

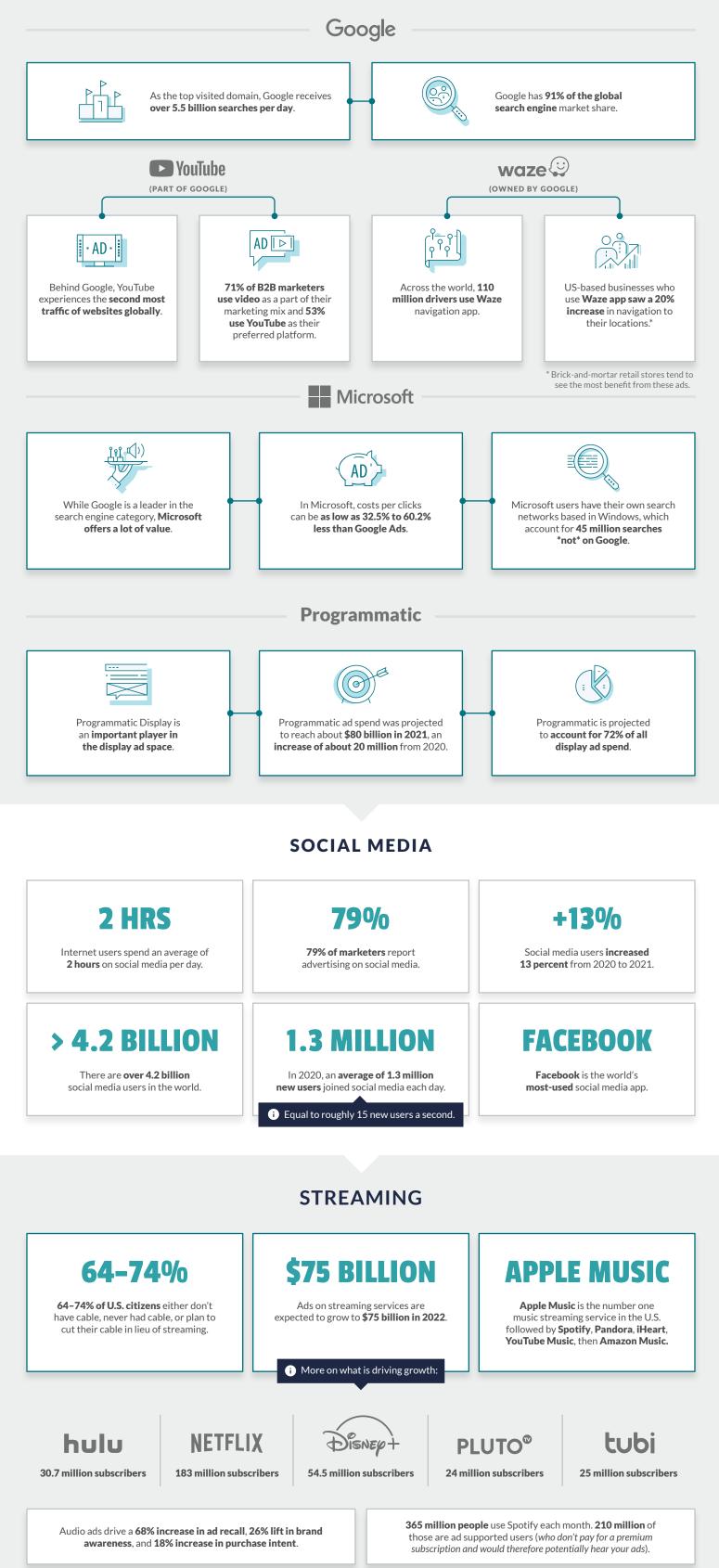


# **KEY STATS ABOUT DIGITAL MEDIA CHANNELS**

And how to find the right mix for your business.

Each channel serves a purpose for digital media campaigns. So how do you determine which channel to use in your marketing efforts? See how each channel stacks up against the rest.

# SEARCH AND DISPLAY NETWORKS



# DON'T OVERLOOK THE NEW GUYS

**Reddit**, **Discord**, **TikTok**, and **Twitch** are all relatively new channels that offer ad space and are rising in popularity, specifically among Gen Z and millennials.





SilverTech's Digital Marketing team can help you find the right channel mix that's best for your business.

Contact us to learn how today  $\rightarrow$ 

## 603.669.6600



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### SOURCES

- Spotify Advertising, https://ads.spotify.com/en-US/
- HubSpot, https://www.hubspot.com/
- Sprout Social, <u>https://sproutsocial.com/</u>
- Adzooma, https://www.adzooma.com/
- ROI Revolution, https://www.roirevolution.com/