



# 101 DIGITAL MARKETING STATISTICS

That Show the Impact  
of Online Marketing



# 2024

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## That Show the Impact of Online Marketing

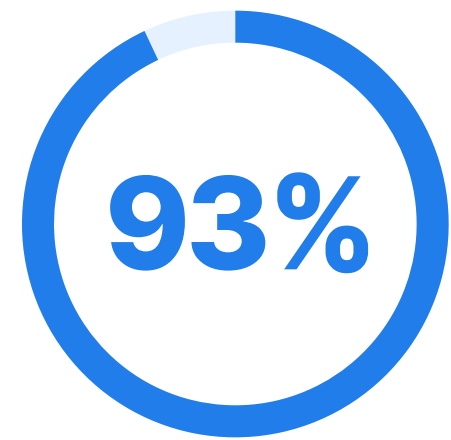
Did you know that **97%** of people check a company's online presence before deciding to visit their business? Creating a digital marketing strategy is critical to helping your business grow online. That's why we've compiled this list of 101 digital marketing statistics to show you the impact of digital marketing on your business.

### What is Digital Marketing?

Digital marketing is the online component of marketing which encompasses using the internet and online-based digital technology to promote products and services. Digital marketing can be done through numerous channels with the main ones being:

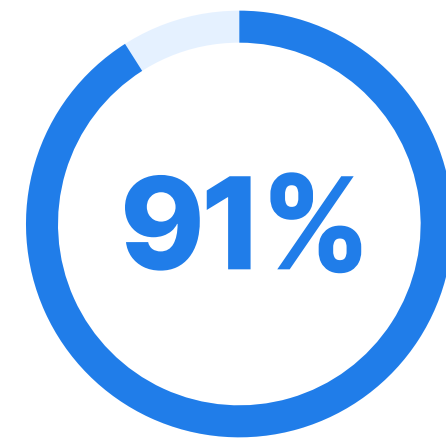
- [Search engine optimization \(SEO\)](#)
- [Pay-per-click advertising \(PPC\)](#)
- [Social media marketing](#)
- [Email marketing](#)
- [Content marketing](#)
- [Remarketing](#), and more!

# Search Engine Optimization (SEO)



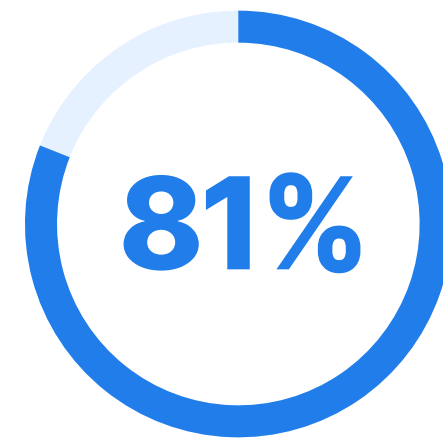
of traffic to websites comes from search engines.

[Source ↗](#)



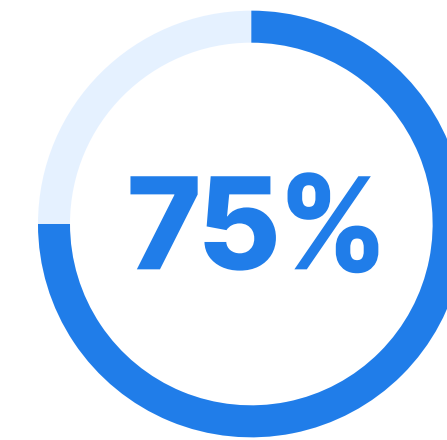
is Google's search market share.

[Source ↗](#)



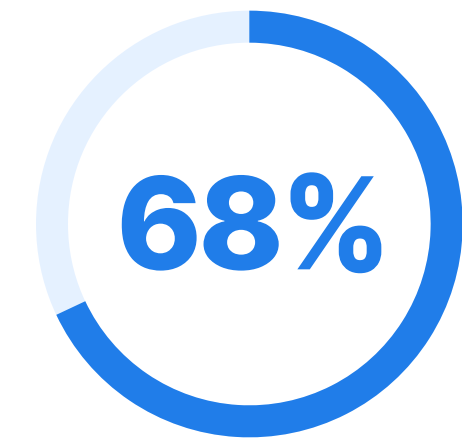
of US consumers say they conduct research online using a search engine before deciding to buy.

