

# Online Advertising

## Nine Important Advertising Stats

**1** Worldwide, digital ad spending is predicted to reach over **\$375 Billion by 2021**

SOURCE: EMARKETER



**2** 70% of total web traffic and 72% of digital ad spend now taking place on mobile

SOURCE: SMALLBIZGENIUS

**3** 90% of searchers haven't made their mind up about a brand before starting their search

SOURCE: SECRET SUSHI

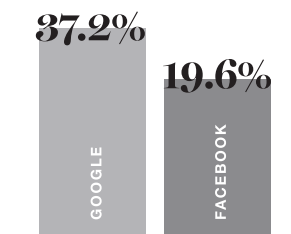


Small businesses earn an average of **\$3 in revenue for every \$1.60 they spend on Google AdWords**

SOURCE: POWERTRAFFICK

**5** Google and Facebook still hold the largest share of total U.S. digital ad spending

SOURCE: EMARKETER



**6** Small businesses that use Google Ads spend between **\$9K–\$10K/month on PPC**

SOURCE: WEBFX



**Social media advertising budgets have doubled worldwide, from \$16 billion in 2014 to \$31 billion in 2016**

SOURCE: SMALLBIZGENIUS

**7** Global mobile ad spending is projected to reach **\$247.4 billion by 2020**

SOURCE: SMALLBIZGENIUS

**9**

**Videos are shared 1,200% more than text and links combined**

SOURCE: FORBES