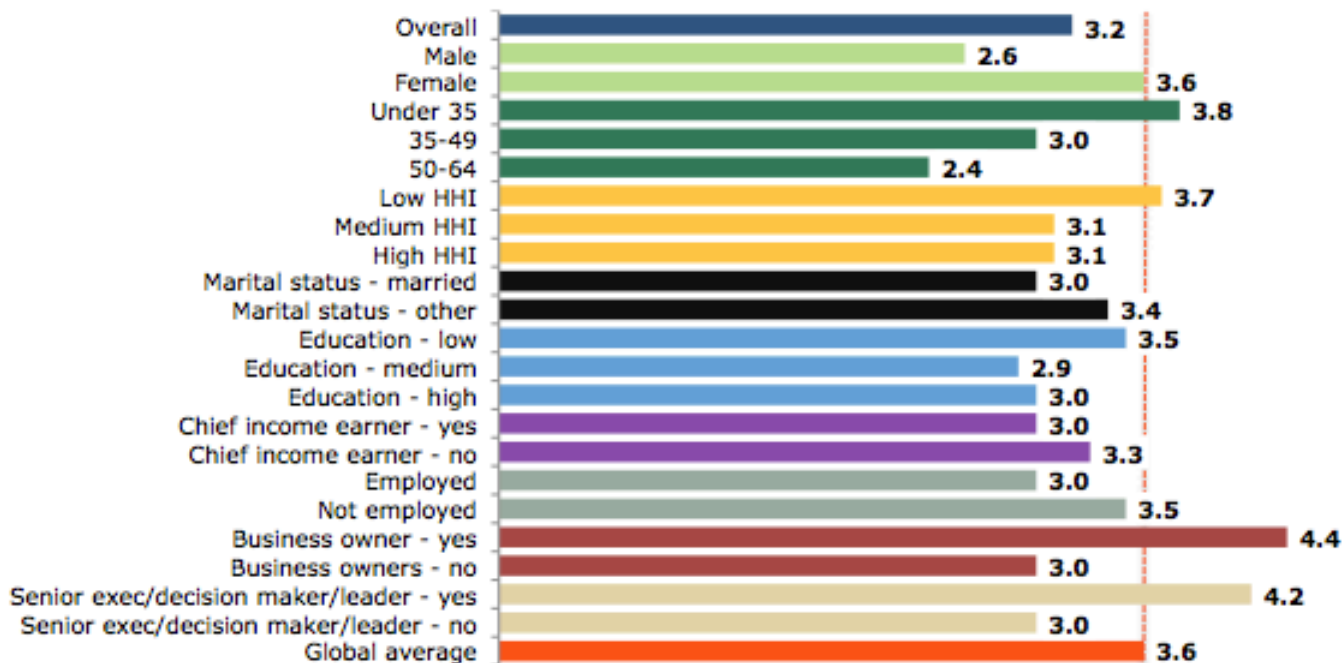


1. Youth Spending Time on SocNets...

Americans' Daily Time Spent Social Networking

(self-reported average hours per day, among social network users)