[Source ↗](#)



of users don't click past the first page of results.

[Source ↗](#)



of all online experiences start with a search engine.

[Source ↗](#)



of all shopping begins online even if the purchase takes place offline.

[Source ↗](#)



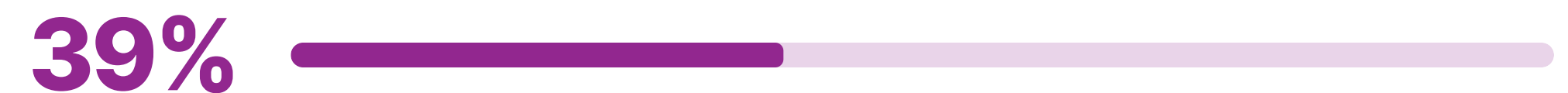
of businesses pay \$2500 - \$7500 per month for SEO.

[Source ↗](#)



of the pages in Google's top 10 results are 3 years old or more.

[Source ↗](#)



is the estimated click-through rate of the #1 SERP position.

[Source ↗](#)

# Local SEO

**97 billion**

local searches take place monthly. [Source ↗](#)

**1.5 billion**

locations are visited each month as a result of local search queries. [Source ↗](#)

**1065%**

is how many more clicks Google Business Profile listings with 100 images or more get. [Source ↗](#)

**500%**

is how much searches for “near me” have increased in the past few years. [Source ↗](#)

**97%**

of users searched online for a local business. [Source ↗](#)

**88%**

of users who search for a local business on mobile visit a store within 24 hours. [Source ↗](#)

**61%**

of users on mobile are more likely to contact a local business if their website is mobile-friendly. [Source ↗](#)

**56%**

of people globally will shop both online and locally offline. [Source ↗](#)

**46%**

of all searches on Google are local. [Source ↗](#)

**46%**

of all searches have local intent. [Source ↗](#)

**28%**

of local searches result in a purchase. [Source ↗](#)

# Pay-per-click (PPC) Advertising

## \$100 - \$10,000

is the average PPC investment for small-to-midsized businesses (SMBs). [Source ↗](#)

## \$2 for every \$1 spent

is how much companies make using PPC. [Source ↗](#)

## 200%

is the ROI for Google PPC ads. [Source ↗](#)

## 155%

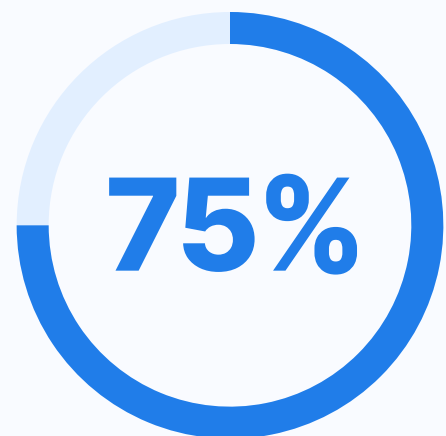
of users are more likely to search for brand-specific terms when they've been exposed to display ads. [Source ↗](#)

## 80%

is how much search ads can increase brand awareness. [Source ↗](#)

## 80%

of companies focus on Google Ads for PPC. [Source ↗](#)



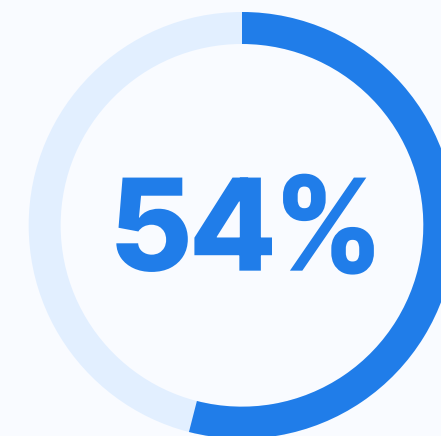
of people say paid ads make it easier for them to find what they need.

