

WebFX

101 DIGITAL MARKETING STATISTICS

That Show the Impact
of Online Marketing

2025



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That Show the Impact of Online Marketing

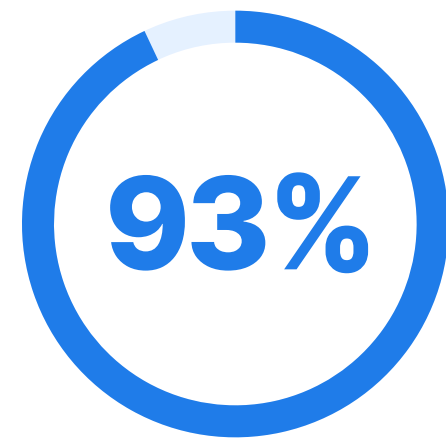
Did you know that **97%** of people check a company's online presence before deciding to visit their business? Creating a digital marketing strategy is critical to helping your business grow online. That's why we've compiled this list of 101 digital marketing statistics to show you the impact of digital marketing on your business.

What is Digital Marketing?

Digital marketing is the online component of marketing which encompasses using the internet and online-based digital technology to promote products and services. Digital marketing can be done through numerous channels with the main ones being:

- [Search engine optimization \(SEO\)](#)
- [Pay-per-click advertising \(PPC\)](#)
- [Social media marketing](#)
- [Email marketing](#)
- [Content marketing](#)
- [Remarketing](#), and more!

Search Engine Optimization (SEO)



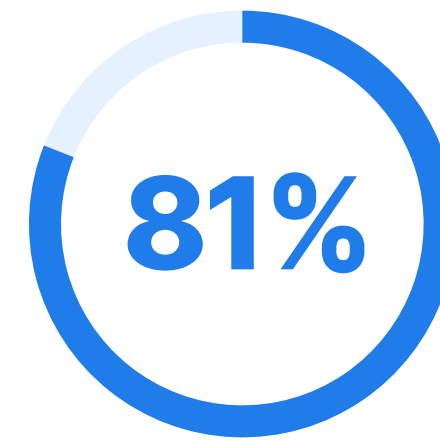
of traffic to websites comes from search engines.

[Source ↗](#)



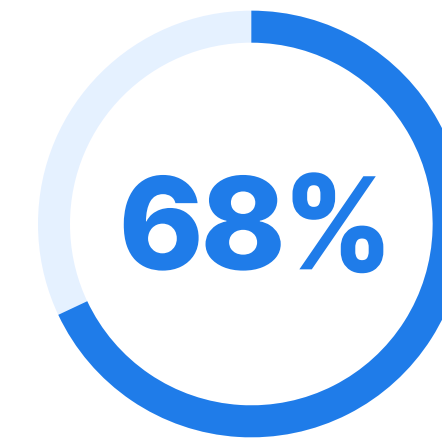
is Google's search market share.

[Source ↗](#)



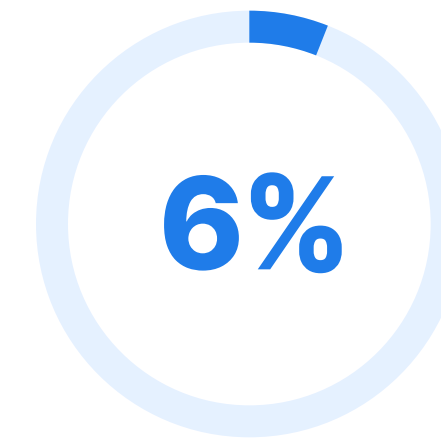
of US consumers say they conduct research online using a search engine before deciding to buy.

[Source ↗](#)



of all online experiences start with a search engine.

[Source ↗](#)



of users are willing to go to the second page or beyond on a Google search.

[Source ↗](#)



of all shopping begins online even if the purchase takes place offline.