January 2013



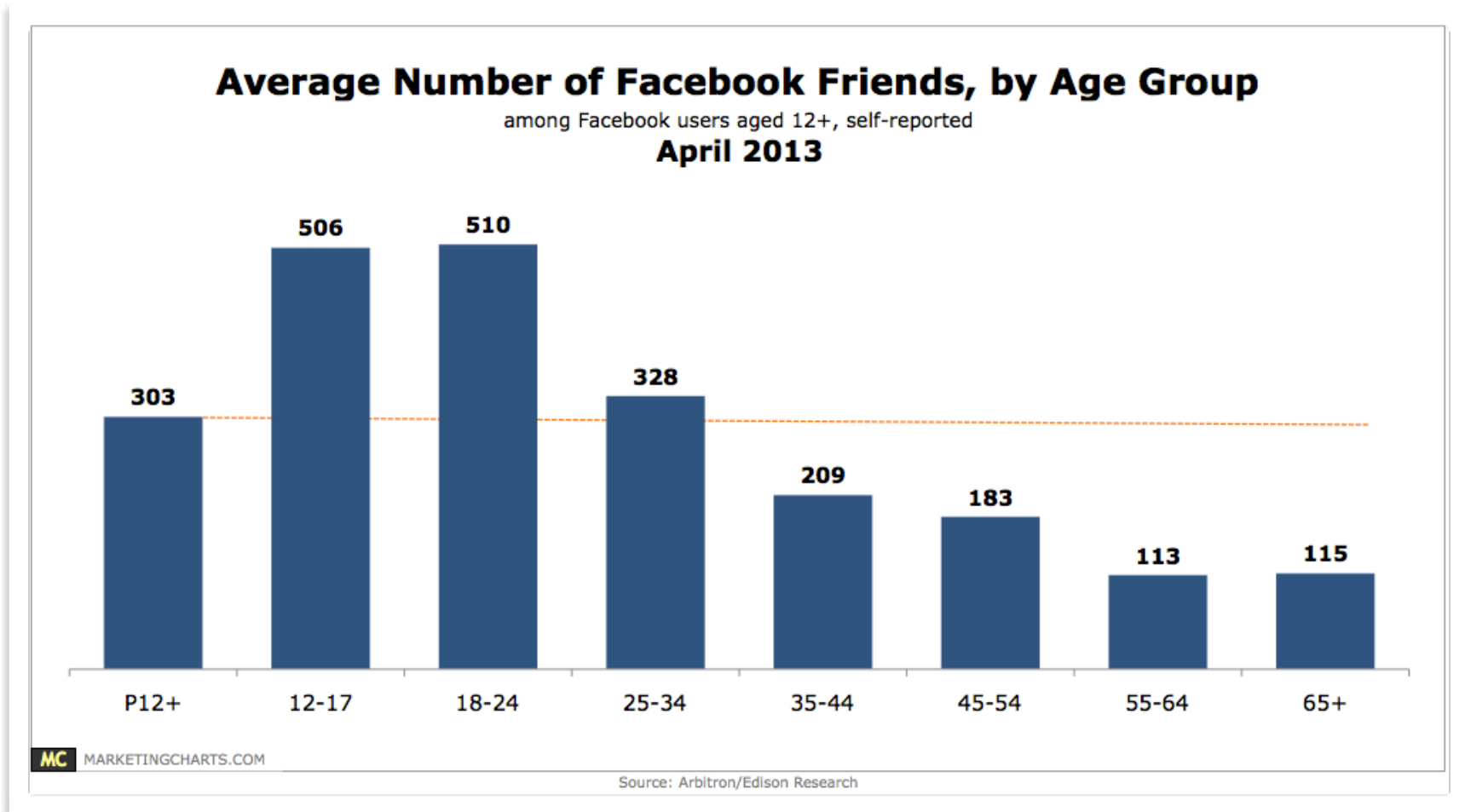
MC MARKETINGCHARTS.COM

Source: Ipsos Open Thinking Exchange

Source article: [Social Networking Eats Up 3+ Hours Per Day For The Average American User](#)

Takeaway: Not surprisingly, youth are avid social networking users, self-reporting almost 4 hrs/day!