[Source ↗](#)



of all paid search impressions are on mobile.

[Source ↗](#)



of ad expenditure is online in 2024.

[Source ↗](#)



of users can't tell the difference between a paid ad and an organic result.

[Source ↗](#)



of businesses say that their PPC budget is lower than they want it to be.

[Source ↗](#)

# Social Media Marketing

**\$134 billion**

was the annual revenue accrued by Meta (formerly Facebook) in 2024. [Source ↗](#)

**5.07 billion**

is how many active social media users there are globally. [Source ↗](#)

**2 hours and 35 minutes**

is the amount of time adults spend using social media per day. [Source ↗](#)

**59 million**

downloads of the social networking app, Facebook, makes it the most downloaded social media app in 2024. [Source ↗](#)

**105%**

is the growth rate experienced by TikTok over the past 2 years making it the fastest-growing social media platform. [Source ↗](#)

**97%**

of online consumers accesses social media at least once a month. [Source ↗](#)

**93%**

of marketers worldwide use social media for business. [Source ↗](#)

**59%**

of the world's population uses social media. [Source ↗](#)

**37.9%**

of survey respondents said that they have made a purchase after seeing a social media ad. [Source ↗](#)

**25%**

of total ad spend across all digital advertising goes to Meta (Facebook) [Source ↗](#)

**21%**

of users use social media to follow an influencer or celebrity. [Source ↗](#)



# Social Media Advertising

## \$80.55 billion

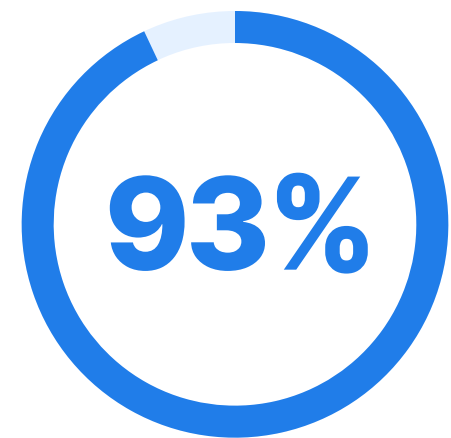
is how much U.S. businesses paid to advertise on social media networks. [Source ↗](#)

## 550 million

users are active on Twitter. [Source ↗](#)

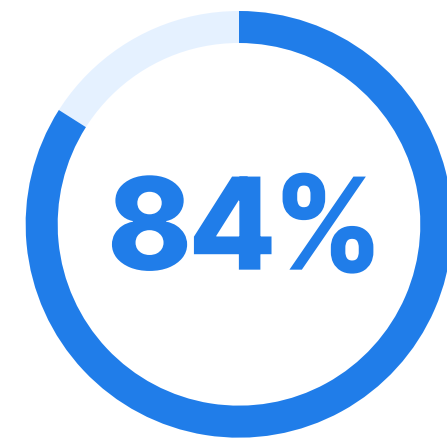
## 47 million

Americans can be reached with Twitter ads. [Source ↗](#)



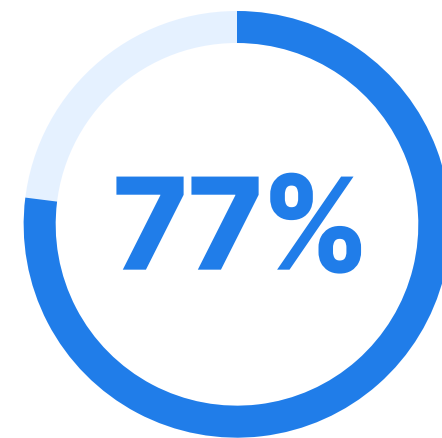
of marketers use Facebook to promote their business.