[Source ↗](#)



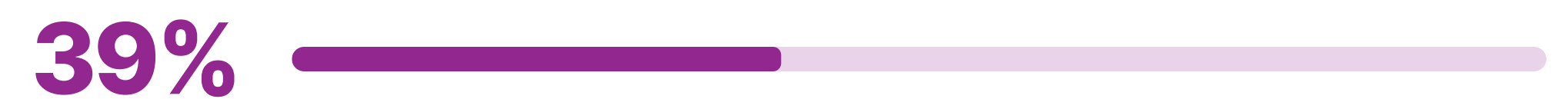
of businesses pay \$2500 - \$7500 per month for SEO.

[Source ↗](#)

\$90 billion

is how much the SEO industry was worth in 2024

[Source ↗](#)



is the estimated click-through rate of the #1 SERP position.

[Source ↗](#)

Local SEO

97 billion

local searches take place monthly. [Source ↗](#)

1.5 billion

locations are visited each month as a result of local search queries. [Source ↗](#)

1065%

is how many more clicks Google Business Profile listings with 100 images or more get. [Source ↗](#)

500%

is how much searches for “near me” have increased in the past few years. [Source ↗](#)

88%

of users who search for a local business on mobile visit a store within 24 hours. [Source ↗](#)

87%

of customers use Google to find local business. [Source ↗](#)

61%

of users on mobile are more likely to contact a local business if their website is mobile-friendly. [Source ↗](#)

56%

of people globally will shop both online and locally offline. [Source ↗](#)

46%

of all searches on Google are local. [Source ↗](#)

46%

of all searches have local intent. [Source ↗](#)

28%

of local searches result in a purchase. [Source ↗](#)

Pay-per-click (PPC) Advertising

\$100 - \$10,000

is the average PPC investment for small-to-midsized businesses (SMBs). [Source ↗](#)

\$2 for every \$1 spent

is how much companies make using PPC. [Source ↗](#)

\$224 billion

was how much Google's Ad Revenue was in the U.S. in 2023. [Source ↗](#)

200%

is the ROI for Google PPC ads. [Source ↗](#)

155%

of users are more likely to search for brand-specific terms when they've been exposed to display ads. [Source ↗](#)

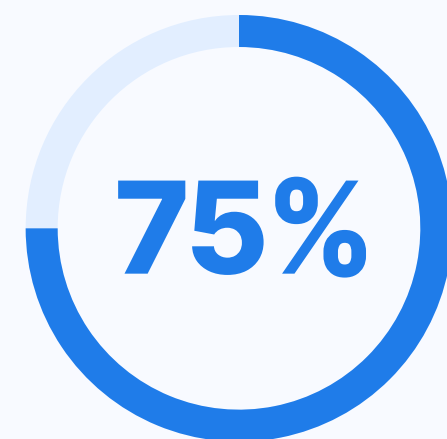
80%

is how much search ads can increase brand awareness. [Source ↗](#)



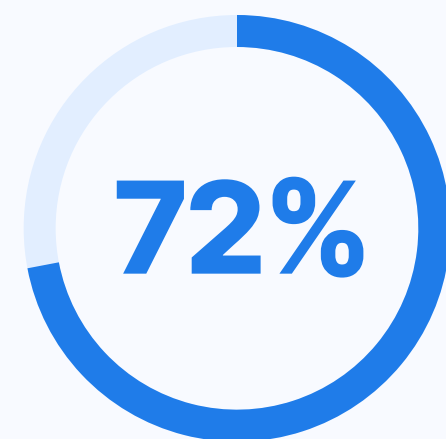
of companies focus on Google Ads for PPC.

[Source ↗](#)



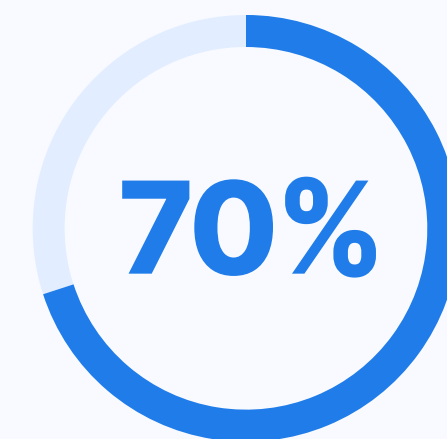
of people say paid ads make it easier for them to find what they need.

