



# FACT SHEET

## Things you probably didn't know about the Internet & more

By Privileged Software  
[ The internet guys :) ]

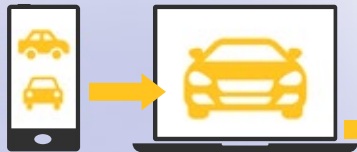


See what makes the internet tick... Just turn the page

Consumers move between multiple devices to accomplish their goals

90%

of people use multiple screens sequentially



Popular cross device activities



81%

Browsing the internet



67%

Shopping Online



46%

Managing Finances



43%

Planning a Trip



Search is the most common way consumers continue from one device to another

Google AdWords gets seen by 90% of internet users in the UK

90%



How often ads on Google Search is clicked on

21%

Clicked when deemed interesting

8%

Often clicked

10%

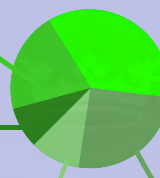
Never seen

26%

Seen but never clicked

35%

Infrequently clicked



Television no longer commands our full attention



77%

of the times that viewers watch TV, it is with another device



with a smartphone



with a laptop

80% of online people use search engines to find a product

80%

The Internet has revolutionised the way we find and convey information with more than 2.2 billion people online.

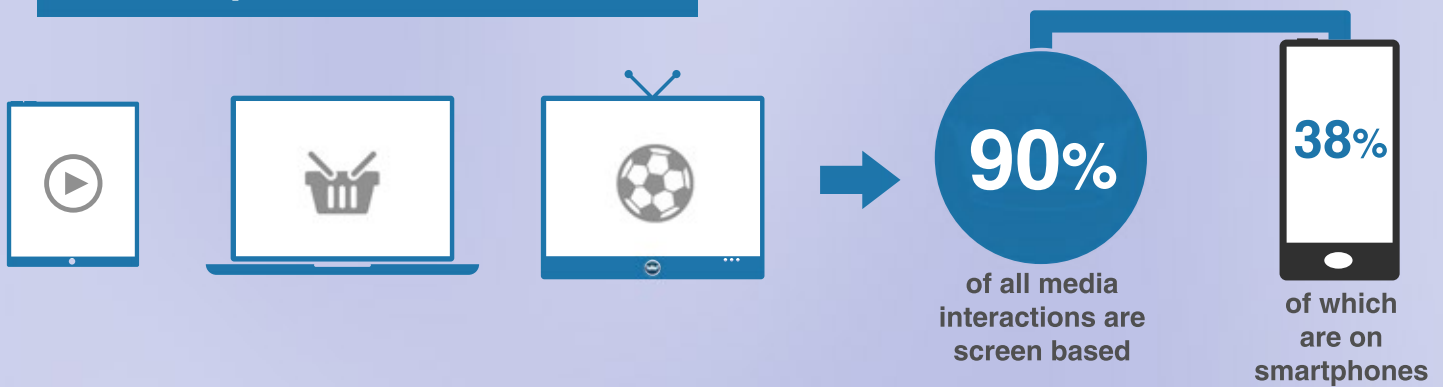


58% of internet users tend to trust a company with a web presence

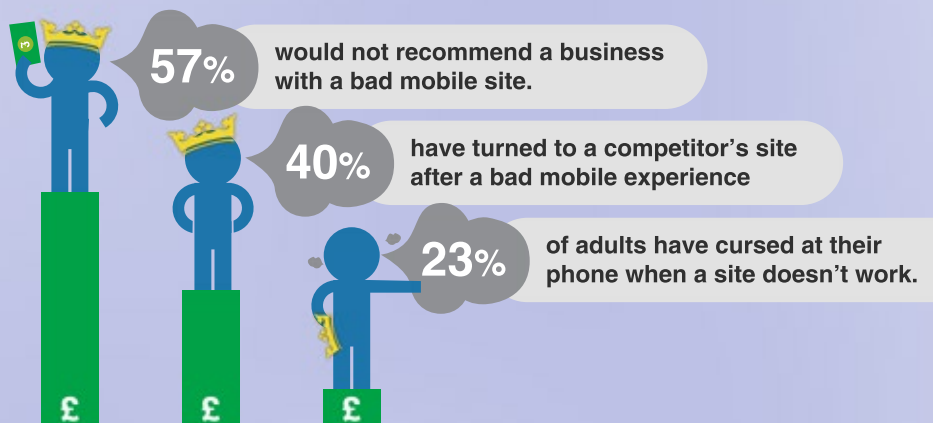


58%

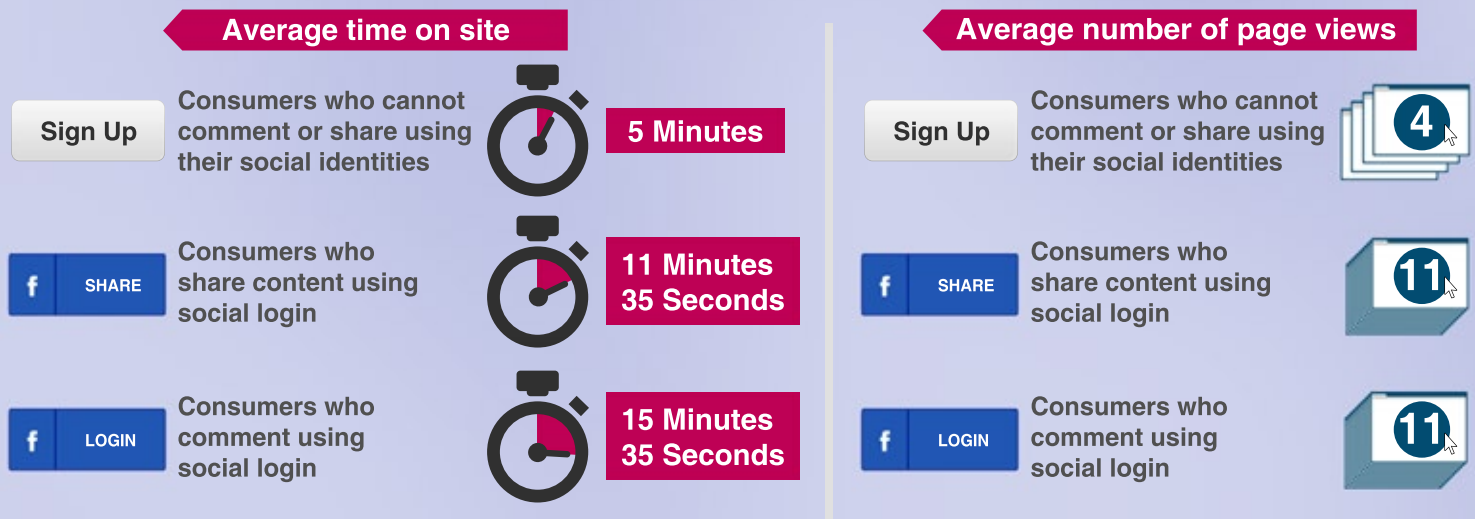
## The majority of media consumption is screen-based



## A bad mobile experience can cost you customers



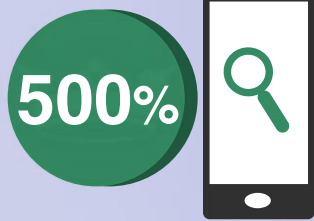