[Source ↗](#)



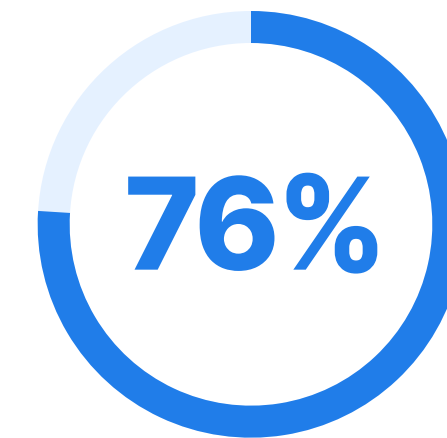
is how much more likely YouTube mobile ads are to hold attention than TV ads.

[Source ↗](#)



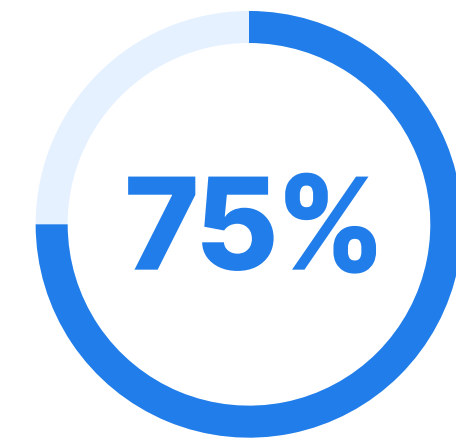
of marketers use Instagram to promote their business.

[Source ↗](#)



76% of American adults can be reached with ads on Facebook.

[Source ↗](#)



of Instagram users take action after seeing an ad.

[Source ↗](#)

Pinterest users have **85%** larger shopping carts than buyers on other platforms.


[Source ↗](#)


Engagement rates on Instagram are approximately **6x** higher than those on Facebook. [Source ↗](#)


# Email Marketing


**760%** is how much revenue can increase from creating segmented email marketing campaigns. [Source ↗](#)


**300%** is how much video can increase click-through rates in an email. [Source ↗](#)


**90%**  of marketers use emails to distribute content organically. [Source ↗](#)


**82%**  is the average open rate for a welcome email. [Source ↗](#)


**81%**  of SMBs rely on email as their primary customer acquisition channel. [Source ↗](#)

**70%**  of brands fail to use personalized emails even though they generate six times higher transaction rates. [Source ↗](#)

**68%**  of people automatically delete emails that don't have content relevant to their interests. [Source ↗](#)

**42.3%**  of people will delete an email if it's not optimized for mobile. [Source ↗](#)

**26%**  is the boost in open rates for personalized emails. [Source ↗](#)

**2.26%**  is the average email's click-through rate across all industries. [Source ↗](#)



# Content Marketing

**18 hours**

is the amount of time the average person spent watching online video per week. [Source ↗](#)

**84%**

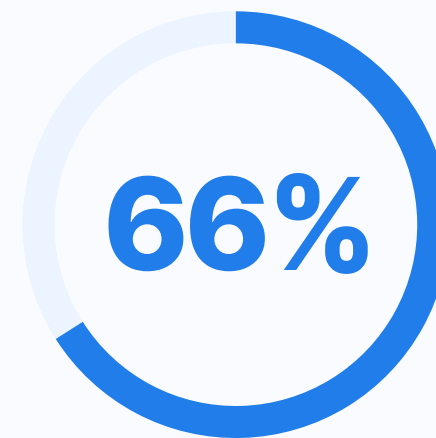
of organizations have a content marketing strategy. [Source ↗](#)

**73%**

of companies that spend from 10% to 70% of their total marketing budget on content marketing were very successful. [Source ↗](#)

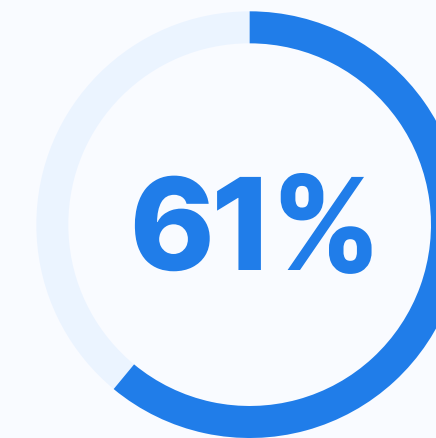
**69%**

of marketers invested in video content marketing. [Source ↗](#)



of brands claim to measure content performance in some way.

