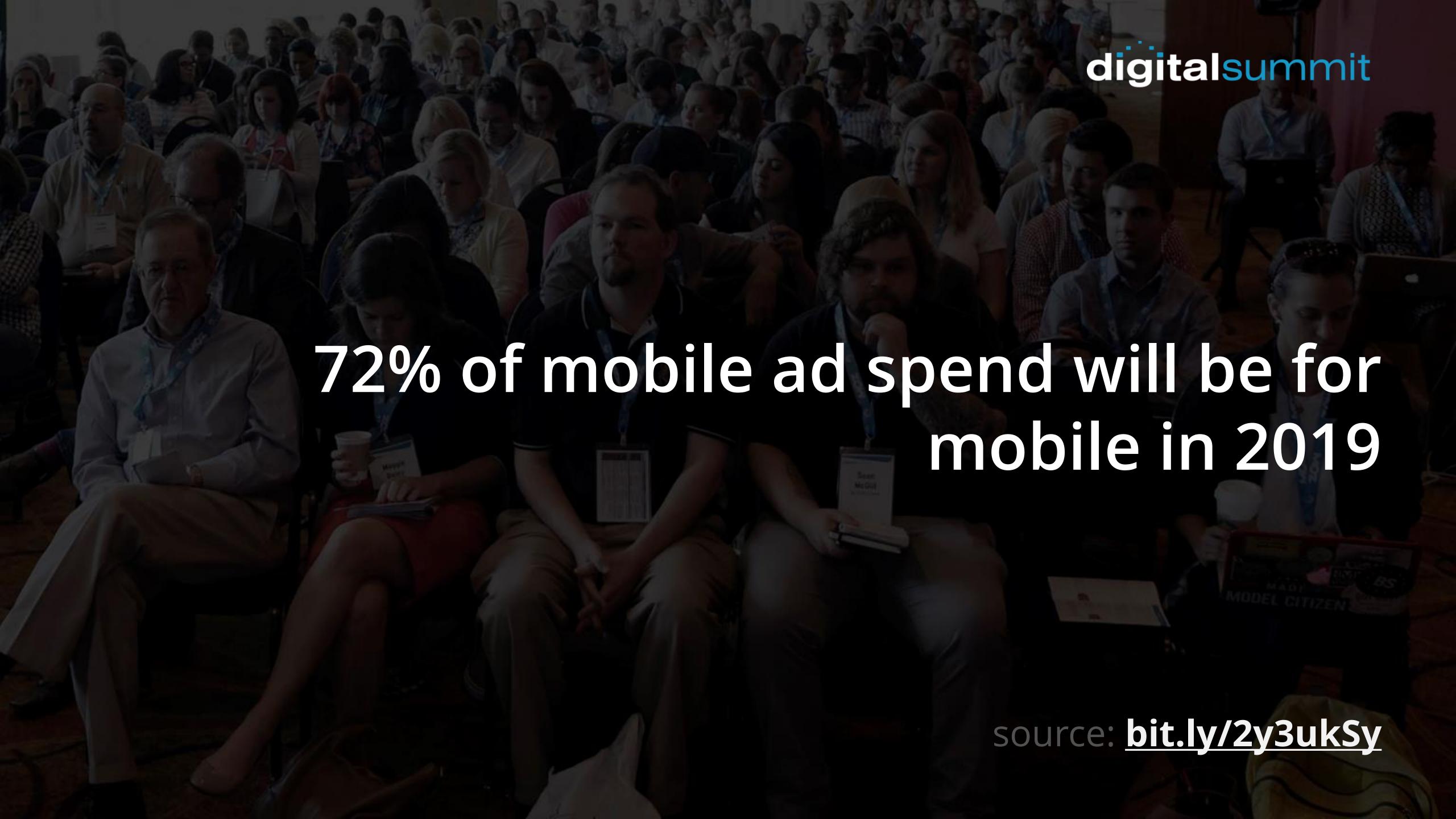


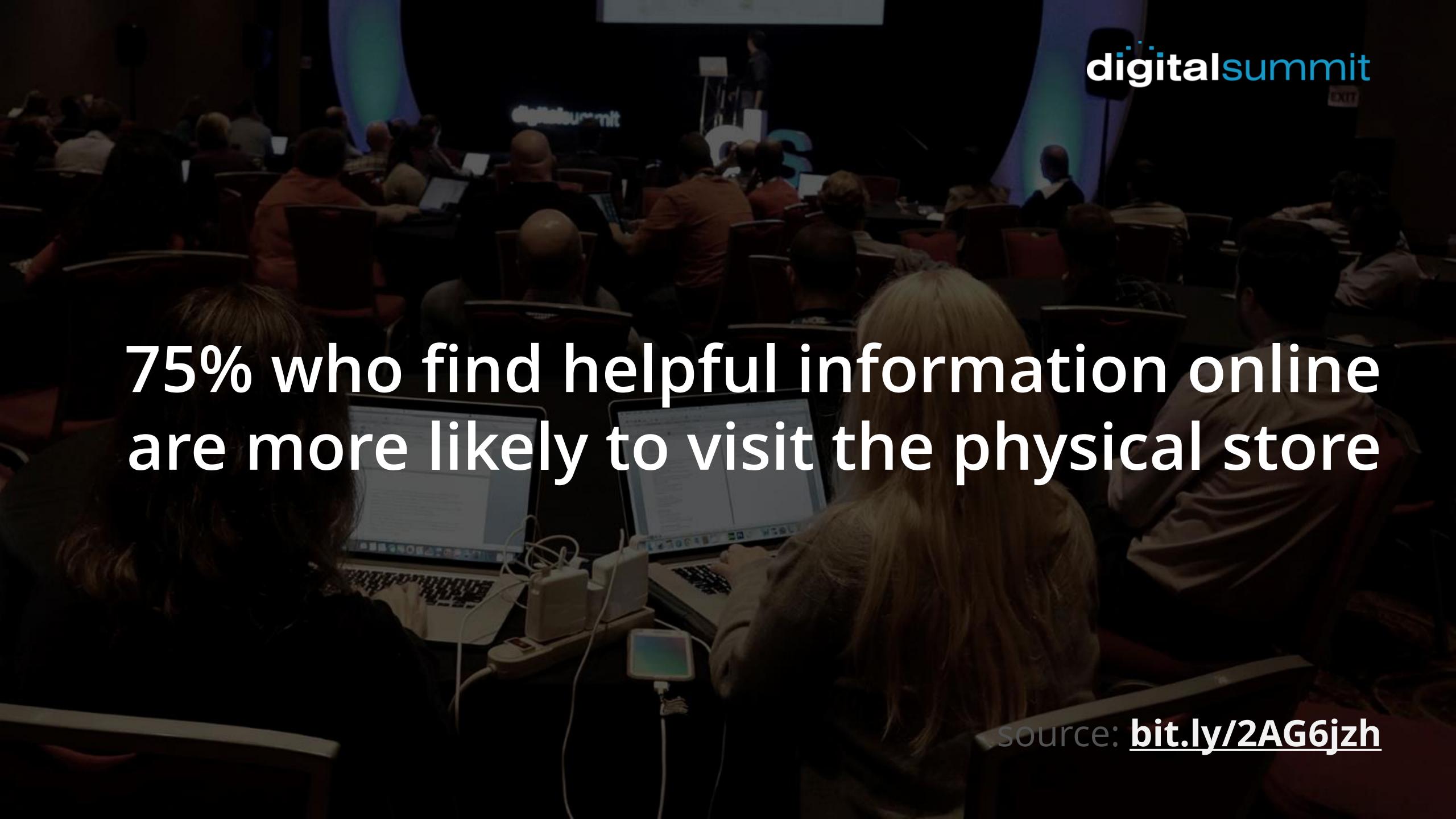


45% of marketers say blogging is their most important content strategy