## Social login and social sharing can have a dramatic impact on how long your customers stay on your website



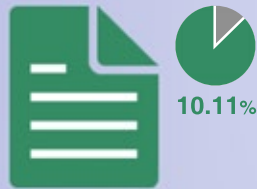
## There's high speed Internet on the way up to Mount Everest.



## The growth of the mobile web



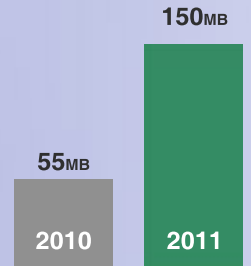
Mobile searching has grown **500%** in the last 2 years



In May 2012, **10.11%** of all website page views came from a handheld device

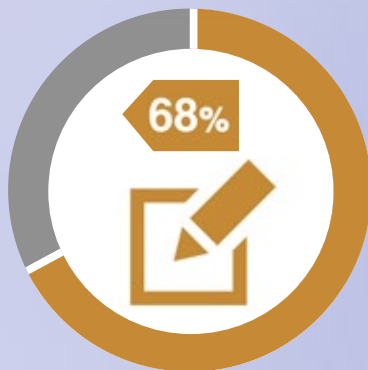


Since 2011 **45%** of the world's population has been covered by a 3G mobile network

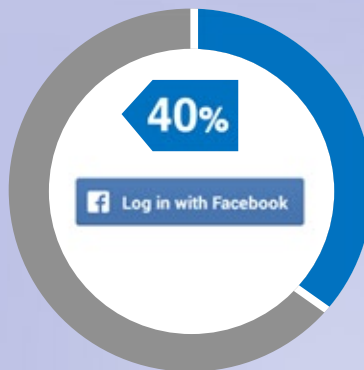


Average smartphone usage nearly tripled in 2011.

The first webcam was created in Cambridge to check the status of a coffee pot.



of consumers go to social networking sites to read product reviews



of consumers prefer social logins over creating a new/guest account



of consumers say user-generated product reviews have a significant or good impact on their buying behaviour

## Online Forms



of respondents say they prefer online forms



must have marked the wrong checkbox on the survey

The average U.S. office worker uses more than

**10,000** #Treekillers

sheets of printing & copying paper per year

Only about

**15 - 25%**

of business documents are online



## Relevant landing pages can easily double conversions



72%

of companies gave a good or excellent ROI\* rating to their email campaigns

*\*Return on investment*

Constant Contact

AWeber

ExactTarget

MailChimp

55%

Of companies use case studies as part of their marketing strategy.