[Source ↗](#)



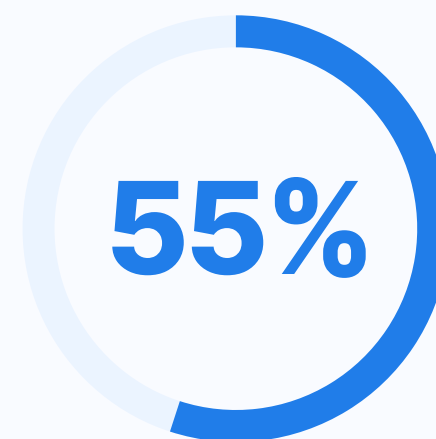
is the share of companies measuring content marketing ROI

[Source ↗](#)



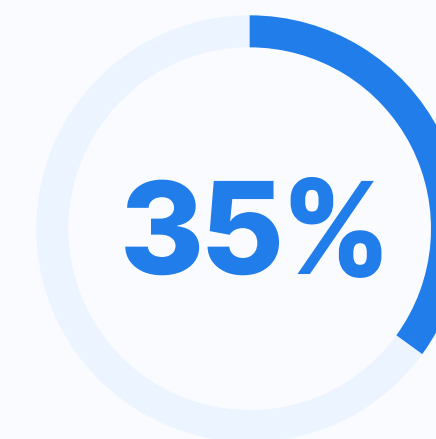
of podcast listeners searched for a product after hearing about it in a podcast.

[Source ↗](#)



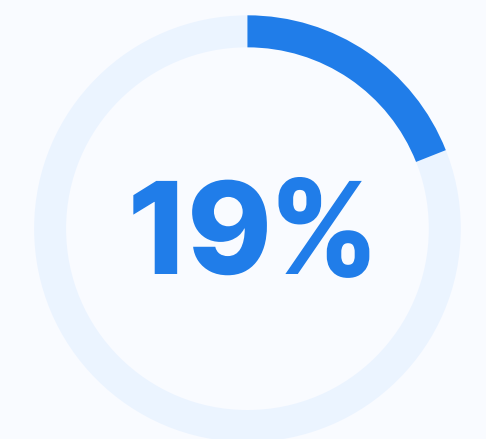
of content marketing strategies focused on improving the quality of content.

[Source ↗](#)



of organizations don't have dedicated content marketing teams.


[Source ↗](#)




of content marketers perceived their content marketing efforts as very successful.


[Source ↗](#)

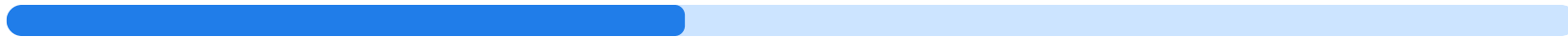
**0.05 seconds** is how long it takes users to form an opinion about your website. [Source ↗](#)

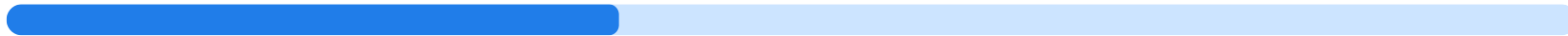
**88.5%**   
web designers believe that the top reason visitors leave a website is because it loads too slowly. [Source ↗](#)

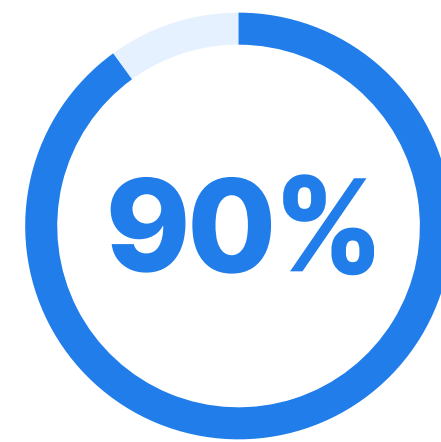
**73%**   
of users leave a website due to non-responsive web design. [Source ↗](#)