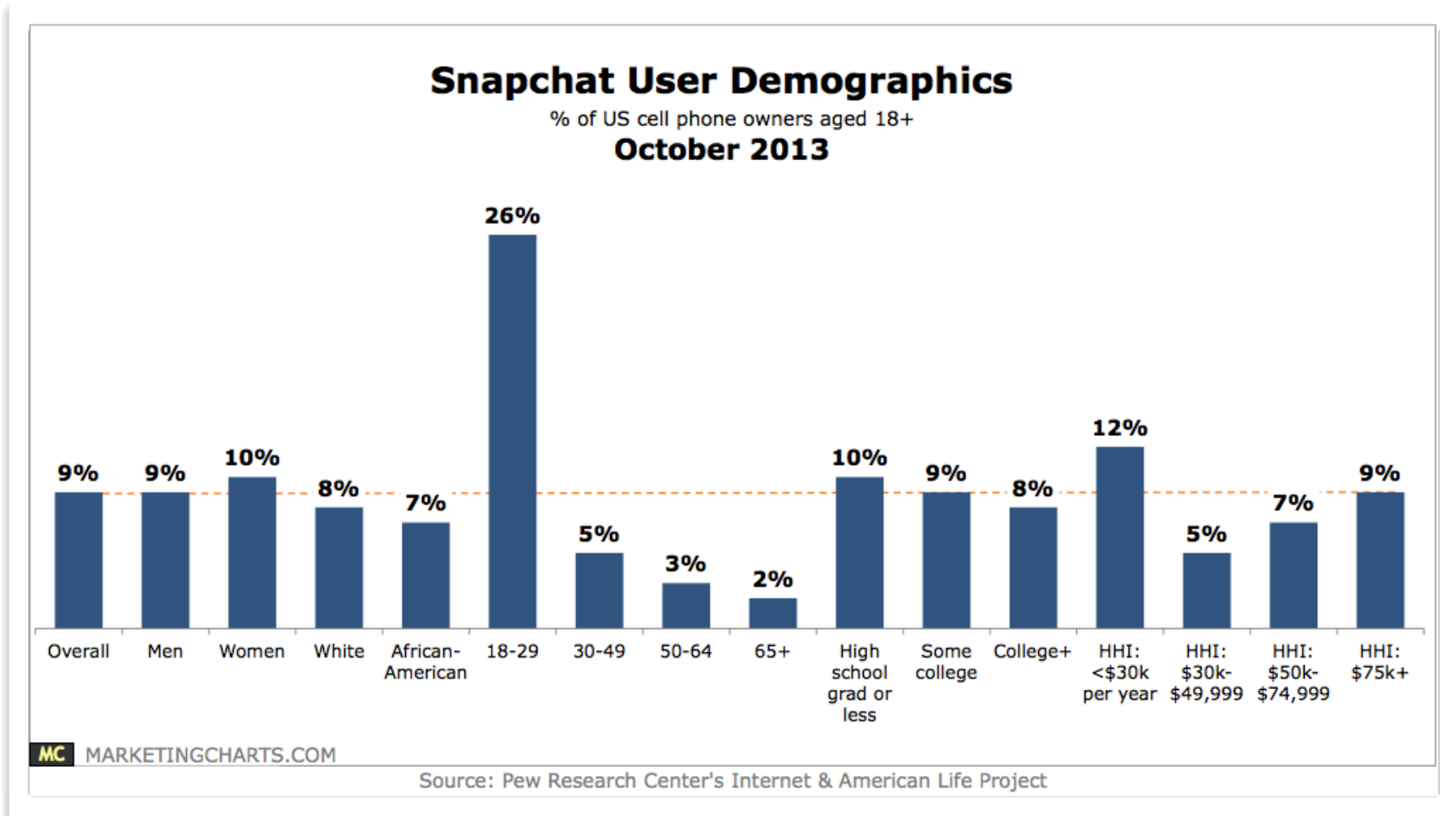
2. And Have Plenty of Facebook Friends



Source article: [18-24-Year-Olds on Facebook Boast an Average of 510 Friends](#)

Takeaway: Facebook users report an average of 303 friends - a figure which climbs to 510 among 18-24-year-olds.

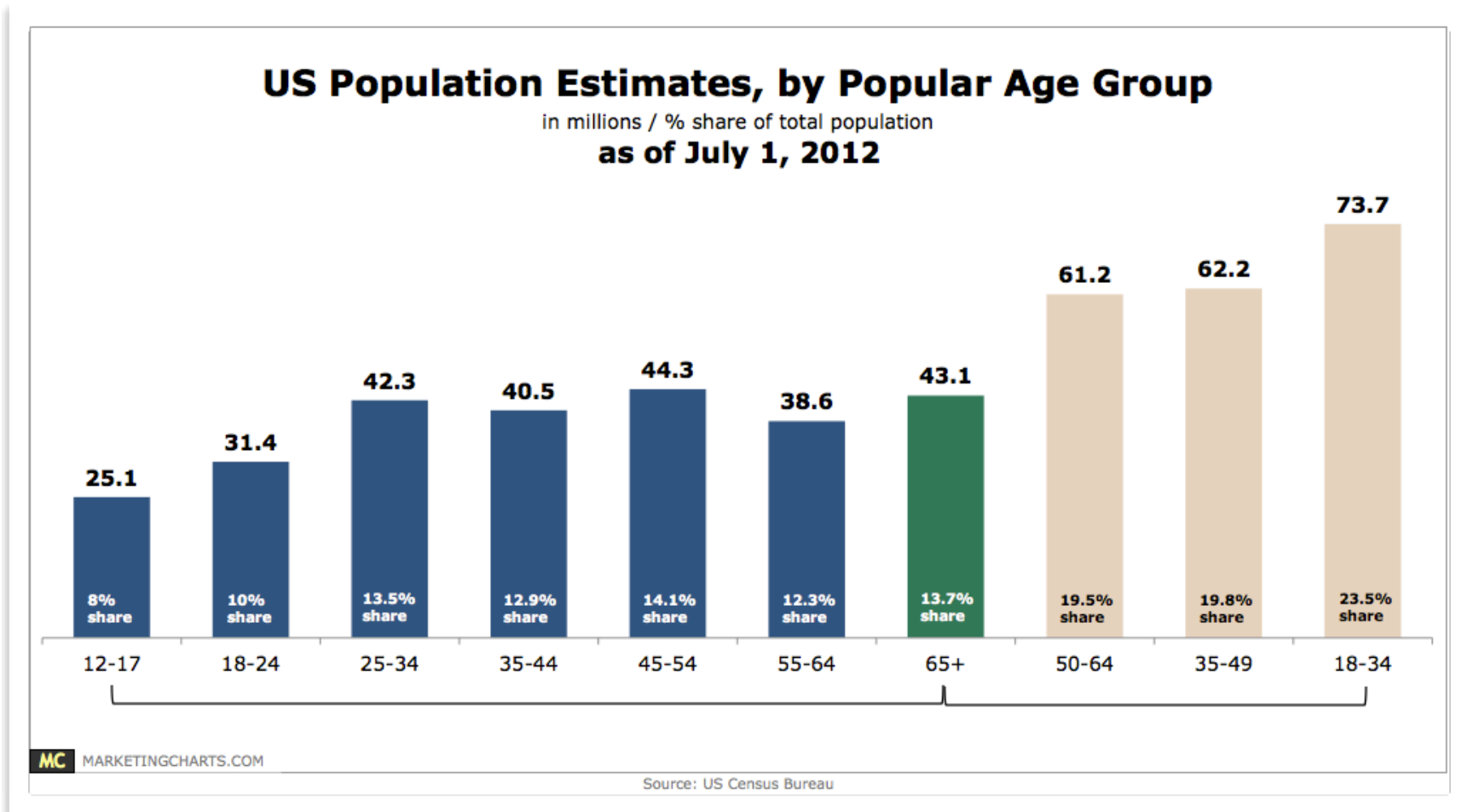
3. Snapchat Grows Its Young User Base



Source article: [The Demographics of Instagram and Snapchat Users](#)

