

12 Essential Digital Marketing Statistics

Content

Content marketing generates 3 times as many leads as traditional outbound marketing, but costs 62% less.

Source: HubSpot

Online Marketing

Campaigns integrating 4 or more digital channels will outperform single- or dual-channel campaigns by 300%.

Source: Gartner Research

Online Video

By 2019, 80% of world's internet traffic will be video.

Source: Cisco

Social Media

93% of shoppers' buying decisions are influenced by social media.

Bloggging

Marketers who have prioritized blogging are 13x more likely to enjoy positive ROI

Search Engine Optimization (SEO)

65% of web traffic comes
from Organic Search.

Web Design

73% of web users leave a website immediately because of poor web design.

Source: KISSmetrics

Mobile Marketing

Mobile smartphone devices produced the highest “Add to Cart” rates as compared to desktop devices.

Source: SmartInsights

Lead Generation

Companies with mature lead generation and management practices have a 9.3% higher sales quota achievement rate.

Source: CSO Insights

CRM

Lead nurturing emails get 4-10 times the response rate compared to standalone email blasts.

Marketing Analytics

CMOs report they spend 8% of their marketing budgets on marketing analytics, and expect to increase this level in the next three years.

Source: CMO Survey

Mobile Web

37% of consumers are more likely to purchase on a mobile-optimized site.

Source: ExactTarget



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