**57%**   
of internet users say they won't recommend a business with a poorly designed website. [Source ↗](#)

**50%**   
of consumers believe brands should prioritize web design. [Source ↗](#)

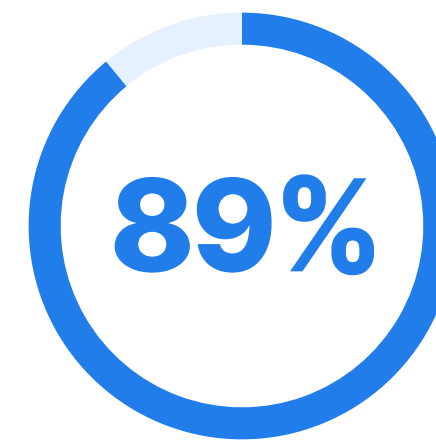
**43.2%**   
of all websites use WordPress as a CMS. [Source ↗](#)

**39%**   
of web users are drawn to color more than any other visual element when visiting websites. [Source ↗](#)



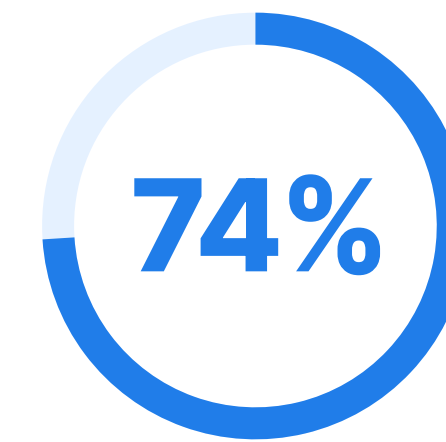
of leading marketers say that personalization significantly contributes to business profitability.

[Source ↗](#)



of marketers see a positive ROI when using personalization in their campaigns.

[Source ↗](#)



of ecommerce companies have a website personalization program.

[Source ↗](#)



of customers say they only engage with personalized messaging.

[Source ↗](#)



of customers are frustrated by impersonal shopping experiences.

[Source ↗](#)



of people expect brands to tailor experiences based on their preferences.

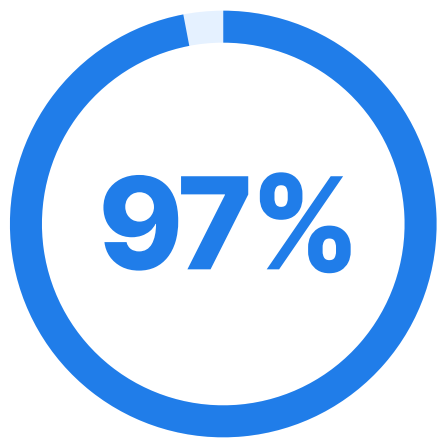
[Source ↗](#)



of marketers spend 50% or more of their marketing budgets on personalization.

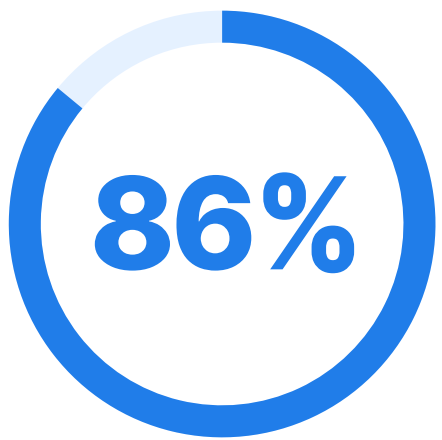
[Source ↗](#)

# Mobile Marketing



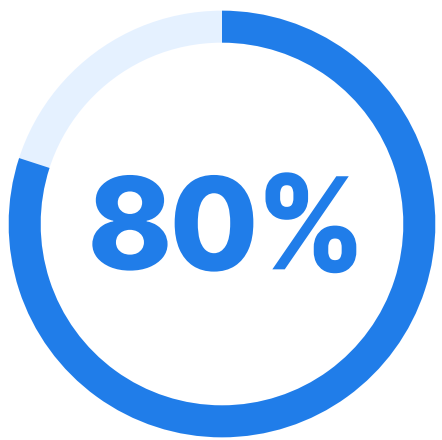
of Americans use a mobile device.

