

11 Fascinating Facts About Paid Social Media

2.3 BILLION

social media users worldwide



92%

of marketers say social media is **VERY important** to their businesses

Advertising spend across social media is likely to exceed

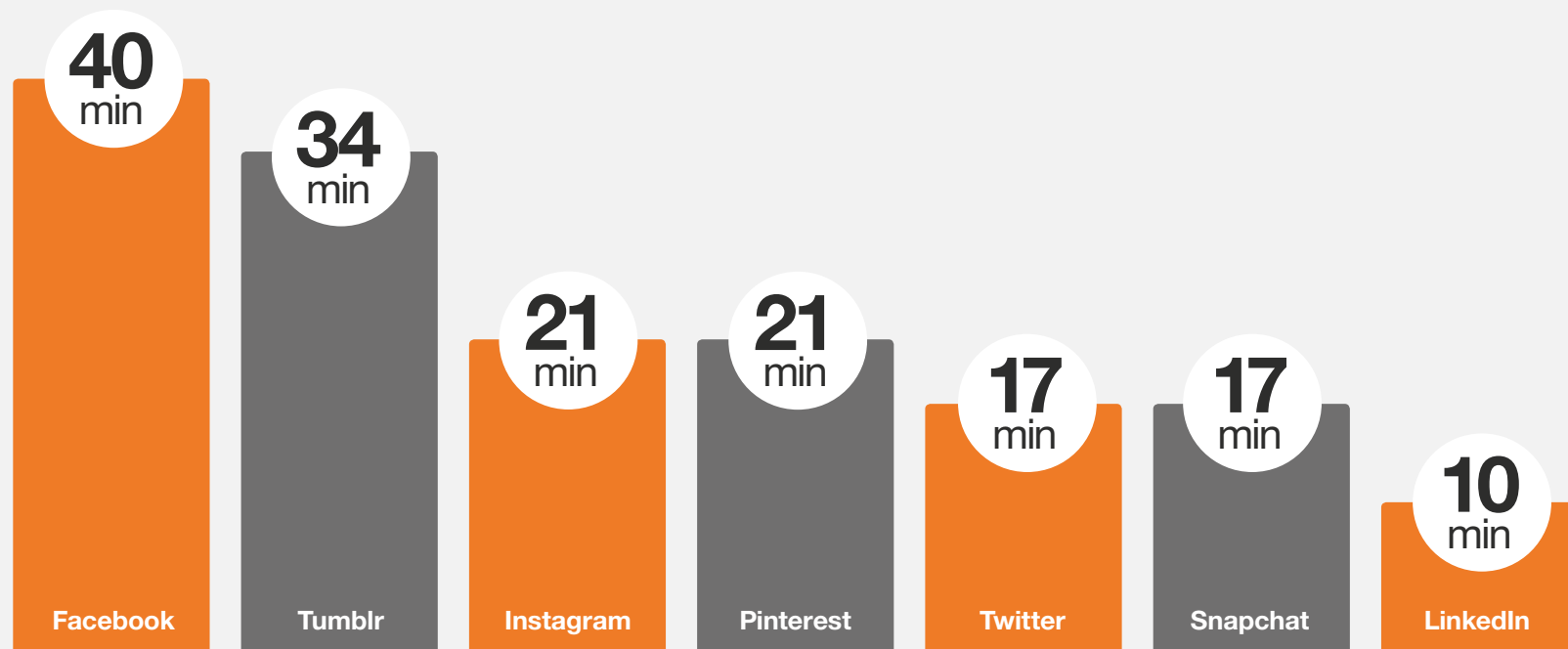
£27 BILLION

in 2017

Did you know you can advertise on all of these platforms?...



We spend **HOW LONG** on social media a day?



The **KING** of social media
Facebook makes up...

7.75%

of global digital advertising market

18.4%

of global mobile digital advertising

9.1x HIGHER

mobile click-through rate
than normal web ads



\$2.81

BILLION

in mobile ad revenues by 2017



130k

ADVERTISERS



65%

of B2B companies have acquired a customer by using LinkedIn advertising