Takeaway: 18-29-year-olds are 3 times more likely to use Snapchat than the average online adult (26% vs. 9%).

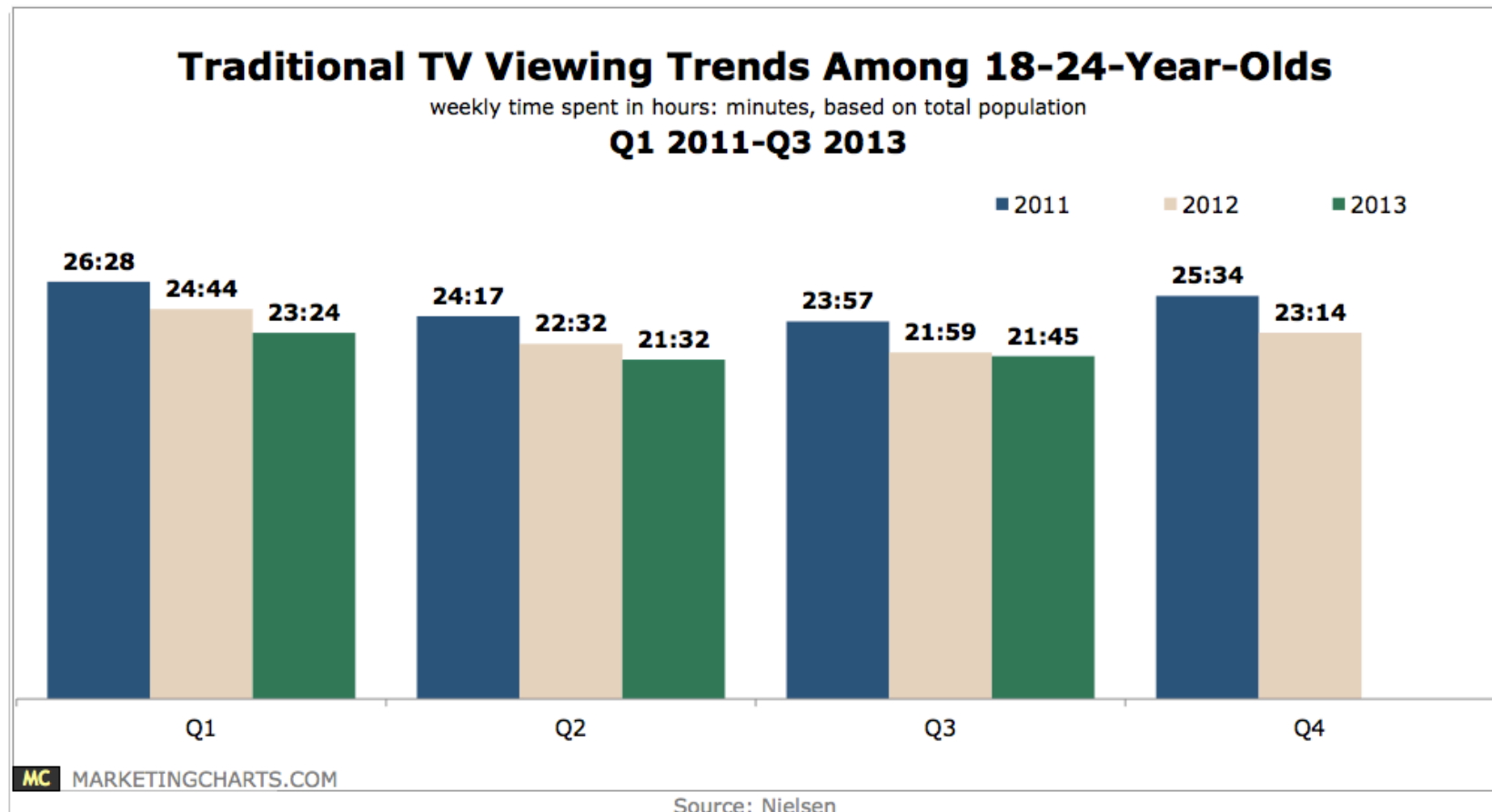
4. How Many Youth Are Out There?