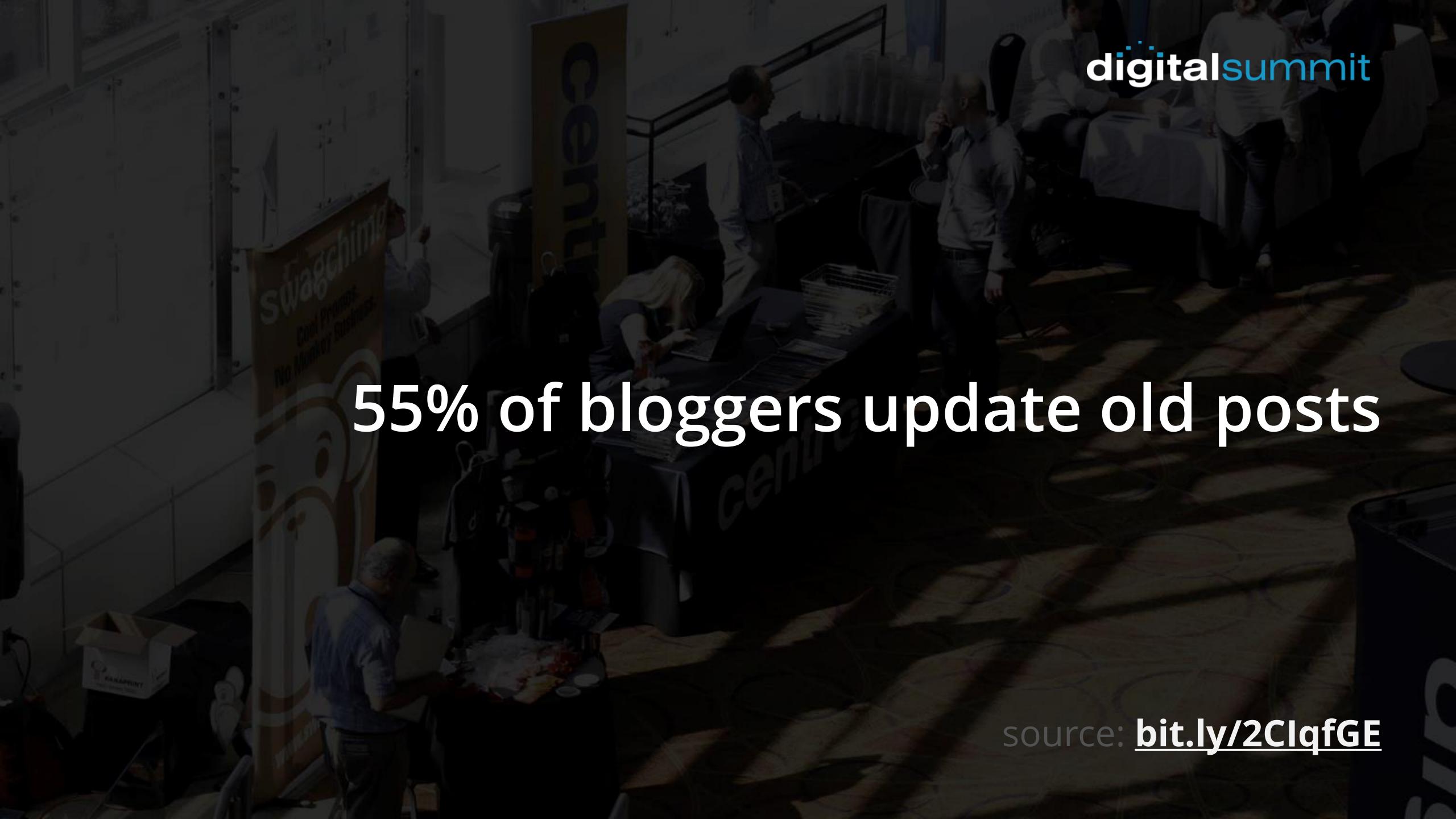
source: bit.ly/2ClqfGE













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

source: bit.ly/2k5btzr











