

78 Best Digital Marketing Statistics for Marketers in 2024

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78 Best Digital Marketing Statistics for Marketers in 2024

Get the insights you need to stay competitive in the fast-paced world of digital marketing. Discover the most impactful trends in SEO, content, social media, and video, with 78 statistics that reveal what's driving growth and conversions in 2024. This data-driven guide will empower you to make informed decisions and optimize your strategies for maximum ROI.

The digital marketing industry is powered by data, and staying up-to-date on the latest statistics is crucial for making informed decisions, identifying trends, and optimizing strategies. As digital marketing expert Evan Bailyn puts it, "Obtaining a high overall conversion rate across your digital marketing stack comes down to choosing the right channels to run campaigns on, measuring your campaign results carefully, performing conversion rate optimization, and repeating the process." Bailyn's insight highlights the importance of a data-driven approach to digital marketing success, particularly given the competitive benchmarks for average conversion rates: **1.48%** for B2B and **1.71%** for B2C digital campaigns (according to averaged data from FirstPageSage agency).

Below, we dive into the most relevant digital marketing statistics for 2024, covering SEO, content marketing, social media, and more. Using these benchmarks, you can set achievable goals and improve your strategies for better results.

What Are The Stats on Digital Marketing?

Digital marketing statistics **reveal essential trends, behaviors, and outcomes that inform strategy in a digital-first world**. As we look at 2024, some key trends are emerging: mobile and video are becoming increasingly influential, social media is solidifying its role as a dominant marketing channel, and high-quality, targeted content is more important than ever. These statistics aren't just numbers – they serve as essential tools for making smart marketing investments, planning campaigns, and measuring performance.

For example, mobile devices now drive 59% of all online traffic, reinforcing the need for mobile-optimized content and websites. In addition, with 87% of marketers reporting positive returns from video content, platforms like TikTok and YouTube Shorts are powerful tools for connecting with audiences, especially younger demographics. Given this data, businesses focused on digital visibility should ensure that both mobile optimization and video strategies are integral to their approach.

Digital marketing stats can also help inform a content digital marketing strategy. For instance, SEO remains critical, with 49% of consumers in the U.S. beginning their online shopping journey via search engines. As a result, understanding search intent and optimizing for SEO can drive significant website traffic and sales. Data-driven decisions in digital marketing aren't just beneficial – they're essential in today's competitive landscape, enabling marketers to maximize their ROI.

Why Are Digital Marketing Statistics Important?

Digital marketing statistics are important because **they enable data-driven decision-making, helping marketers understand what resonates with audiences and where to focus their digital marketing efforts**. By gaining insights into user behavior, platform success, and emerging trends, businesses can effectively allocate resources, eliminate guesswork, and maximize their marketing returns.

For instance, knowledge of video marketing's impact (where 93% of brands report gaining a new customer through a video on social media) can be instrumental for brands considering where to invest. Another critical metric is conversion rates: the average landing page conversion rate is around 10.76%, a benchmark that can guide performance assessments and optimization strategies.

Additionally, statistics help brands align their strategies with consumer expectations. For example, personalized email campaigns boast open rates 14.31% higher than non-personalized ones, underlining the importance of tailored messaging. By using these insights, businesses can

make confident, informed marketing decisions that drive engagement, conversions, and, ultimately, growth.

7 SEO (Search Engine Optimization) Statistics

SEO remains foundational to digital marketing, with search engines influencing over 90% of online experiences. From organic click-through rates to mobile optimization, these SEO statistics illustrate why businesses need a strong search strategy to increase visibility and drive traffic.

1. Search Engine Usage and Market Share

Google holds a commanding 89.34% of the global search engine market share (Statcounter).

Google leads the search engine market with a mobile share of 95.32% and a desktop share of 81.95% (Swipe Insight).

Year-over-year, there has been a 20% increase in consumer usage of search engines (BrightEdge).

Mobile search is utilized primarily by 80% of Gen Z, 62% of millennials, 66% of Gen X, 35% of Boomers, and 52% of the overall population (HubSpot).

Nearly two-thirds (63.41%) of all web traffic referrals in the US from the top 170 websites originate from Google.com (SparkToro).

Around 15% of all searches on Google are unique and have never been performed before (Google).

2. Organic Search Performance and Click-Through Rates (CTR)

The first position in Google's organic search results achieves an average click-through rate (CTR) of 27.6%, making it ten times more likely to receive clicks than the tenth position (Backlinko).