[Source ↗](#)



of companies haven't reviewed their ad campaigns in over a month.

[Source ↗](#)



of all paid search impressions are on mobile.

[Source ↗](#)



of users can't tell the difference between a paid ad and an organic result.

[Source ↗](#)

Social Media Marketing

2 hours and 35 minutes

is the amount of time adults spend using social media per day. [Source ↗](#)

\$134 billion

was the annual revenue accrued by Meta (formerly Facebook) in 2024. [Source ↗](#)

5.24 billion

is how many active social media users there are globally in 2025. [Source ↗](#)

2.65 billion

is the number of monthly visits TikTok receives in 2025. [Source ↗](#)

59 million

downloads of the social networking app, Facebook, makes it the most downloaded social media app in 2024. [Source ↗](#)

97%

of online consumers accesses social media at least once a month. [Source ↗](#)

93%

of marketers worldwide use social media for business. [Source ↗](#)

63%

of the world's population uses social media. [Source ↗](#)

84%

of content sharing happens outside of social media on other platforms, including instant messenger, email, and SMS. [Source ↗](#)

25%

of total ad spend across all digital advertising goes to Meta (Facebook) [Source ↗](#)

21%

of users use social media to follow an influencer or celebrity. [Source ↗](#)

Social Media Advertising

\$82 billion

is how much U.S. businesses will pay to advertise on social media networks in 2025. [Source ↗](#)

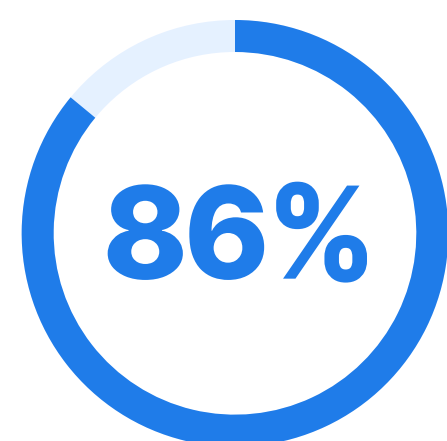
Over 500 million

users are active on Twitter. [Source ↗](#)

47 million

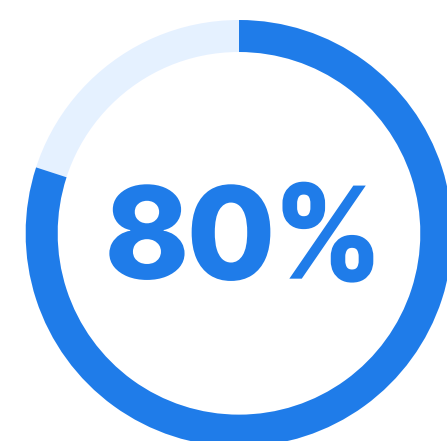
Americans can be reached with Twitter ads.

[Source ↗](#)



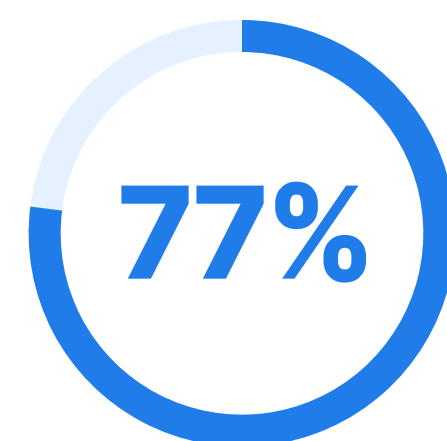
of marketers use Facebook to promote their business.