Source article: [So How Many Millennials Are There in the US, Anyway?](#)

Takeaway: There's no consensus definition of a Millennial, so it helps to be specific with age ranges.

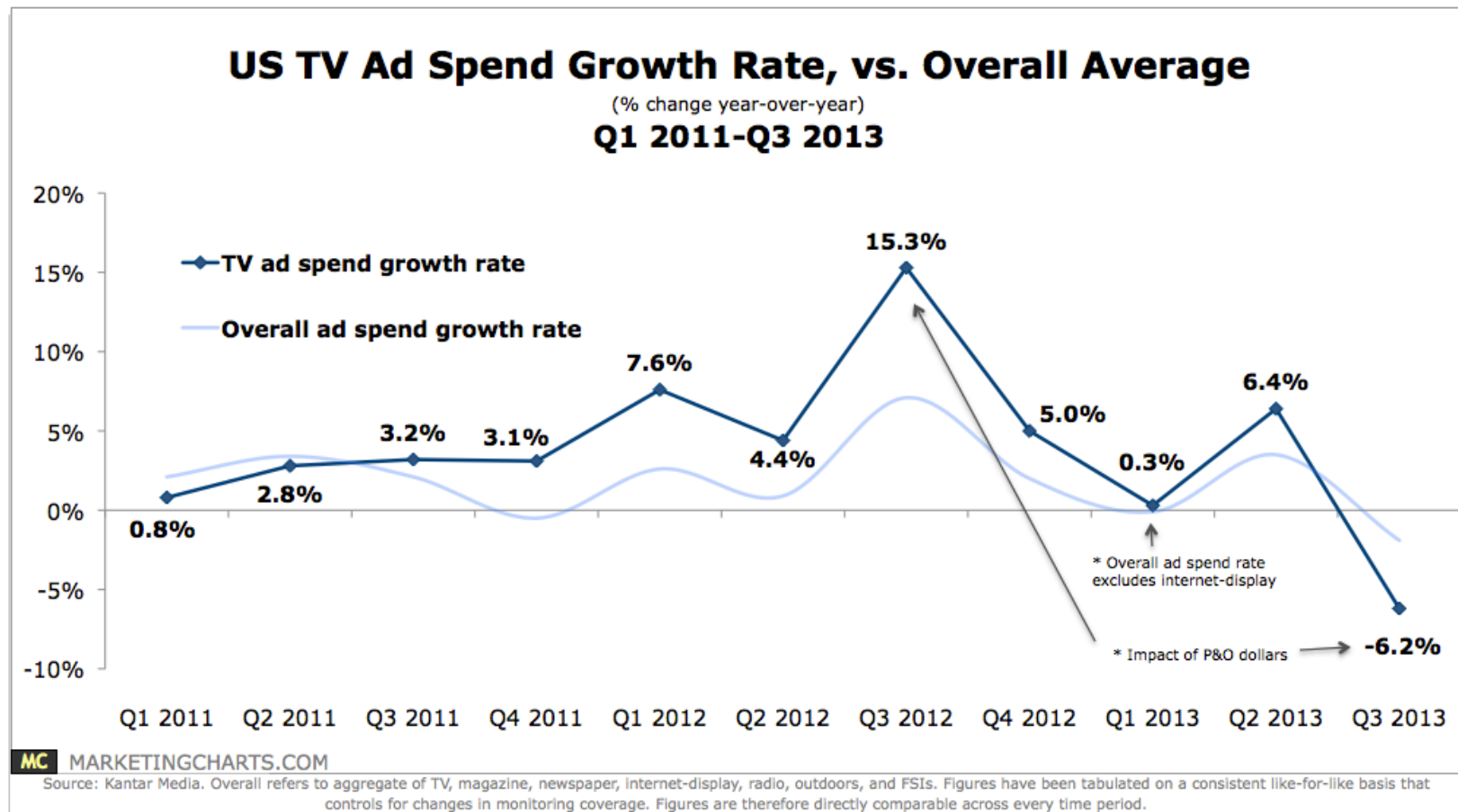
5. Youth and TV: It's Not That Dire...



Source article: [Are Young People Watching Less TV?](#)

Takeaway: Despite all the talk, young people are still watching plenty of traditional TV.