Longer keywords typically yield a higher CTR, with phrases containing 10 to 15 words garnering 1.76 times more clicks compared to single-word keywords (Backlinko).

The average CTR for the highest-ranking result is 9.28%, while the second and third positions have CTRs of 5.82% and 3.11%, respectively (ResearchGate).

3. ROI and Organic Search Effectiveness

According to 49% of respondents, organic search is the digital marketing channel that yields the highest return on investment (Search Engine Journal).

49% of consumers in the U.S. begin their online shopping journey by using a search engine like Google (eMarketer).

4. Backlinks and Rankings

Pages with a high number of backlinks tend to rank higher than those with fewer. The top result on Google boasts approximately 3.8 times more backlinks than the sites ranked from second to tenth (Backlinko).

A 13-month study by Semrush revealed that nearly all (92.3%) of the top 100 ranked domains had at least one backlink. In contrast, 55.1% of domains that did not make it into the top 10 lacked any backlinks (Semrush).

5. Content and Search Ranking

On average, a first-page result on Google consists of 1,447 words (Backlinko).

96.55% of all web pages receive no search traffic from Google (Ahrefs).

When Google ignores the title tag, it defaults to using the H1 tag 50.76% of the time (Ahrefs).

6. AI and Automation in SEO

37% of marketers leverage AI to streamline labor-intensive SEO tasks (HubSpot).

84% of bloggers acknowledge that AI and automation have influenced their SEO strategies for 2023 (HubSpot).

83% of survey participants anticipate that AI will positively affect SEO in 2024 (Conductor).

7. Mobile and Local Search Trends

Mobile voice searches tend to be 3x more often focused on local content compared to text searches (Search Engine Land).

The top organic result on mobile devices receives 27.7% of clicks, whereas this figure is only 19.3% for desktops (Demandsage).

5 Content Marketing Statistics

Content marketing fuels brand storytelling and user engagement, offering three times more leads than traditional methods. A solid content marketing strategy is essential, especially with AI transforming ideation and distribution. These digital marketing statistics show how content marketing has evolved into a data-driven, customer-focused practice.

1. AI in Content Marketing

67% of small business owners and marketers use AI for content marketing or SEO (Semrush).

68% of businesses have observed improved ROI in content marketing due to AI (Semrush).

71% of content marketers use AI tools for content ideation, including brainstorming keywords (Siege Media + Wynter).

Almost half of content marketers employ AI to generate new topic ideas, 46% for researching headlines and keywords, and 36% for writing, although opinions vary (Content Marketing Institute).

2. Content Types and Distribution Channels

Approximately 90% of B2B marketers utilize social media platforms, while 79% engage in blogging, and 73% leverage email newsletters (Content Marketing Institute).

In 2023, only 36.1% of participants reported creating interactive content, but this figure rose to 62.3% in 2024 (Siege Media + Wynter).

80% of individuals prefer discovering information about a company through tailored content (DemandMetric).

3. Challenges and Priorities in Content Marketing

52% of content marketers indicate that drawing visitors through search engines has become increasingly challenging (Orbit Media).

Link building is gaining importance in 2024, with only 5.5% of respondents not prioritizing it, a decrease from 14.7% in 2023 (Siege Media).

83% of marketers value quality over quantity, even if it leads to less frequent posting (HubSpot).

4. Impact and ROI

Businesses that maintain blogs generate 67% more leads compared to those that don't (Demand Metric).

Content marketing produces over three times the number of leads as outbound marketing while being 62% more cost-effective (Content Marketing Institute).

72% of marketers assert that their content marketing strategies have boosted engagement and overall traffic (Demandsage).

Among companies that implemented advanced personalization, 70% reported a return on investment of 200% or more (Kibo).

5. Adoption Rates and Technology in Content Marketing

Content marketing is utilized by 73% of B2B marketers and 70% of B2C marketers (Demandage).

Only 31% of B2B marketers believe their organizations have the appropriate content management technology (Content Marketing Institute).

6 Social Media Marketing (SMM) Statistics

Social media is now a core component of digital marketing, influencing customer purchasing decisions and brand awareness. With billions of social media users worldwide, these platforms help businesses engage with target audiences and capitalize on trends. These statistics highlight how social platforms help businesses engage with target audiences and capitalize on trends.

1. Social Media as a Marketing Channel

18% of respondents view social media as the digital marketing channel that produces the highest return on investment (Search Engine Journal).

52% of social media marketers leverage social media platforms to directly sell products within the apps (HubSpot).