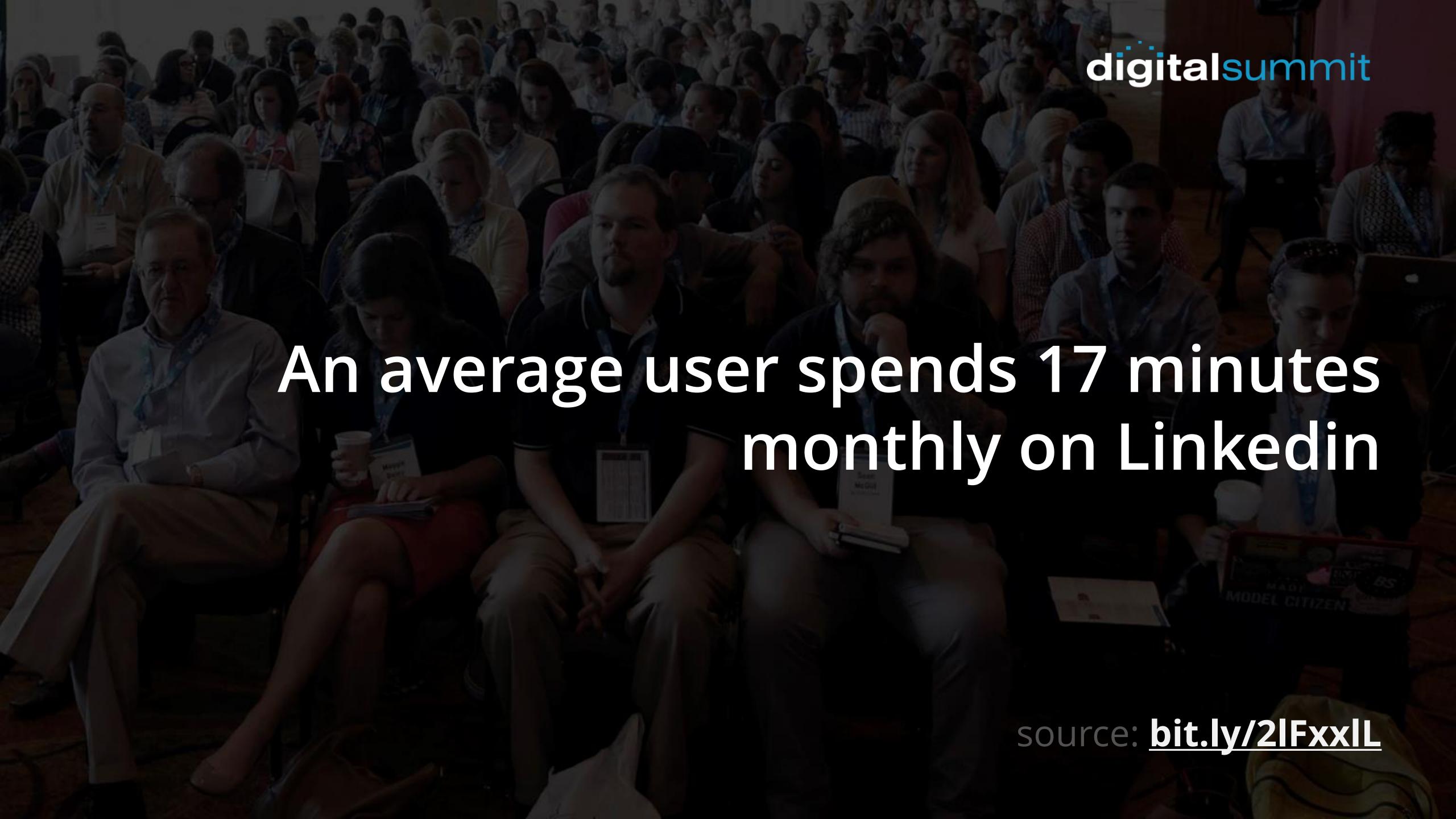




28% of marketers have decreased their promotions budget to invest more in digital marketing

