

8 EYE-OPENING DIGITAL MARKETING STATISTICS YOU NEED TO KNOW

GOOGLE ADWORDS

98%

OF SEARCHERS
choose a business from
page 1 of results



Source: BrightLocal

Google has more than 2 million
display network sites & reaches

OVER

90%

OF INTERNET
TRAFFIC



Source: Google

Google AdWords
generates more than

40 million
CALLS PER MONTH



Source: SearchEngineWatch.com

Businesses make an average of

\$2 IN
REVENUE



for every \$1 spent on AdWords

Source: Google

TARGETED DISPLAY ADS

Retargeted ads led to a

1046%

INCREASE IN
BRANDED SEARCH



Source: comScore

Online shoppers who are
retargeted with display ads are

70%

MORE LIKELY
TO CONVERT

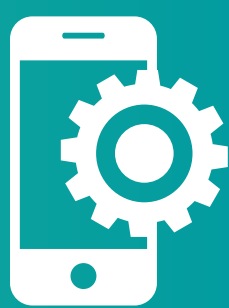


Source: Digital Information World

Native mobile
ads deliver

6x HIGHER
CONVERSIONS

for brands versus traditional
banner ads



Source: LinkedIn

By 2020, mobile display ad
spend is expected to reach

\$44.7M

in the U.S., nearly double
what was spent in 2016



Source: Statista

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Sources

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