83% of consumers are inclined to visit the social media page of a brand or product they find appealing (Animoto).

2. Social Media Advertising and Spending

By 2028, mobile advertising in the social media sector is anticipated to generate US\$255.8 billion (Statista).

It is forecasted that the number of social media advertising users will reach 6,054 million by 2028 (Statista).

3. User Behavior and Demographics

Nearly 50% of Gen Z and Millennials have purchased a product directly through social media platform in the last three months (HubSpot).

21% of consumers favor social media as their go-to source for obtaining answers to their questions (HubSpot).

As of April 2024, men aged 18-24 made up 16.5% of Instagram users, while over half of the user base was 34 years old or younger (Statista).

4. Platform Usage and Engagement Statistics

94.5% of global internet users engage with social media on a monthly basis (DataReportal).

On average, a typical social media user interacts with around 6.8 different platforms each month and spends about 2 hours and 19 minutes daily on social media (GWI).

Adults in the U.S. dedicate 53.8 minutes daily to TikTok, 48.7 minutes to YouTube, and 33.1 minutes to Instagram (Insider Intelligence, eMarketer).

As of Q4 2023, the number of daily active users on Facebook hit 2.1 billion (Statista).

5. Social Media Strategy and Content Trends

71% of social media marketers use AI tools (HubSpot).

86% of social media marketers believe fostering an active online community is essential for successful social media strategies in 2024, with key benefits like enhancing brand awareness (24%), encouraging engagement (21%), reinforcing customer connections (21%), and increasing brand loyalty (20%) (HubSpot).

82% of marketers reuse content across various social media platforms (HubSpot).

80% of marketers consider humorous content the most effective on social media (HubSpot).

6. Social Media Ad Performance Metrics

The click-through rate (CTR) for ads on Instagram is 0.22% in the feed and 0.33% for Stories. Meanwhile, the average CTR for Facebook's newsfeed is 1.11% (Smart Insights).

8 Video Marketing Statistics

Video content is one of the most engaging forms of digital media, with businesses seeing substantial ROI from platforms like YouTube and TikTok. From production methods to optimal video length, these digital marketing statistics underscore the importance of video marketing in today's digital landscape.

1. Usage of Video in Marketing

91% of businesses use video as a marketing tool (Wyzowl).

88% of video marketers consider video to be a vital element of their overall strategy (Wyzowl).

Only 7% of marketers believe their organization fully leverages the potential of video (Content Marketing Institute).

2. Content Types and Production Methods

48% of video marketers primarily produce live-action content (Wyzowl).

Video testimonials are the most prevalent use case in video marketing for 2024, created by 39% of video marketers (Wyzowl).

The percentage of video marketers generating content in-house has decreased to 38% from 60% in 2023 (Wyzowl).

There has been an increase in video marketers relying solely on external vendors for content creation, now at 24%, up from 11% in 2023 (Wyzowl).

A combination of in-house and external teams is used by 38% of video marketers for content creation (Wyzowl).

3. Use of AI in Video Production

75% of video marketers report having utilized AI tools for the creation or editing of marketing videos (Wyzowl).

In 2024, 84% of respondents acknowledged using AI in some capacity during the video production process (Lemonlight).

4. Video Length and Effectiveness

36% of video marketers believe that the ideal length for a marketing video falls between one and three minutes (HubSpot).

27% consider the best duration to be four to six minutes, while 15% prefer seven to nine minutes (HubSpot).

A majority of marketers find success with short-form videos, with 39% stating that videos lasting 30 to 60 seconds are the most effective. Following that, 28% favor a length of one to two minutes, 18% opt for 30 seconds or less, 10% choose two to three minutes, and just 5% prefer videos that are three minutes or longer (Wyzowl).

5. Impact of Video on Marketing Goals

88% of video marketers believe that video has enhanced users' understanding of their products or services (Wyzowl).

86% of video marketers have seen an increase in web traffic due to video (Wyzowl).

90% of marketers recognize that video marketing has provided a strong return on investment (ROI) (Wyzowl).

93% of businesses gained a new customer after sharing a video on social media (Animoto).

While 60% of marketers aim to boost engagement, an impressive 96% assert that video has supported them in achieving this goal (Motioncue).

Incorporating relevant video content on a landing page can boost conversions by up to 86% (HubSpot).

6. Consumer Preferences and Behaviors

87% of consumers indicate that video quality affects their trust in a brand (Wyzowl).

When shopping online, consumers identified video as the most helpful type of content (Animoto).