source: bit.ly/2CWFvNM







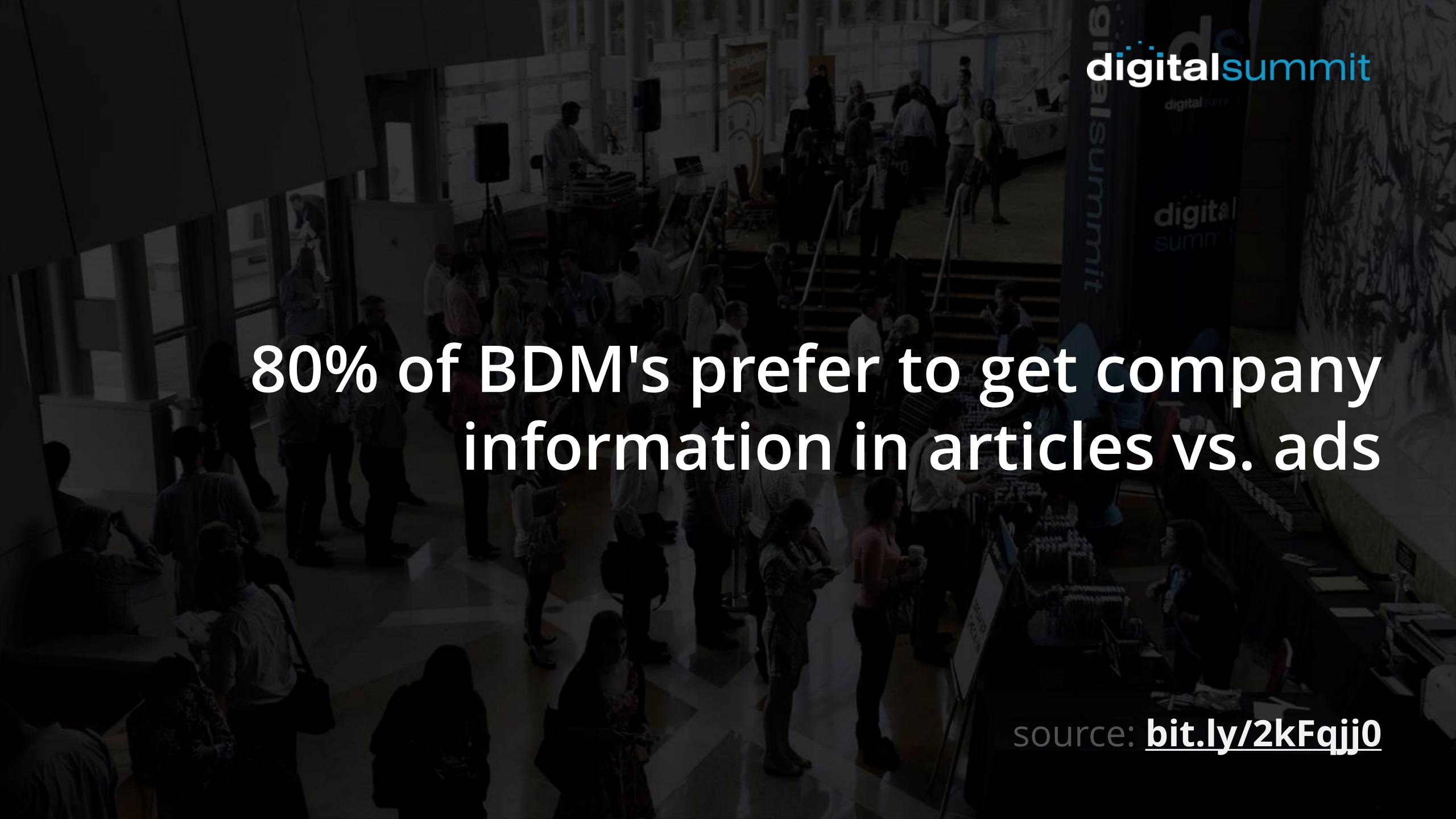






57% of online men & 44% of online women have Linkedin profiles in the US

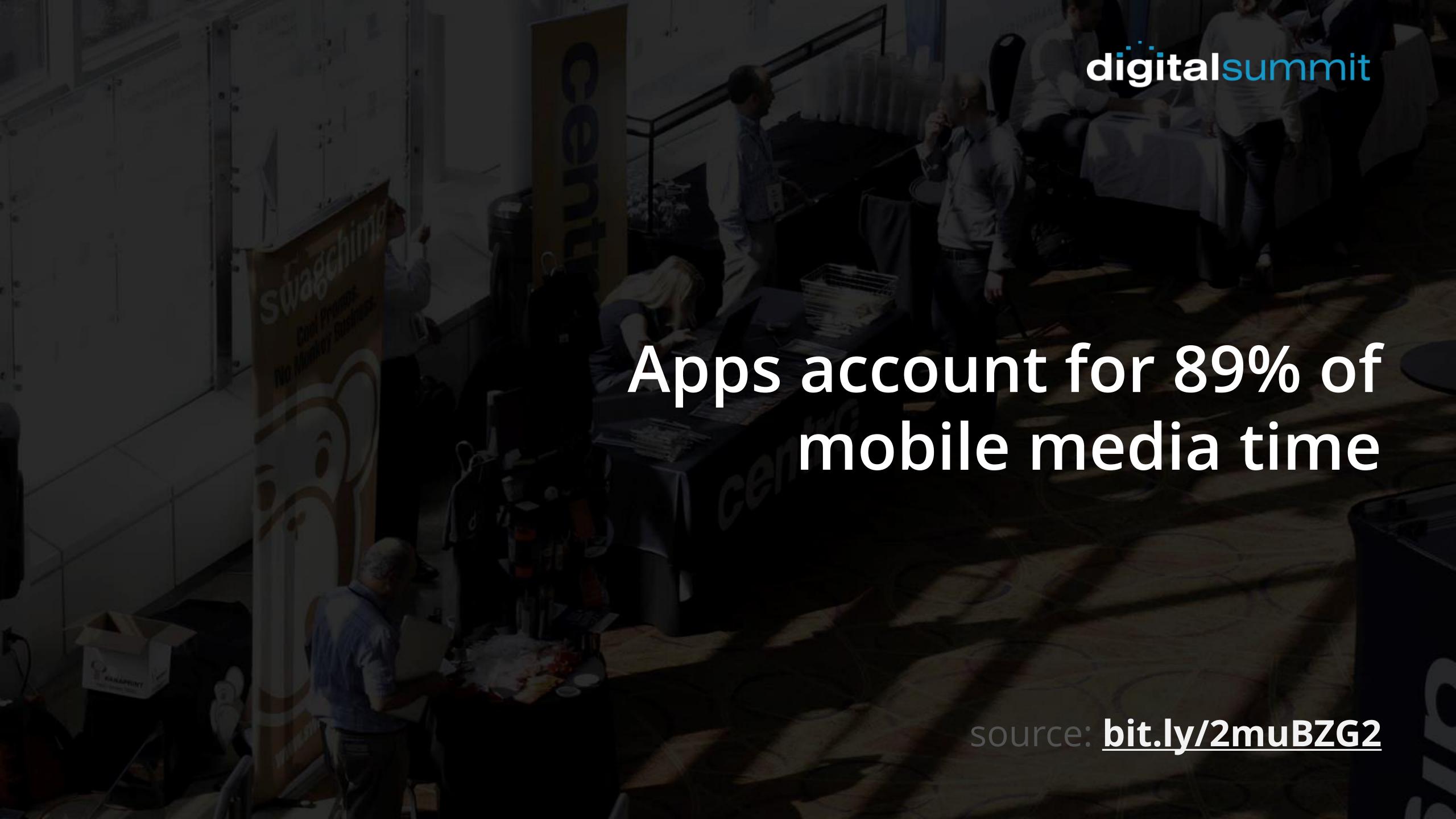
