

ARE YOU EMPOWERING

MEANINGFUL

CONNECTIONS

# WITH CUSTOMERS?

Connecting with customers across channels is a necessity for marketers today. Check out must-know stats about these major digital channels.



## EMAIL

### SUBJECT LINES

Including the word **“exclusive”** in the subject line boosts unique open rates by **14%** in promotional mailings.

15.9% with

14% without

Subject lines with **“top 10”** or **“top 5”** have unique open rates that are **13%** higher than promotional emails without those phrases.

16.1% with

14.3% without

### RATE and REVIEW EMAILS

Emails asking customers to rate and review items they've purchased have:

- ➔ **2x** higher open rates
- ➔ **39%** higher click rates
- ➔ **22%** higher transaction rates
- ➔ **32%** higher revenue per email

**85%** of real-time welcome emails get opened and have a click rate of 29%.



## SOCIAL

### SOCIAL MEDIA USAGE BY AGE

18-24 25-34 35-44 45-54 55-64 65+ All Adults

**2011** 97% 95% 92% 90% 87% 80% **91%**

More than **60%** of online adults use Facebook regularly.

**91%** of online adults are using social media regularly.

**Pinterest** is the third most visited U.S. social networking site behind Facebook and Twitter.



## MOBILE

### SMARTPHONE SHOPPING ACTIVITIES DONE IN THE LAST 30 DAYS

**11%** SHOPPED

**11%** SCANNED BARCODES/OPTICAL CODES



**28%** of **6-11** year olds own a cell phone.

**20%** RESEARCHED PRODUCTS/COMPARED PRICES

**23%** SENT TEXT MESSAGE TO A BUSINESS OR ORGANIZATION FOR INFO

**234 Million** Americans ages six and older count themselves among the ranks of mobile Americans today.

## SEARCH

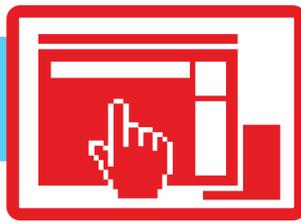
**13%** GROWTH of single-word searches in 2011 as terms like **“face”** and **“you”** made the top 50 searches.

### 2011 Cyber Monday

claimed the prize as the busiest shopping day of the year, growing from **138 million** visits to **177 million** visits to the Retail 500 index, a **29%** increase over 2010.

### For the third consecutive year, Facebook

was the top searched term in the U.S., accounting for **3.10%** of all searches, a **46%** increase from 2010.



## ONLINE ADVERTISING

### PAID SEARCH AND BANNER ADS

will garner nearly **73%** of all U.S. online ad spending in 2012.

U.S. spending on online Internet advertising will increase from **\$39.5 Billion** in 2012 to **\$62 Billion** in 2016.

For more information, visit [experian.com/marketingservices](http://experian.com/marketingservices)