

Swipe Card

Grupo 6



JAN
2019

SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS

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TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



6.30
MILLION

FEMALE
51%
MALE
49%

TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



3.60
MILLION

FEMALE
54%
MALE
46%

TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



875.0
THOUSAND

FEMALE
37%
MALE
63%

TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



915.0
THOUSAND

FEMALE
66%
MALE
33%

TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)





3.10
MILLION

FEMALE
50%
MALE
50%

34

SOURCE: EACH PLATFORM'S SELF-SERVE ADVERTISING TOOLS (JANUARY 2019). ***NOTE:** FIGURES REPRESENT ADDRESSABLE ADVERTISING AUDIENCES ONLY, AND MAY NOT REFLECT TOTAL ACTIVE USERS OR MEMBER BASES. **ADVISORY:** FIGURES FOR LINKEDIN REPRESENT REGISTERED MEMBERS, SO ARE NOT DIRECTLY COMPARABLE TO FIGURES FOR OTHER PLATFORMS.

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E-COMMERCE SPEND BY CATEGORY

THE TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN U.S. DOLLARS

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FASHION
& BEAUTY



\$777.0
MILLION

ELECTRONICS &
PHYSICAL MEDIA



\$592.0
MILLION

FOOD &
PERSONAL CARE



\$240.0
MILLION

FURNITURE &
APPLIANCES



\$452.0
MILLION

TOYS, DIY
& HOBBIES



\$897.0
MILLION

TRAVEL (INCLUDING
ACCOMMODATION)



\$2.226
BILLION

DIGITAL
MUSIC



\$20.00
MILLION



VIDEO
GAMES



\$61.00
MILLION

53

SOURCE: STATISTA DIGITAL MARKET OUTLOOK FOR E-COMMERCE, E-TRAVEL, AND DIGITAL MEDIA INDUSTRIES [ACCESSED JANUARY 2019]. **NOTES:** FIGURES ARE BASED ON ESTIMATES OF FULL-YEAR CONSUMER SPEND FOR 2018, EXCLUDING B2B SPEND. FIGURES FOR DIGITAL MUSIC AND VIDEO GAMES INCLUDE STREAMING. **ADVISORY:** STATISTA HAVE REVISED THEIR FIGURES FOR 2017 SPEND SINCE LAST YEAR, SO THESE FIGURES WILL NOT BE COMPARABLE TO DATA WE REPORTED IN OUR DIGITAL 2018 REPORTS.

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O que detetámos?

Solução