source: bit.ly/2IFxxIL

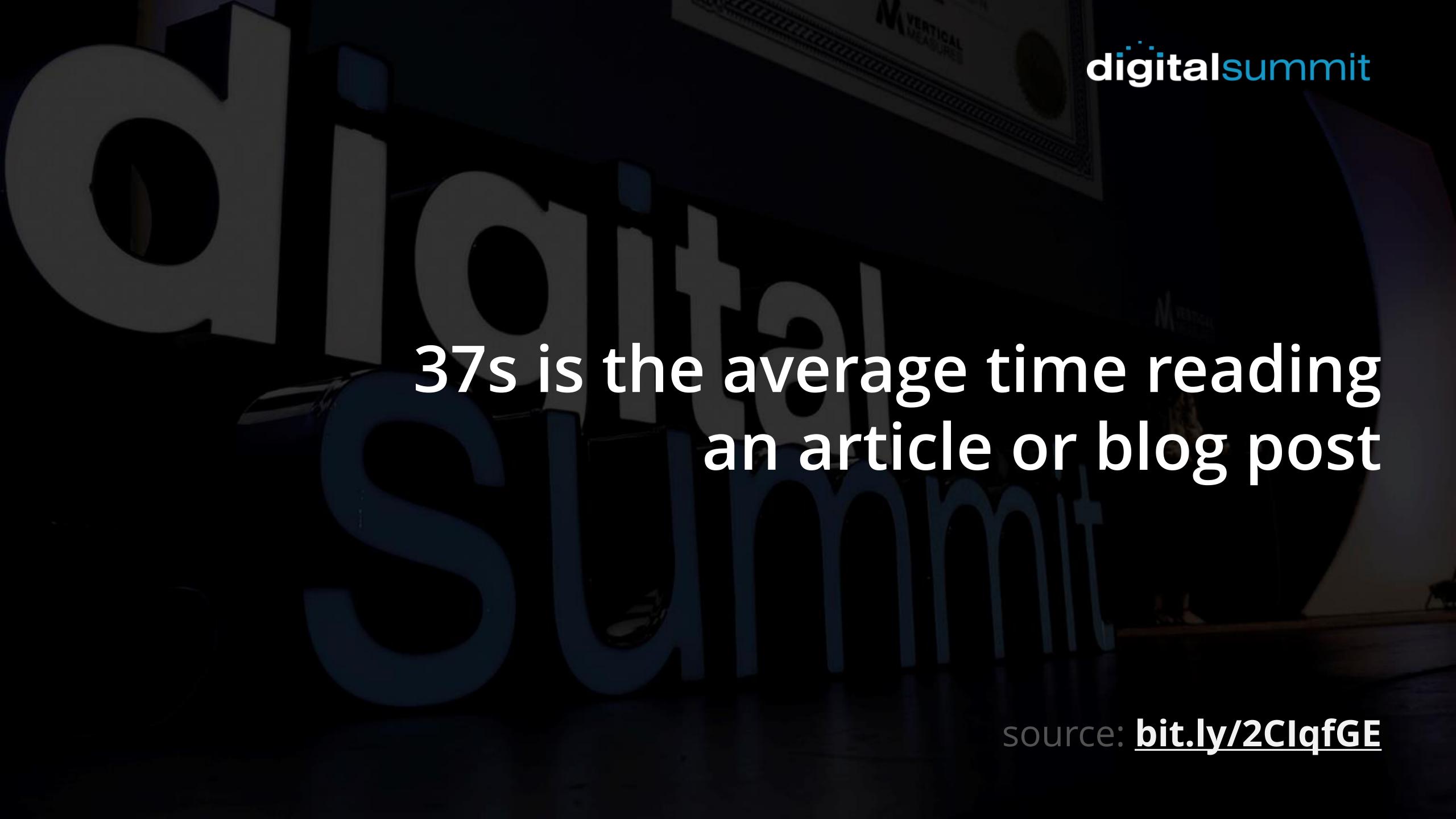




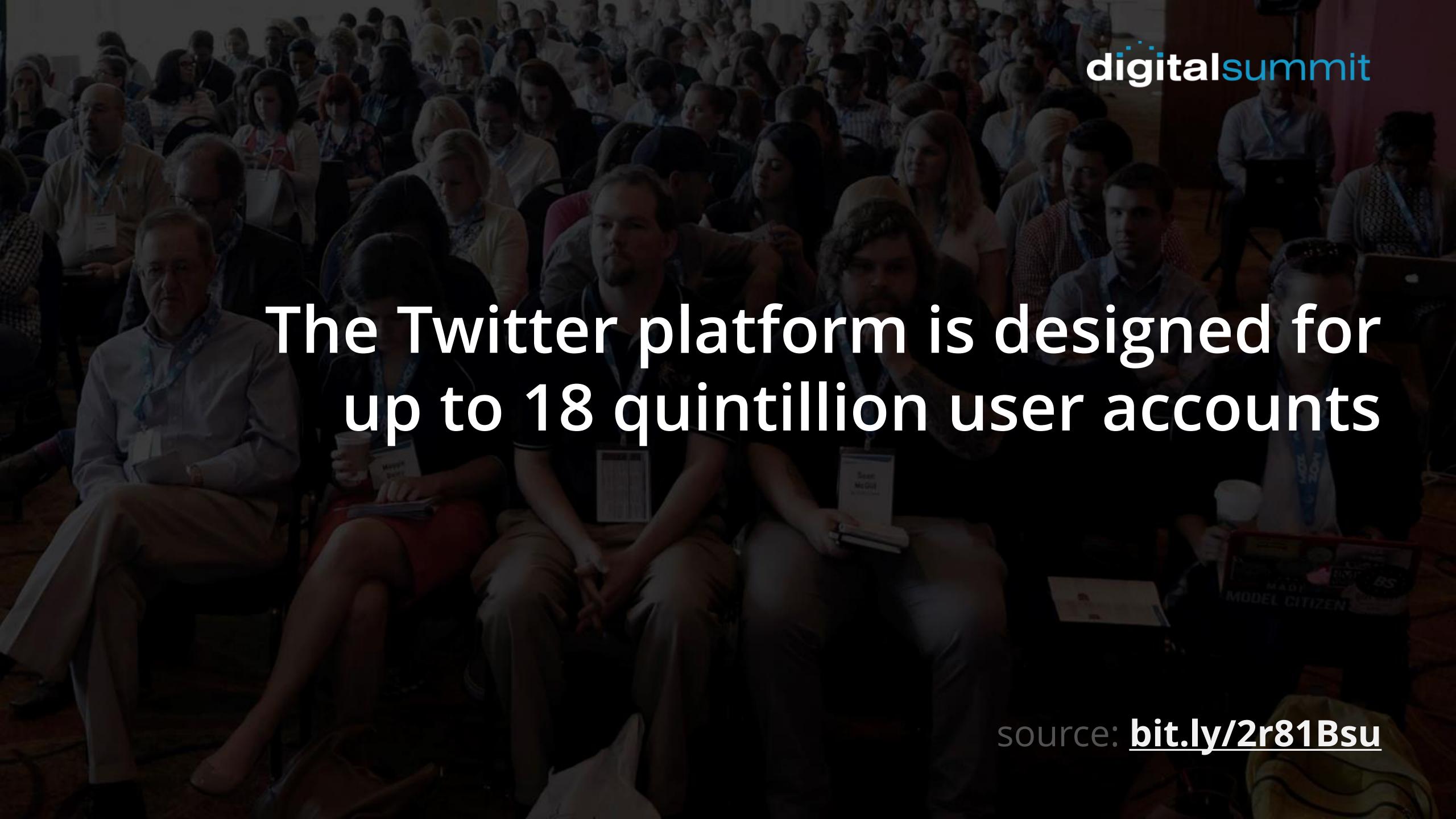
















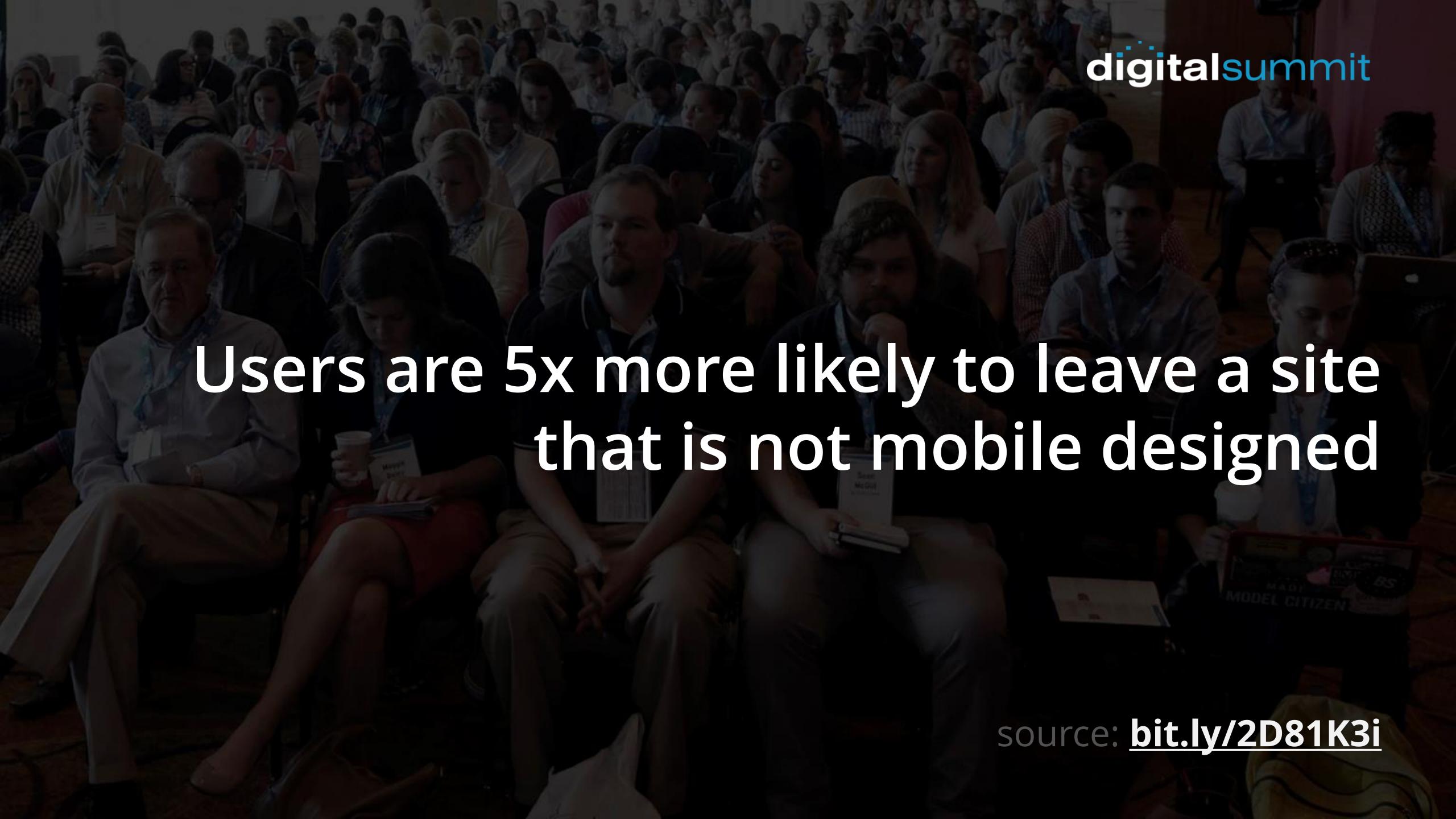