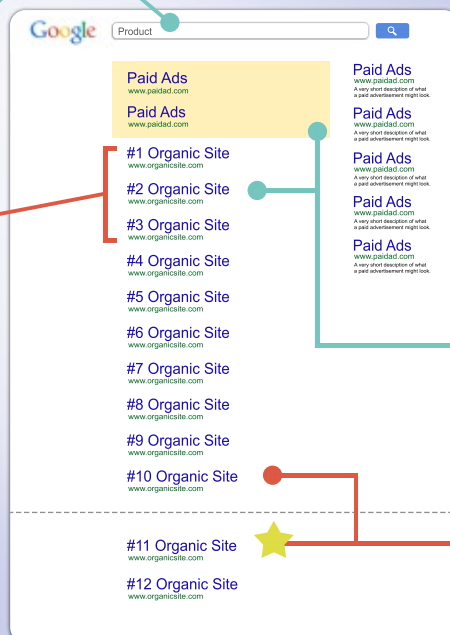
*the other 45% are slacking :)*

80%

Of traffic to a website begins with search query.

60%

Of clicks are generated by the top 3 search results.



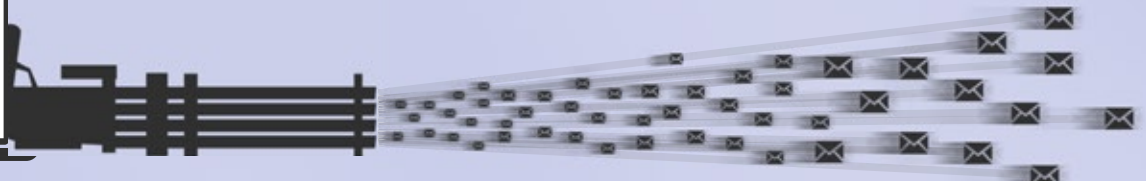
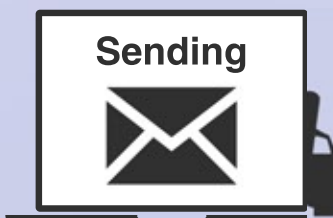
77%

Of users choose organic over paid search.

11 > 10

A search result at the top of page 2 is more productive than at the bottom of page 1.

Internet Users Send 204 Million Emails Per Minute.



## Local search data

40%



of searches are for local businesses

80%



of mobile searches are for local businesses

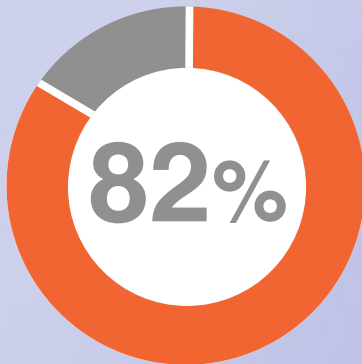
61%



of local searches buy, visit or call...

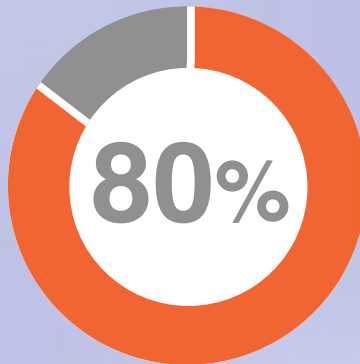
## Local online marketing matters

82%



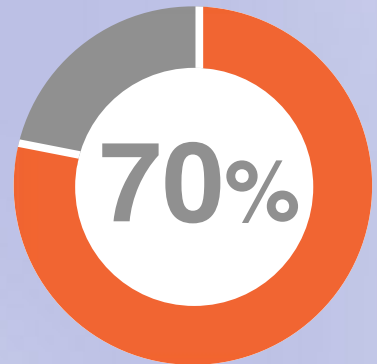
82% of local searches follow up with a store visit, phone call, or purchase

80%



80% of business for companies that serve a geographic area come from within 5 miles of their location

70%



70% of Google+ Local websites are unclaimed by the business owner - even those with customer recommendations!



The "Fi" in "WiFi" doesn't mean anything. The creators just called it that because it rhymed with "HiFi".



78% of Internet users conduct product research online.

That means your website stands a good chance of being a prospect's "first impression." That also means your new business card isn't a business card - it's Google.

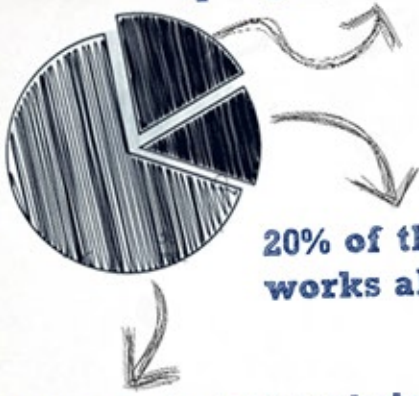


# INTERNET



# FACT SHEET

Average amount of time  
you'll spend reading this  
paragraph...



20% of the time it  
works all the time

Amount of pie chart that looks like PacMan  
(Wakka Wakka!)



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## Information Sources

<http://thecogentcoach.com/wp-content/uploads/2012/06/Local-marketing-data.png>  
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