[Source ↗](#)



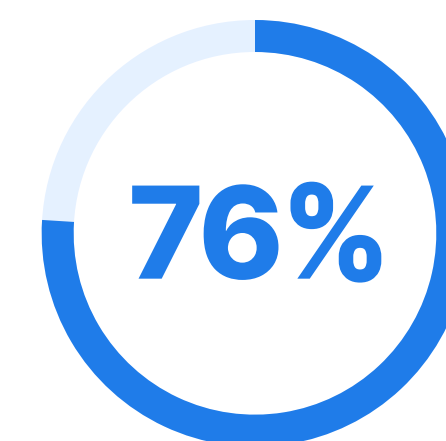
of weekly Pinterest users have found a new brand or product on the platform.

[Source ↗](#)



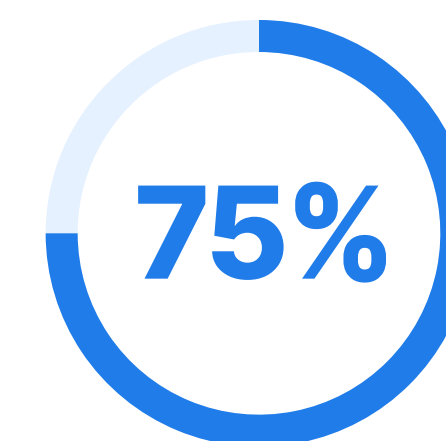
of marketers use Instagram to promote their business.

[Source ↗](#)



76% of American adults can be reached with ads on Facebook.

[Source ↗](#)



of Instagram users take action after seeing an ad.

[Source ↗](#)

1 billion hours on average is how much YouTube content viewers globally watch on their TVs every day. [Source ↗](#)

Engagement rates on Instagram are approximately **3x** higher than those on Facebook. [Source ↗](#)

2 out of 3

of marketers use emails to distribute content organically. [Source ↗](#)

81%

of SMBs rely on email as their primary customer acquisition channel. [Source ↗](#)

70%

of brands fail to use personalized emails even though they generate six times higher transaction rates. [Source ↗](#)

68%

is the average open rate for a welcome email. [Source ↗](#)

68%

of people automatically delete emails that don't have content relevant to their interests. [Source ↗](#)

65%

is how much video can increase click-through rates in an email. [Source ↗](#)

65%

of marketers say their segmented emails have better open rates. [Source ↗](#)

50%

of people will delete an email if it's not optimized for mobile. [Source ↗](#)

22%

is how much ROI can increase for brands that often include dynamic content in their marketing emails, compared those who never or rarely use it. [Source ↗](#)

2.62%

is the average email's click-through rate across all industries. [Source ↗](#)

Content Marketing

17 hours

is the amount of time the average person spent watching online video per week. [Source ↗](#)

84%

of organizations have a content marketing strategy.

[Source ↗](#)

61%

of business-to-business (B2B) content marketers are investing more in video in 2025 than the previous year.

[Source ↗](#)

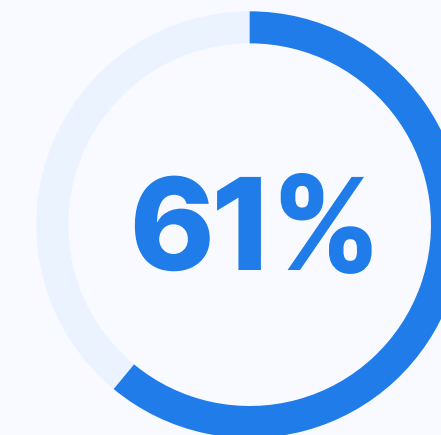
54%

of businesses that spend over \$2,000 on a single piece of content report a successful marketing strategy. [Source ↗](#)



of B2B marketers agree it is challenging to collect data and measure content performance across various platforms.

