

The 2020 Digital Marketing Wrap Up

STATS FOR YOUR 2021 STRATEGY

SOCIAL MEDIA

3.6

billion social media users
That's over half the world!

21%

increase in monthly social media usage starting in March

2+

hours spent on social media a day per person



4 billion email users worldwide
... 4.48 billion by 2024

306+

billion emails sent & received daily in 2020
... 361+ billion by 2024

35%

of business professionals check email on mobile

SEO

49%

use Google to discover/find new services or products

55%

of households will own a smart speaker by 2022
Voice search is growing!



24+

million mentions of keywords related to nostalgia
Nostalgia is back.

SOCIAL MEDIA

1/2 of all website traffic was on mobile

50% of all emails were read on mobile

VIDEO

83%

of the world's internet traffic will be video by 2022
Most popular content.

41%

increase of video conferencing; 23% increase in online chat
52% decrease in traditional sales channels



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