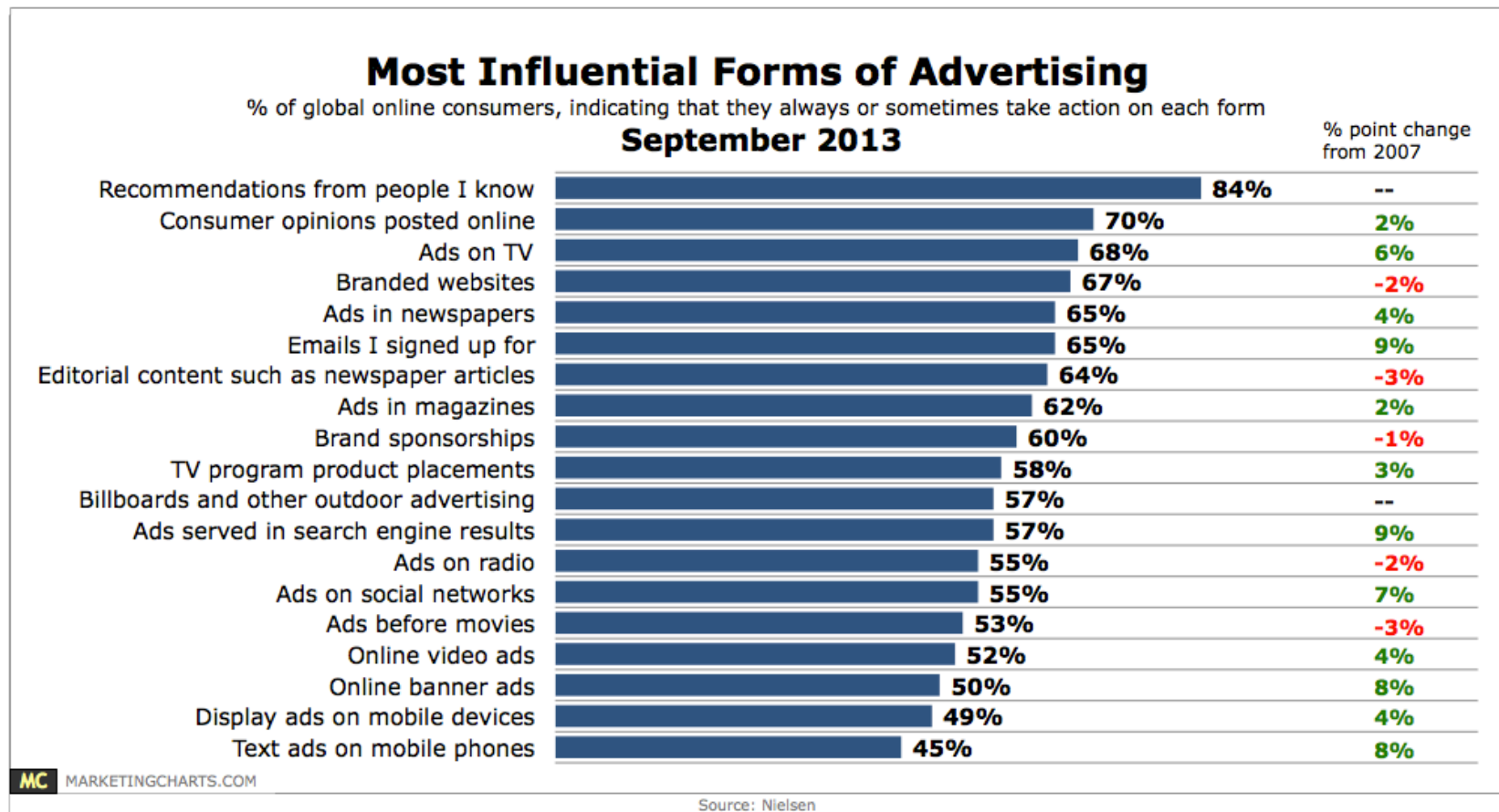
6. And TV Ad Spend is Still Healthy



Source article: [Data Dive: US TV Ad Spend and Influence](#)

Takeaway: The Q3 2013 drop-off owes to the post-P&O (political & Olympic) spending swoon. Otherwise TV is healthy.

7. TV Rules Paid Media in Influence...



Source article: [Which Forms of Advertising Do Consumers Trust - and Act On - the Most?](#)

Takeaway: Online advertising influence is growing, but remains behind traditional ads; earned media still tops.

8. Search Brings The Best Customers

E-Commerce Customer Acquisition Channel Comparison
 % of customers acquired / customer lifetime value
2009-2013