[Source ↗](#)



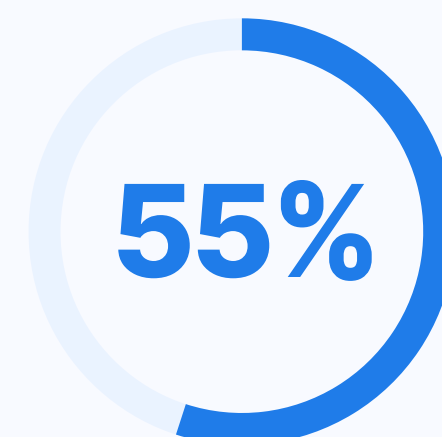
is the share of companies measuring content marketing ROI

[Source ↗](#)



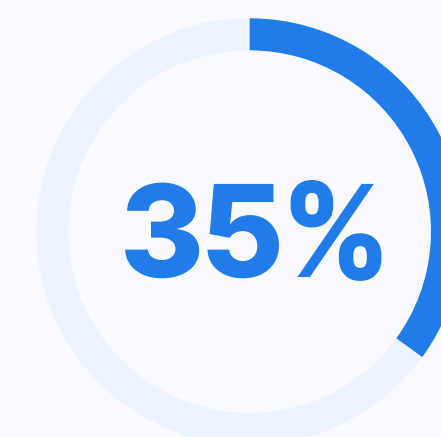
of podcast listeners searched for a product after hearing about it in a podcast.

[Source ↗](#)



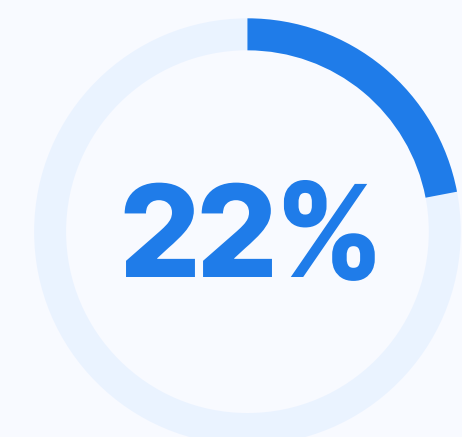
of content marketing strategies focused on improving the quality of content.

[Source ↗](#)



of organizations don't have dedicated content marketing teams.


[Source ↗](#)





of content marketers perceived their content marketing efforts as successful or very successful.


[Source ↗](#)

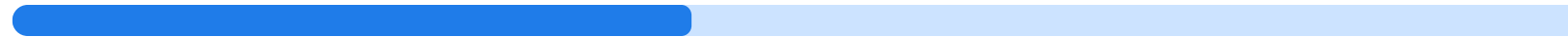
0.05 seconds is how long it takes users to form an opinion about your website. [Source ↗](#)

88.5% 
web designers believe that the top reason visitors leave a website is because it loads too slowly. [Source ↗](#)

73% 
of users leave a website due to non-responsive web design. [Source ↗](#)

57% 
of internet users say they won't recommend a business with a poorly designed website. [Source ↗](#)

50% 
of consumers believe brands should prioritize web design. [Source ↗](#)

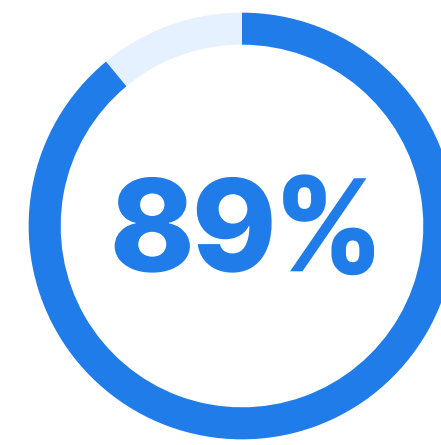
43.2% 
of all websites use WordPress as a CMS. [Source ↗](#)

39% 
of web users are drawn to color more than any other visual element when visiting websites. [Source ↗](#)



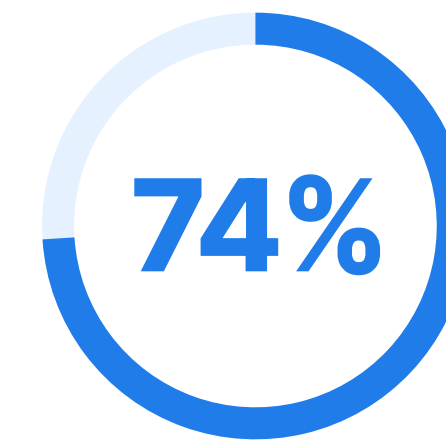
90% of leading marketers say that personalization significantly contributes to business profitability.

