Swipe Card

Grupo 6



JAN 2019

SOCIAL MEDIA ADVERTISING AUDIENCES



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

TOTAL ADVERTISING AUDIENCE ON FACEBOOK (MONTHLY ACTIVE USERS)

TOTAL ADVERTISING **AUDIENCE ON INSTAGRAM** (MONTHLY ACTIVE USERS)

TOTAL ADVERTISING **AUDIENCE ON TWITTER** (MONTHLY ACTIVE USERS)

TOTAL ADVERTISING **AUDIENCE ON SNAPCHAT** (MONTHLY ACTIVE USERS)

TOTAL ADVERTISING AUDIENCE ON LINKEDIN (REGISTERED MEMBERS)











6.30 MILLION

3.60 MILLION

875.0 THOUSAND 915.0 **THOUSAND** MILLION

FEMALE MALE 51% 49%

FEMALE MALE 46% 54%

FEMALE MALE 63% 37%

FEMALE MALE 66% 33%

FEMALE MALE 50% 50%

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.









E-COMMERCE SPEND BY CATEGORY

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



FASHION & BEAUTY



\$777.0 MILLION

> TOYS, DIY & HOBBIES



\$897.0 MILLION

ELECTRONICS & PHYSICAL MEDIA



we are social

\$592.0 MILLION

TRAVEL (INCLUDING ACCOMMODATION)



\$2.226 BILLION

FOOD & PERSONAL CARE



\$240.0 MILLION

> DIGITAL MUSIC



\$20.00 MILLION

FURNITURE & APPLIANCES



MILLION

VIDEO **GAMES**



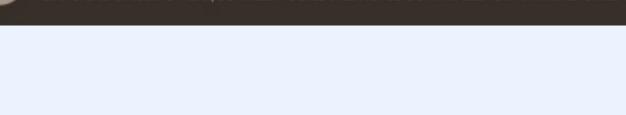
we are social

\$61.00 MILLION

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.









O que detetámos?

