

30 Digital Marketing Statistics for Your Business

While the world of online marketing has **expanded far beyond paid advertising**, advertising still plays a **very important role** in generating revenue and business. Digital advertising is the top of the “new advertising stack,” and it’s what can create **brand awareness, drive sales**, and create visibility across a variety of channels that are **oversaturated** with businesses trying to stand out.

Although there are many new players in the online marketing landscape like email, social media, and reputation, **digital advertising isn't set to slow down yet**—a statement that's underlined by the fact that ad spend is set to grow from **\$83 billion in 2017 to over \$129 billion** by 2021 ([DMB Adobe](#)).

We've compiled this list of top advertising stats so you can **spend your advertising dollars where it matters**, and get the **ROI** you need to thrive in the digital world.

Statistics about Digital Advertising

1. Digital ad spend is set to grow from **\$83 billion this year to \$129+ billion** by 2021.
2. Google and Facebook are set to rake in **63.1% of digital ad spend** in 2017.
3. Google has **+20% y/y advertising revenue growth**, Facebook has **+62% y/y growth**.
4. 39% of marketers list **search engine marketing** as their **top business priority** for 2017.
5. Marketers who invest over 10% of their budgets on measurement are **three times more likely to beat their sales targets** by 25% or more.
6. 56% of advertising use **engagement** to measure success, 21% use **conversion & revenue**.
7. 34% of social media marketers list **“tying social campaigns to business goals”** as a top challenge.



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Video Advertising Statistics

8. 2017's video advertising spend is **\$13.23 billion**, and projected to reach **\$ 22.18 billion** by 2021.
9. 68% of consumers **feel positively** about watching video ads for mobile app rewards.
10. 52% of marketers believe that video is **effective for brand awareness**.
11. Online shoppers who view demo videos are **1.81x more likely to purchase** than non-viewers.
12. 51.9 percent of marketing professionals worldwide name video as the type of content with the **best ROI**.
13. According to retailers, video can account for a **40% increase in purchases**.
14. Mobile shoppers are **3x as likely to watch** a video than desktop shoppers.
15. **46% of users act** after viewing an ad.
16. **80%** of consumers **remember a video ad** they viewed in the past 30 days.
17. Combining video with full-page ads **boosts engagement by 22 percent**.
18. E-commerce sellers find that using product videos **increases product purchases by 144%**.
19. **Video ad completion rate for videos 15 seconds long is 93-95%**, with 30 videos seeing a completion rate of 92-93%.
20. **Over half** of video advertising is viewed on **mobile**.



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Mobile Advertising Statistics

- 21.** Americans spend **71% of their online time on mobile**, with Canada and the UK coming in at 62% and 61% respectively.
- 22.** Average smartphone **conversion rates are up by 64%**.
- 23.** Mobile advertising accounts for **\$37 billion** of the \$73 billion total ad spend (**51%**).
- 24.** 81% of consumers feel **negatively about mobile ad pop-ups**.
- 25.** Mobile accounts for **60% of click share** on Google Search ads, compared to desktop's 32%.
- 26.** Search ad spending on mobile is set to **rise by 25%** in 2017.

Social Media Advertising Statistics

- 27.** **70% of advertisers plan to increase** their mobile social advertising budget in 2017.
- 28.** **26% of Facebook Users** who click ads **make a purchase**.
- 29.** Images account for **75-90% of Facebook advertising effectivity**/performance
- 30.** **The best headline length** for a Facebook ad is **four words, with 15** for the description.

Sources: DMB Adobe, 2017 | Smart Insights, 2017 | KPCB, 2017 | Digital Marketing Depot, 2017 | eMarketer, 2017 | CMS Report | WordStream, 2017 | Small Biz Trends, 2016 | WowMakers, 2016

Contact us to get started with digital advertising for your business today!

