



# 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

### Google



As the top visited domain, Google receives over 5.5 billion searches per day.



Google has 91% of the global search engine market share.

### YouTube (PART OF GOOGLE)



Behind Google, YouTube experiences the second most traffic of websites globally.



71% of B2B marketers use video as a part of their marketing mix and 53% use YouTube as their preferred platform.



Across the world, 110 million drivers use Waze navigation app.



US-based businesses who use Waze app saw a 20% increase in navigation to their locations.\*

\* Brick-and-mortar retail stores tend to see the most benefit from these ads.

### Microsoft



While Google is a leader in the search engine category, Microsoft offers a lot of value.



In Microsoft, costs per clicks can be as low as 32.5% to 60.2% less than Google Ads.



Microsoft users have their own search networks based in Windows, which account for 45 million searches \*not\* on Google.

## Programmatic



Programmatic Display is an important player in the display ad space.



Programmatic ad spend was projected to reach about \$80 billion in 2021, an increase of about 20 million from 2020.



Programmatic is projected to account for 72% of all display ad spend.

## SOCIAL MEDIA

2 HRS

Internet users spend an average of 2 hours on social media per day.

79%

79% of marketers report advertising on social media.

+13%

Social media users increased 13 percent from 2020 to 2021.

> 4.2 BILLION

There are over 4.2 billion social media users in the world.

1.3 MILLION

In 2020, an average of 1.3 million new users joined social media each day.

Equal to roughly 15 new users a second.

FACEBOOK

Facebook is the world's most-used social media app.

## STREAMING

64-74%

64-74% of U.S. citizens either don't have cable, never had cable, or plan to cut their cable in lieu of streaming.

\$75 BILLION

Ads on streaming services are expected to grow to \$75 billion in 2022.

More on what is driving growth:

APPLE MUSIC

Apple Music is the number one music streaming service in the U.S. followed by Spotify, Pandora, iHeart, YouTube Music, then Amazon Music.

hulu

30.7 million subscribers

NETFLIX

183 million subscribers

Disney+

54.5 million subscribers

PLUTO

24 million subscribers

tubi

25 million subscribers

Audio ads drive a 68% increase in ad recall, 26% lift in brand awareness, and 18% increase in purchase intent.

365 million people use Spotify each month. 210 million of those are ad supported users (who don't pay for a premium subscription and would therefore potentially hear your ads).

## 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.

reddit

Discord

TikTok

Twitch



### SOURCES

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