



30 Online Advertising Stats

Brought to You By PLR-MRR-Products.com

You may give away this report.

It may not be sold or modified on any manner.

Disclaimer

Reasonable care has been taken to ensure that the information presented in this book is accurate. However, the reader should understand that the information provided does not constitute legal, medical or professional advice of any kind. No Liability: this product is supplied "as is" and without warranties. All warranties, express or implied, are hereby disclaimed. Use of this product constitutes acceptance of the "No Liability" policy. If you do not agree with this policy, you are not permitted to use or distribute this product. Neither the author, the publisher nor the distributor of this material shall be liable for any losses or damages whatsoever (including, without limitation, consequential loss or damage) directly or indirectly arising from the use of this product. Use at your own risk.

30 Online Advertising Stats

Online advertising has come a long way in the relatively short existence of the web. Today's ads come in a variety of shapes, sizes and forms, from simple text to interactive multimedia. Here are 30 online advertising statistics about ad spending, revenues, consumer perception and more.

1. U.S. advertisers spent over \$37 billion on digital advertising in 2012, which amounted to 22% of all ad spending.
<https://www.emarketer.com/Coverage/AdvertisingMarketing.aspx>
2. Over half of U.S. consumers describe online advertising as “annoying” (68%) and “distracting” (51%).
http://www.adobe.com/aboutadobe/pressroom/pdfs/Adobe_State_of_Online_Advertising_Study.pdf
3. 36% of consumers and 49% of marketers consider advertising created by professional marketers the most effective form of advertising. 28% of consumers and 27% of marketers, however, believe that user-generated content is most effective.
http://www.adobe.com/aboutadobe/pressroom/pdfs/Adobe_State_of_Online_Advertising_Study.pdf
4. Earning the consumer's trust is particularly important when it comes to online advertising. Only 40% of consumers say that they trust ads served by search engines somewhat or completely. 36% trust online video ads and ads on social networks, 33% trust online banner ads and mobile display ads, and 29% trust mobile text ads.
<http://blog.nielsen.com/nielsenwire/nielsen-news/trust-in-advertising-%E2%80%93-paid-owned-and-earned/>
5. Although 33% of social media users say that ads on social networking sites are more annoying than other online ads, 17% feel more connected to brands that they see on these sites. <http://blog.nielsen.com/nielsenwire/social/2012/>
6. 15% of social network users have shared ads on social networks, and 26% have liked such ads. <http://blog.nielsen.com/nielsenwire/social/2012/>

7. 14% of social network users have purchased a product as a result of a social ad. 10% purchased a product online, and 8% made a purchase at a store. Also, 18% of users purchased or obtained a coupon as a result of a social ad.
<http://blog.nielsen.com/nielsenwire/social/2012/>
8. Ad click-through rates vary by browser. Opera users have the highest click-through rate at 2.12%, followed by Safari Mobile users (1.54%) and Internet Explorer users (1.14%).
<http://insights.chitika.com/2012/web-usage-infographic/>
9. In the third quarter of 2012, U.S. online advertising revenues reached a record \$9.26 billion. This represented an 18% year-over-year increase.
http://www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/pr-121912
10. North America is the region that spends the most on online advertising, accounting for 41.7% of global ad spending in 2011. Western Europe comes in second at 28.8%, and Asia-Pacific is third with 24.1%. <http://www.go-gulf.com/blog/online-ad-spending/>
11. Search ads make up 49% of all online advertising. 23% of online advertisements are banner ads, 8% are classifieds, 5% are lead generation ads, 6% are digital videos, 5% are rich media, 3% are sponsorships, and 1% are email ads. <http://www.go-gulf.com/blog/online-ad-spending/>
12. When it comes to online advertising market share, Google is on top with 44.1%. Yahoo and Microsoft claim 12.3%, Facebook has 3.1%, and AOL has 1.5%. <http://www.go-gulf.com/blog/online-ad-spending/>
13. According to a 2012 report by [BIA/Kelsey](#), social media ad spending is forecasted to reach \$9.8 billion in 2016, demonstrating a compound growth rate of 21% per year.
[http://www.biakelsey.com/Company/Press-Releases/120515-U.S.-Social-Media-Ad-Spending-to-Reach-\\$9.8-Billion-by-2016.asp](http://www.biakelsey.com/Company/Press-Releases/120515-U.S.-Social-Media-Ad-Spending-to-Reach-$9.8-Billion-by-2016.asp)