[Source ↗](#)



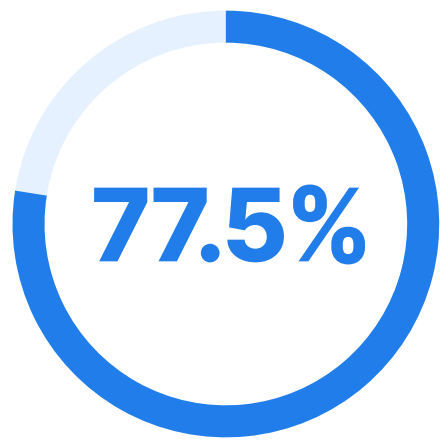
of ad spending will be accounted for by mobile advertising in 2024.

[Source ↗](#)



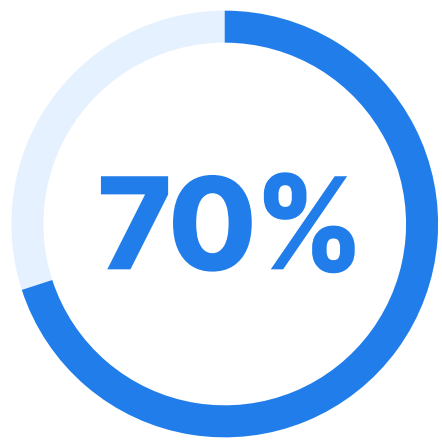
of the top-ranked websites are mobile-friendly.

[Source ↗](#)



of the global mobile device market is made up of smartphones.

[Source ↗](#)



of searches made using mobile phones lead to online action.

[Source ↗](#)



of all mobile search traffic is driven by Google Chrome.

[Source ↗](#)



out of the 57% of people who looked for products made a purchase from a mobile retail app.

[Source ↗](#)



of all PPC clicks are from mobile devices.

[Source ↗](#)



of people in the US searched for more information about a product or service on a mobile app.

[Source ↗](#)

# Review Management

**39**

is the average number of Google reviews for businesses. [Source ↗](#)

**88%**

of smaller businesses actively monitor their online reputation. [Source ↗](#)

**85%**

of consumers trust online reviews as much as personal recommendations. [Source ↗](#)

**63%**

of consumers have written a positive review.

[Source ↗](#)

**60%**

of customers say that negative reviews made them not want to use a business.

[Source ↗](#)

**32%**

of online users have written a negative review.

[Source ↗](#)





# Start Building Your Digital Marketing Strategy

After looking at these digital marketing statistics, you can see the impact of marketing on your business. If you need help getting started with your digital marketing strategy, WebFX can help. We have a team of over 500 marketing experts ready to launch your plan.

We know how to craft digital marketing campaigns that drive results. In the past five years, we've driven over **\$6 billion in sales** and over 24 million leads for our clients. You can count on us to craft campaigns that help you grow online.

If you want to build a marketing campaign that drives results, **contact us online** or call us today at **888-256-9448** to speak with a strategist about our **digital marketing services!**

## More digital marketing statistics

We've also compiled some of the most interesting digital marketing statistics we could find to help you learn about the various different **digital marketing** channels. Check them out below:

- **130 Eye-Opening Digital Marketing Stats**
- **130+ Useful Ecommerce Stats**
- **8 Mobile Marketing Statistics That Prove Mobile Matters**
- **Social Media Statistics**
- **SEO Statistics**
- **PPC Statistics**
- **Content Marketing Statistics**
- **Video Marketing Statistics**
- **Email Marketing Statistics**