[Source ↗](#)



89% of marketers see a positive ROI when using personalization in their campaigns.

[Source ↗](#)



74% of ecommerce companies have a website personalization program.

[Source ↗](#)



72% of customers say they only engage with personalized messaging.

[Source ↗](#)



61% of people expect brands to tailor experiences based on their preferences.

[Source ↗](#)



71% of customers are frustrated by impersonal shopping experiences.

[Source ↗](#)



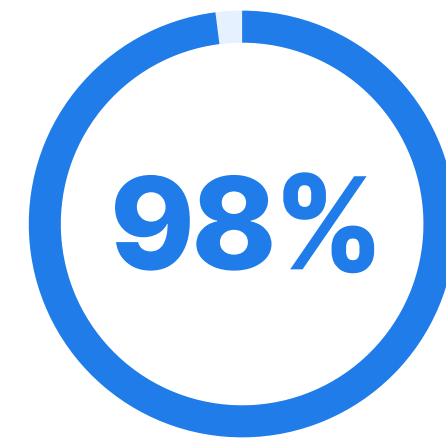
30% of marketers spend 50% or more of their marketing budgets on personalization.

[Source ↗](#)

\$216 billion

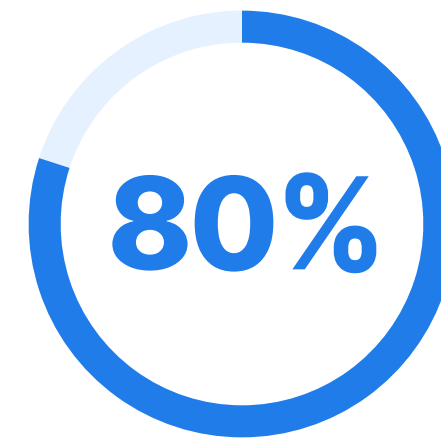
is how much mobile advertising expenditure is expected to exceed in 2025.

[Source ↗](#)



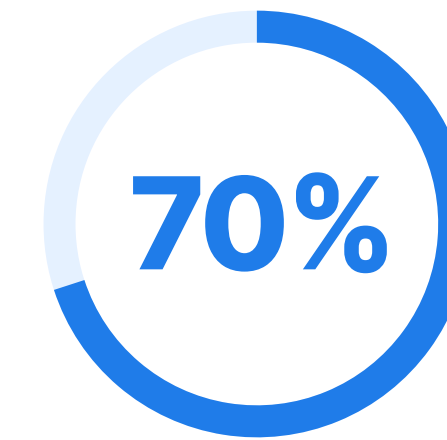
of Americans use a mobile device.

[Source ↗](#)



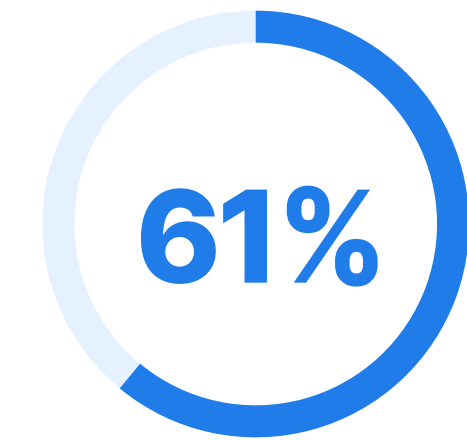
of the top-ranked websites are mobile-friendly.

[Source ↗](#)



of searches made using mobile phones lead to online action.

[Source ↗](#)



of all mobile search traffic is driven by Google Chrome.