14. 72.8% of marketers responding to a 2012 Ad Age survey said that they expected their social media advertising budget to increase over the next year. 25.3% expected it to stay the same, and 1.9% expected it to decrease. <http://adage.com/article/digital/ad-age-survey-marketers-love-facebook-idea-ads-work/235642/>
15. A study by [AdParlor](#) found that click-through rates for mobile Facebook ads were about 15 times higher than those for non-mobile Facebook ads (1.32% and 0.086% respectively). However, the study also found that mobile ads had a lower conversion rate than non-mobile ads (68.4% compared to 84.16%).
http://adparlor.com/pdfs/AdParlor_Report_State_of_Facebook_Mobile_Advertising.pdf
16. In the same study, Android devices were found to have the highest click-through rates (1.227%). iPhone had a rate of 0.756%, and BlackBerry a rate of 0.761%.
http://adparlor.com/pdfs/AdParlor_Report_State_of_Facebook_Mobile_Advertising.pdf
17. Social ads boast a 55% higher recall rate than non-social online ads.
<http://blog.nielsen.com/nielsenwire/nielsen-news/trust-in-advertising-%E2%80%93-paid-owned-and-earned/>
18. 44% of marketers said that their companies currently purchase ads on social networks. 21% planned to do so within the next 12 months, 13% planned to do so further down the road, and 22% had no plans to do so.
http://www.theinteractivemarketingjourney.com/unicaimrc/media/DocumentDownloads/US/Unica-s-Annual-Survey-of-Marketers-2011_v22.pdf
19. 33% of marketers said that their companies currently purchase ads on the mobile web. 29% planned to do so within the next 12 months, 17% planned to do so in a year or more, and 24% had no plans to do so.
http://www.theinteractivemarketingjourney.com/unicaimrc/media/DocumentDownloads/US/Unica-s-Annual-Survey-of-Marketers-2011_v22.pdf

20. The retail industry is the leader in terms of online ad revenues, reaping 23% in 2011. Retail was followed by telecom (14%), financial services (13%), automobile (11%) and computing products (10%). <http://www.go-gulf.com/blog/online-ad-spending/>
21. In 2011, cost-per-click and cost-per-action ads generated 64% of online ad revenue. Cost-per-impression ads accounted for 31%, and hybrid ad models for 5%. <http://www.go-gulf.com/blog/online-ad-spending/>
22. A 2012 ComScore study found that 31% of display ad impressions were never seen by a consumer, either because they were below the fold or the viewer scrolled past them before they loaded. http://www.comscore.com/Insights/Press_Releases/2012/1/comScore_Introduces_Validated_Campaign_Essentials
23. According to a 2010 study by Google, search directly drove 25% of all online purchases of wireless devices. <http://www.thinkwithgoogle.com/insights/library/studies/value-of-search-for-wireless-product-launches/>
24. For keywords with high commercial intent, paid search results receive nearly twice as many clicks (64.6%) as organic results (35.4%). <http://www.wordstream.com/blog/ws/2012/07/17/google-advertising>
25. The biggest spenders in paid search advertising are the finance and insurance industry, having spent \$4 billion with Google Adwords in 2011. Retailers came in second, spending \$2.8 billion, followed by the travel and tourism industry at \$2.4 billion. <http://www.wordstream.com/blog/ws/2012/01/26/google-advertisers>
26. A [ComScore](#) study found that over half of the U.S. population watched online video ads in September 2012. The average viewer watched 64 such ads, accounting for over 19% of total videos viewed. <http://www.clickz.com/clickz/news/2221113/over-94-billion-online-video-ads-were-seen-in-september>

27. Advertisers spent nearly \$3 billion on video ads in 2012, accounting for 23% of online display ad media. http://socialtimes.com/infographic-2012-online-video_b112645
28. In 2012, 58% of marketers coordinated their plans for online video ads and television advertising. 20% more plan to do so in 2013. http://socialtimes.com/infographic-2012-online-video_b112645
29. 18% of online video viewers have taken action as a result of a video ad. Overall men are more likely to take action than women, but in the 18 to 36-year-old age group women are over 5% more likely to take action than men. http://www.burstmedia.com/pdf/burst_media_online_insights_2011_11.pdf
30. Younger users are more agreeable to behaviorally targeted online ads (those that appear due to previously tracked activity) than older users. 35% of the 18 to 34 age group likes them, as opposed to 25% of 35 to 54-year-olds and 17% of those age 55 and older. http://www.burstmedia.com/pdf/burst_media_online_insights_2010_12.pdf

As these statistics illustrate, online advertising has become more complex over the years, but there is still plenty of value in tried and true formats such as paid search. The key is to carefully target your ads so that they reach the right audience and entice them to take action.