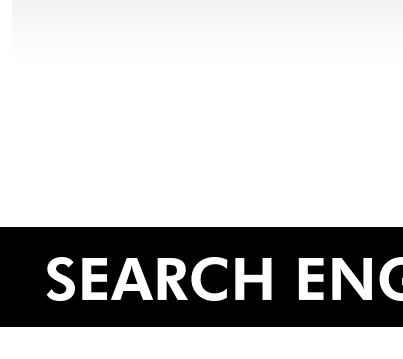


# 25 EYE-POPPING

## ONLINE MARKETING STATISTICS

### THE INTERNET'S IMPACT ON LEADS

**87%** of U.S. adults  
**USE THE INTERNET**



LANDING PAGES  
that included **VIDEOS** see an  
**86% INCREASE**  
in conversions

### SEARCH ENGINE BEHAVIOR OF INTERNET USERS

**75%** of internet users  
do **NOT** scroll past the  
**FIRST PAGE**  
of search results

Page One...

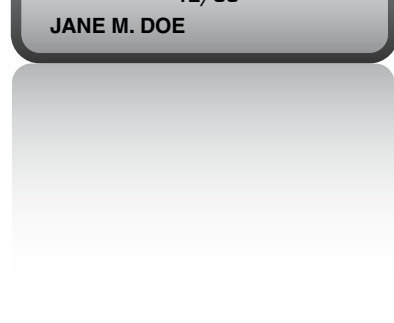


**70%**  
of the links internet  
users click on are **ORGANIC**  
**- NOT PAID**

**78%** of internet users  
**RESEARCH PRODUCTS ONLINE**  
which means your website stands a good chance  
of being a potential client's



**FIRST IMPRESSION**



**48%** of people who go online say  
they have used the internet  
**IN THE PAST 3 MONTHS TO**  
**"BUY PRODUCTS & SERVICES ONLINE"**

**60%** of all organic clicks go to the  
**TOP 3 ORGANIC SEARCH RESULTS**

**1-2-3**



Internet users in  
**HIGHER INCOME BRACKETS**  
do **MORE** online research than those in  
**LOWER INCOME BRACKETS**

**21%** of adults search for  
**PRODUCT INFORMATION**  
online on a typical day, an increase from  
**15% IN 2007 AND 9% IN 2004**

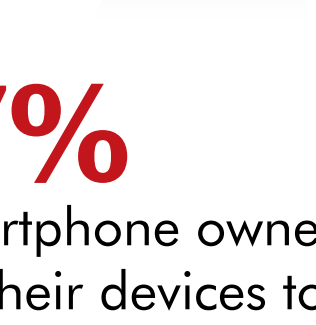


### SMARTPHONE USE FOR INTERNET USE IS SKYROCKETING

**90%**  
of American adults have  
**A CELLPHONE**

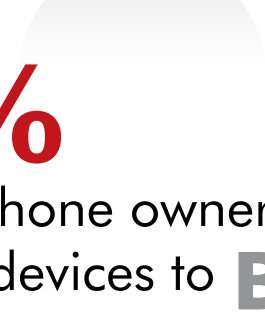


**58%**  
of American adults have  
**A SMARTPHONE**



**64%** of smartphone users are using  
their mobile devices to **SHOP ONLINE**

**77%**  
of smartphone owners are  
using their devices to  
**RESEARCH PRODUCTS**



**34%**  
of cell internet users go online  
**MOSTLY USING THEIR PHONES**  
and not using some other device, such as  
desktop or laptop computer.



**25%**  
**OF ALL SEARCHES ARE**  
**MOBILE-BASED**

### TABLET USE BY CONSUMERS



**31%**  
of the U.S. internet population  
**USED A TABLET IN 2012**  
up from 12% in 2011



The average tablet user spends  
**13.9 HOURS**  
**PER WEEK**  
with the device

**32%** of American adults own an  
**E-READER**



**42%** of American adults own a  
**TABLET COMPUTER**

### SOCIAL MEDIA HABITS



**91%**  
**OF ONLINE ADULTS USE**  
**SOCIAL MEDIA REGULARLY**

Social media  
lead conversion rates are  
**13% HIGHER**  
than the average lead conversion rate



**46%**  
of online users depended  
on social media to  
**HELP MAKE**  
**PURCHASE DECISIONS**

**71%**  
of consumers who receive a  
quick and effective  
**BRAND RESPONSE** on social media are likely to  
**RECOMMEND THAT BRAND TO OTHERS**



compared to **19%** of customers who do  
**NOT** receive a response

### THE BLOGGING EFFECT

Companies that **BLOG** have  
**97% MORE**  
inbound links

**46%** of people  
**READ BLOGS**  
more than once a day

**ARE YOU READY TO CONNECT POWERFULLY  
WITH CONSUMERS?**

Find out how

BIGVOODOO  
INTERACTIVE

can help build a compelling online marketing campaign.

Call **888-5665-5466** today.

RIP THROUGH THE LEGAL WEB

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