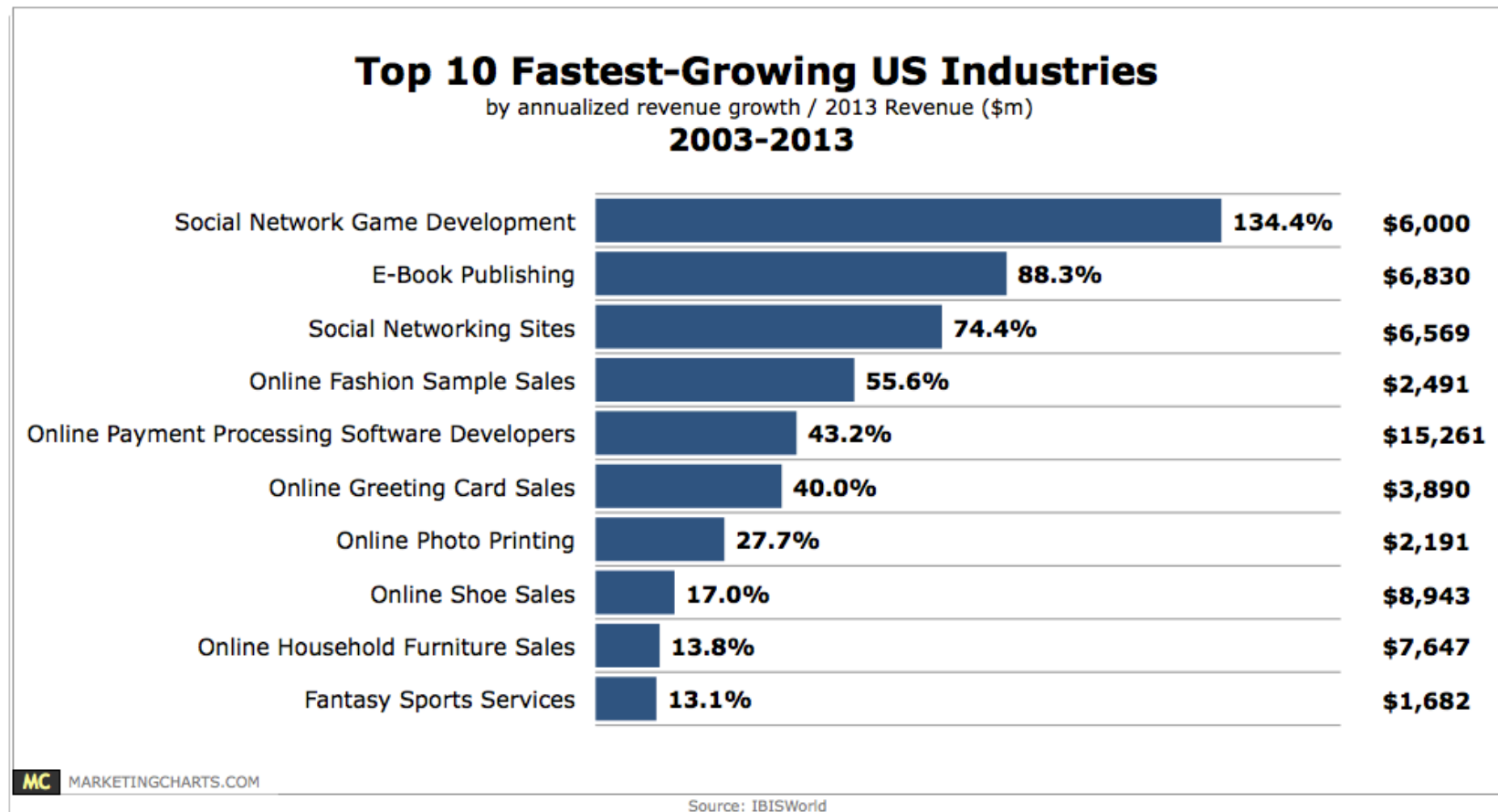
Channel	Percentage of customers acquired					CLV (percentage relative to average)
	2009	2010	2011	2012	2013	
CPC (Cost per click)	5.39%	6.71%	7.89%	9.71%	9.82%	36.90%
Email	0.88%	0.75%	2.64%	5.34%	6.84%	11.81%
Google	0.51%	1.60%	1.33%	0.98%	1.72%	13.35%
Organic	10.35%	13.14%	15.05%	16.22%	15.81%	54.25%
Referral	3.63%	6.04%	7.30%	7.70%	6.39%	26.10%
Banner ads	0.01%	0.04%	0.09%	0.15%	0.46%	1.34%
Facebook	<0.01%	0.16%	0.22%	0.05%	0.17%	1.31%
PPC (Pay per click)	<0.01%	<0.01%	0.01%	0.30%	0.23%	9.60%
Affiliate	0.34%	0.44%	0.42%	0.75%	0.96%	7.53%
Twitter	<0.01%	<0.01%	<0.01%	<0.01%	<0.01%	-23.36%
CPM (Cost per impression)	<0.01%	0.02%	0.03%	<0.01%	<0.01%	-5.30%

MC MARKETINGCHARTS.COM
 Source: Custora

Source article: [E-Commerce: Which Customer Acquisition Channels Perform Best?](#)

Takeaway: Organic search delivers the most e-commerce customers and the highest-value ones.