[Source ↗](#)

53%



of all PPC clicks are from mobile devices.

[Source ↗](#)

46%



of people in the US searched for more information about a product or service on a mobile app.

[Source ↗](#)

51%



out of the 57% of people who looked for products made a purchase from a mobile retail app.

[Source ↗](#)

7%



is how much the global smartphone market grew in 2024, reaching 1.22 billion units.

[Source ↗](#)

Review Management

39

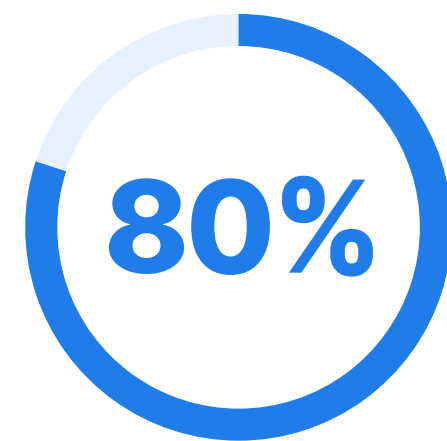
is the average number of Google reviews for businesses. [Source ↗](#)

3 out of 4

consumers trust a company more if it has positive reviews. [Source ↗](#)

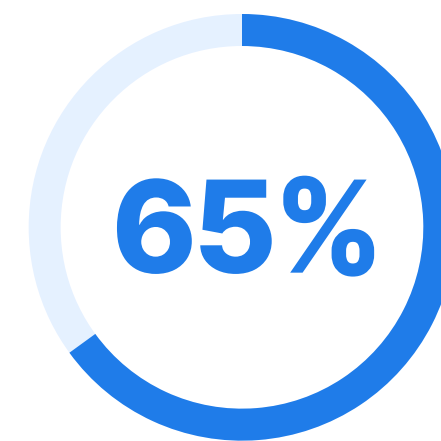
85%

of consumers trust online reviews as much as personal recommendations. [Source ↗](#)



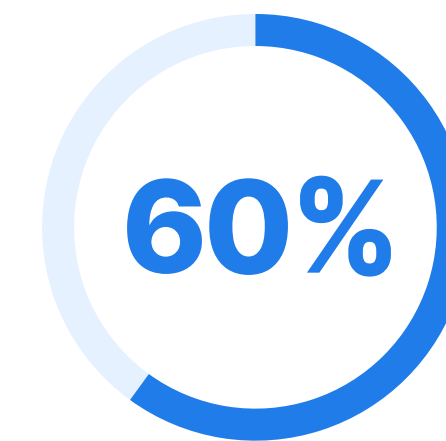
of consumers are likely to leave a positive review if they feel the business went above and beyond.

[Source ↗](#)



of people leave reviews if asked to by a business.

[Source ↗](#)



of customers say that negative reviews made them not want to use a business.

[Source ↗](#)



Start Building Your Digital Marketing Strategy

After looking at these digital marketing statistics, you can see the impact of marketing on your business. If you need help getting started with your digital marketing strategy, WebFX can help. We have a team of over 500 marketing experts ready to launch your plan.

We know how to craft digital marketing campaigns that drive results. In the past five years, we've driven over **\$6 billion in sales** and over 24 million leads for our clients. You can count on us to craft campaigns that help you grow online.

If you want to build a marketing campaign that drives results, [contact us online](#) or call us today at **888-256-9448** to speak with a strategist about our [digital marketing services!](#)

More digital marketing statistics

We've also compiled some of the most interesting digital marketing statistics we could find to help you learn about the various different [digital marketing](#) channels. Check them out below:

- [130 Eye-Opening Digital Marketing Stats](#)
- [130+ Useful Ecommerce Stats](#)
- [8 Mobile Marketing Statistics That Prove Mobile Matters](#)
- [Social Media Statistics](#)
- [SEO Statistics](#)
- [PPC Statistics](#)
- [Content Marketing Statistics](#)
- [Video Marketing Statistics](#)
- [Email Marketing Statistics](#)