Personalized content performs 42% better than non-personalized content

source: bit.ly/2n8aF0t







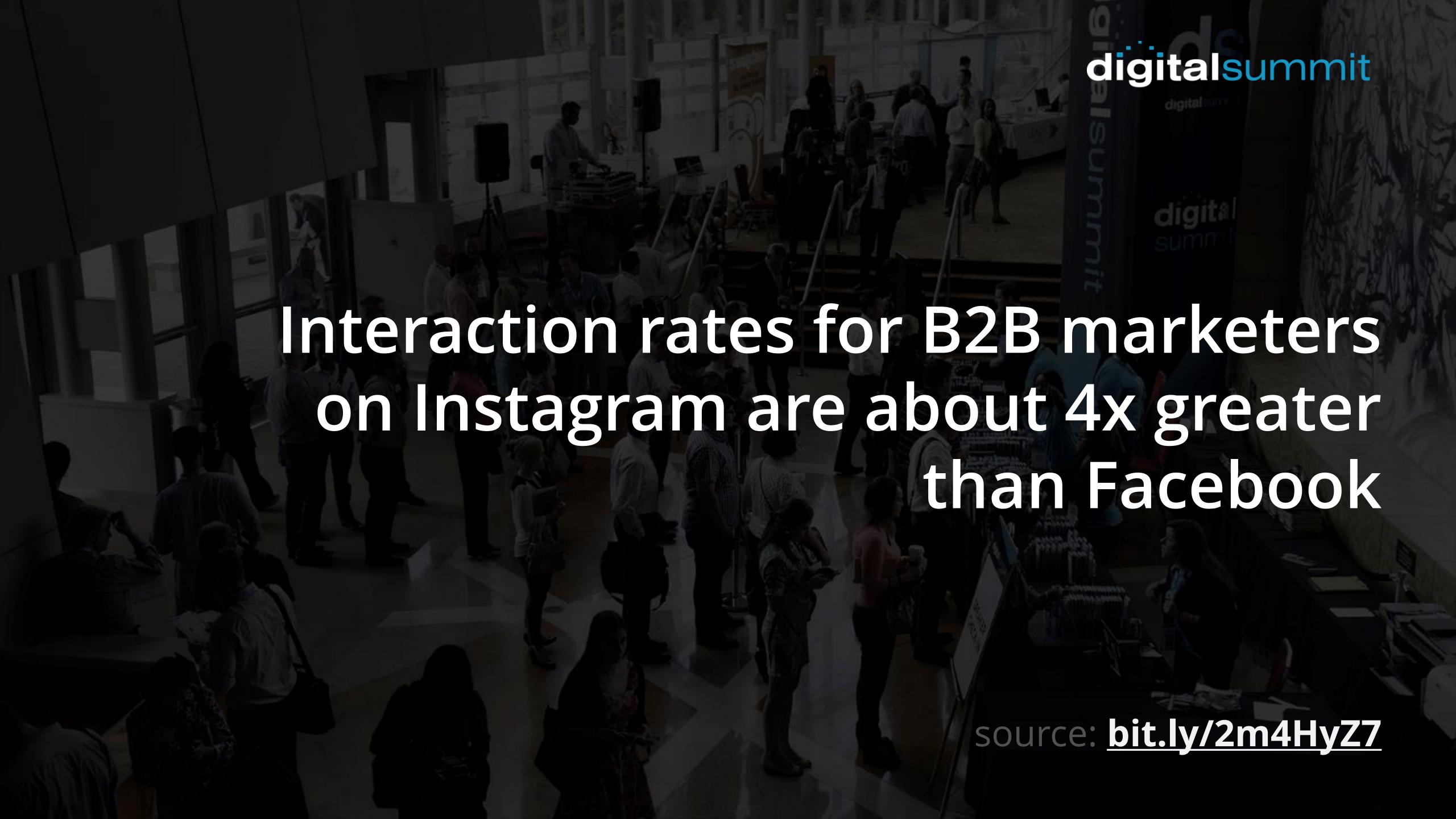


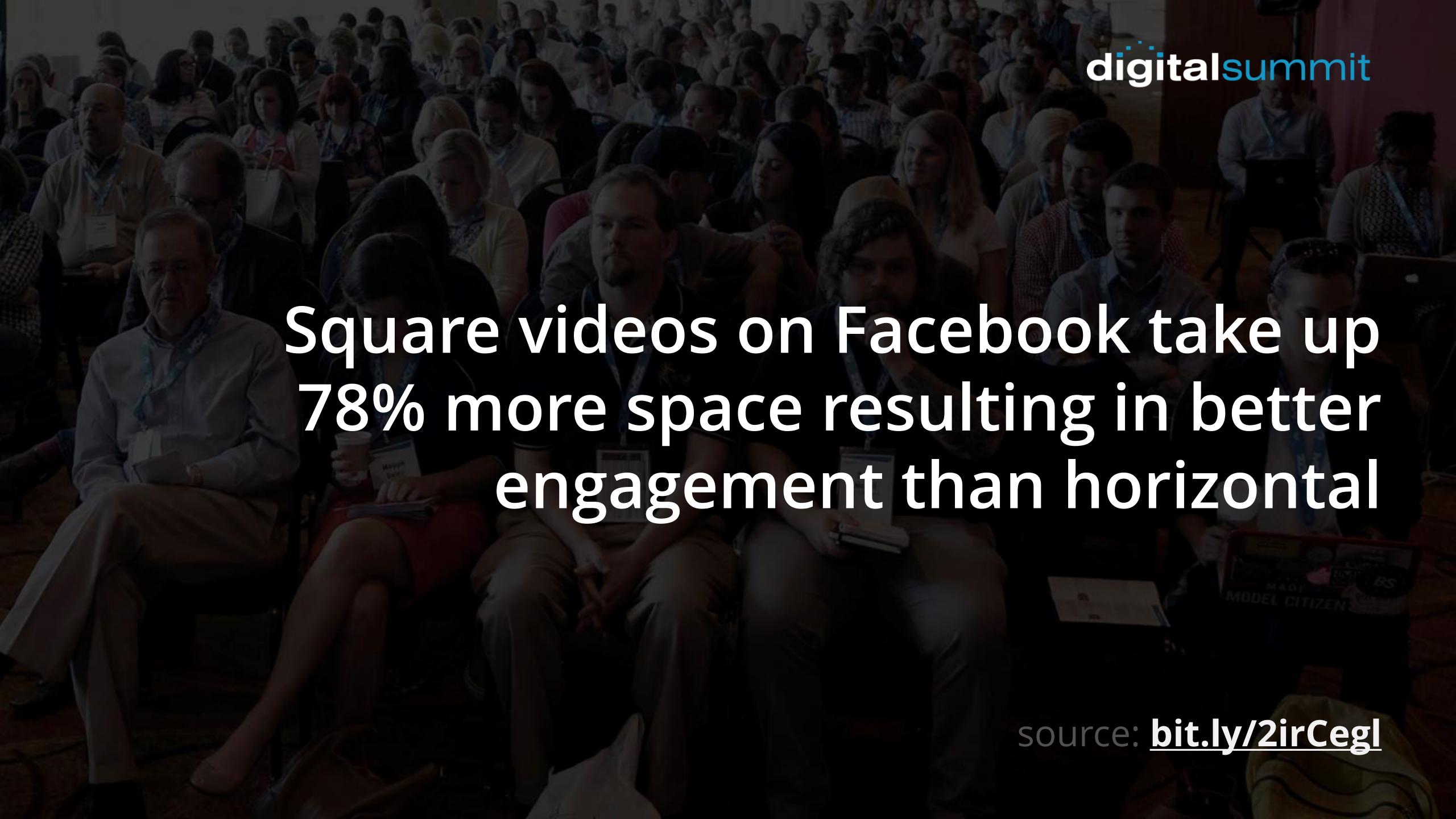




62% of marketers plan to increase their investment in Facebook video in 2018

source: bit.ly/2irCegl













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

source: bit.ly/2hZvQ0h













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

source: bit.ly/2kFqjj0









92% of consumers read online reviews

source: bit.ly/2DdMORv