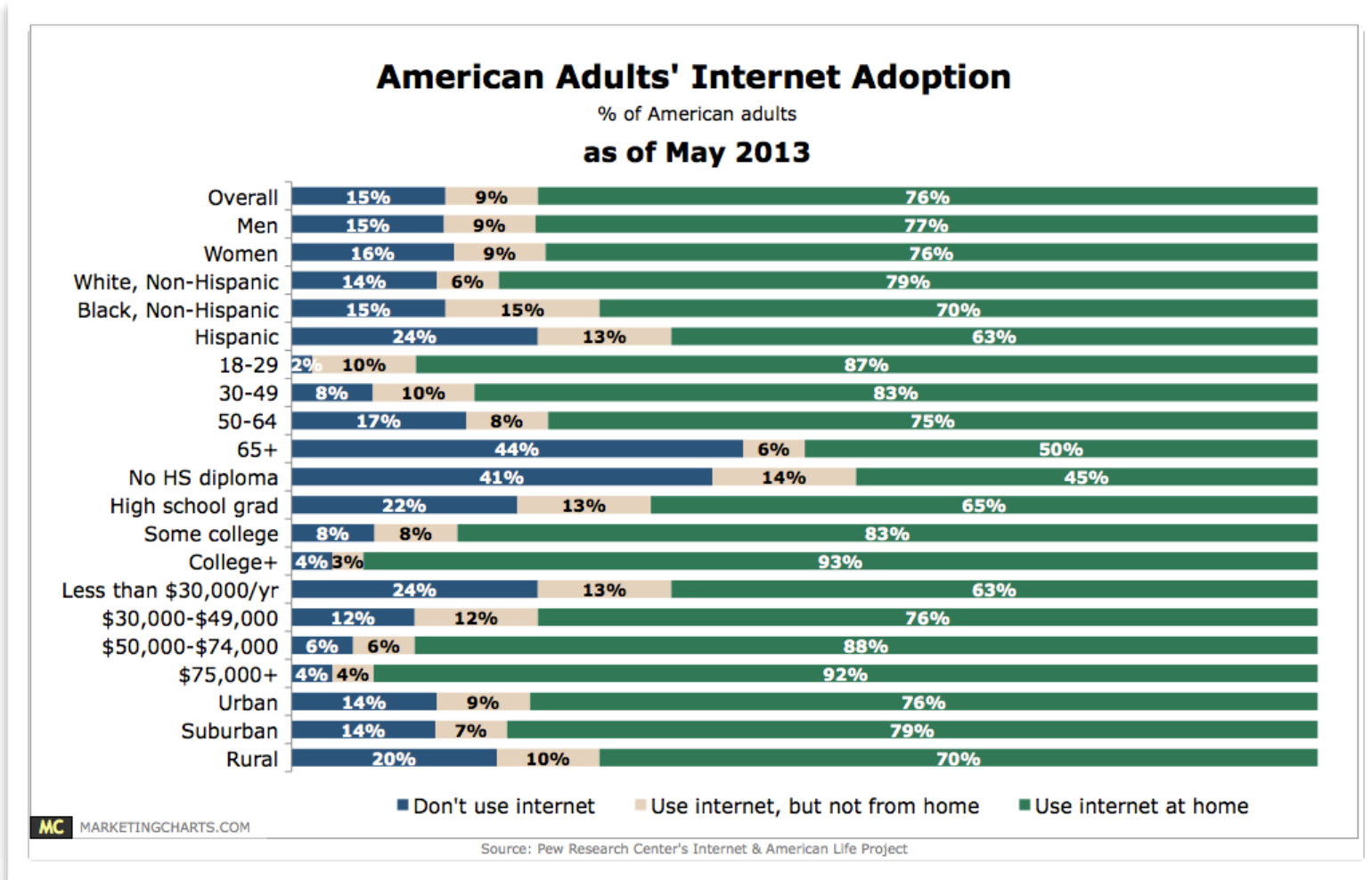
9. Online Industries Grow Rapidly



Source article: [Top 10 Fastest-Growing US Industries: The Internet Makes its Mark](#)

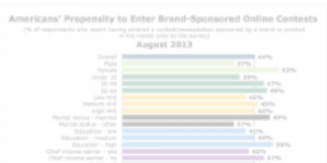
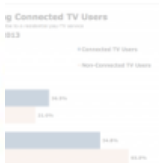
Takeaway: Not surprisingly, the fastest-growing US industries over the past decade are all online-based.

10. 15% of American Adults Are Offline.



Source article: [15% of Americans Adults Don't Go Online. Who Are They?](#)

Takeaway: A significant 44% of the 65+ group are offline. That's about 19 million Americans of that age (see Chart 4).



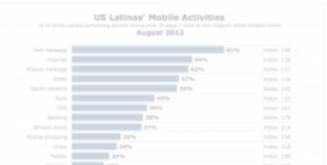
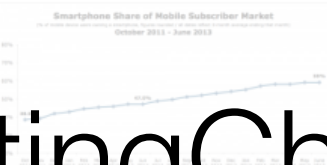
August 9, 2013

MarketingCharts

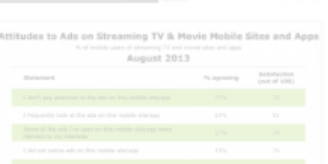
@marketingcharts

www.marketingcharts.com

editorial@watershed-publishing.com



August 8, 2013



August 7, 2013



August 5, 2013

August 5, 2013