A majority of 62% of consumers prefer watching video content on a smartphone, while laptops rank second at 18%, consistent with trends from prior years (Lemonlight).

7. Platforms Used for Video Marketing

YouTube stands out as the leading platform for video marketing, with 90% of video marketers placing their trust in the top video-sharing site. Following YouTube is Facebook with 86%, then Instagram with 79%, and LinkedIn with 76% (Wyzowl).

Virtual reality (49%), 360 video (51%), and TikTok (52%) are recognized as the least effective platforms for video marketing (Wyzowl).

8. YouTube-Specific Statistics

By 2024, YouTube hosts a total of 3.9 billion videos, including 826 million Shorts (Photutorial).

8 Email Marketing Statistics

Email marketing continues to deliver one of the highest ROIs in digital marketing, especially with personalization and segmentation. These statistics shed light on why email remains a reliable tool for customer engagement and conversions.

1. ROI and Effectiveness

14% of SEJ's Twitter followers indicated that email marketing delivers the greatest return on investment for their websites (Search Engine Journal).

For every \$1 spent on email marketing, marketers can expect an average return of \$42 (Litmus).

2. Email Usage and Global Metrics

In 2023, there were approximately 4.37 billion global e-mail users, with projections indicating this number will rise to 4.89 billion by 2027 (Statista).

As of April 18, 2024, the United States led the world in the number of daily emails sent, with nearly ten billion messages. Following the U.S., Germany and Ireland each sent around 8.5 billion and 8.4 billion emails daily, respectively. The Netherlands, the United Kingdom, and France all had about 8.3 billion emails sent each day. By December 2023, over 241 million emails were dispatched globally every minute (Statista).

In 2024, it was estimated that a total of 361.1 billion emails were sent around the world. This number is expected to rise further, reaching a projected 408.2 billion daily emails by 2027 (Statista).

3. Email Campaign Performance Metrics

The average email open rate is 39.64% (GetResponse).

The average email click-through rate is 3.25% (GetResponse).

The average email click-to-open rate is 8.62% (GetResponse).

The average email unsubscribe rate is 0.15% (GetResponse).

The average email spam complaint rate is below 0.01% (GetResponse).

The average email bounce rate is 2.33% (GetResponse).

The communications sector saw the highest open rates, rising from 48.8% in 2022 to 65.1% in 2023 (GetResponse).

As of August 2024, the average open rate for email marketing across all industries is 32.55% (Constant Contact).

The average click-through rate for email marketing campaigns is 1.4%, while the bounce rate averages 10.4% (Forbes).

4. Campaign Objectives and Preferences

A 2023 survey revealed that 16% of global marketers identified product awareness and promotions as the primary goals of their email marketing efforts (Statista).

In a survey conducted among marketers across nine countries, the conversion rate emerged as the top metric to assess the success of email marketing campaigns, with 26.5% of professionals utilizing it, aside from the open rate. The click-through rate (CTR) was the second most favored metric, selected by nearly 24% of marketers (Statista).

5. Timing and Frequency

In 2023, approximately 35% of marketers indicated that Tuesdays were the favored weekday for dispatching email marketing campaigns (Statista).

6. Personalization and Segmentation

Segmented email campaigns experience open rates that are 14.31% higher and click rates that are 100.95% higher compared to non-segmented campaigns (Mailchimp).

In 2023, about 65% of marketing professionals in various countries reported that they included personalized subject lines in more than half of their email marketing campaigns, while 9% did not use any personalized subject lines at all (Statista).

Personalized emails can boost open rates by 26% (Forbes).

7. Automation and AI Usage

At the beginning of 2024, e-mail was identified as the channel most dependent on marketing automation, with 58% of professionals favoring it over content and social media management (Statista).

Among marketers utilizing AI, 49% create email content using this technology (HubSpot).

62% of email marketing teams take two or more weeks to create an email (HubSpot).

8. Audience Behavior and Preferences

78% of individuals review their emails before heading to work, and approximately 11% of Americans check their emails as soon as they wake up (Sleep Advisor).

About 30% of millennials look at their emails within 15 minutes of getting up (Sleep Advisor).

79% of millennials and 57% of Gen Z respondents appreciate being contacted by brands through email (Statista).

6 Lead Generation Statistics

Generating quality leads is a top priority for marketers, who are constantly refining their strategies to capture and nurture prospects. This section provides insights into effective lead generation techniques, challenges, and performance.

1. Lead Generation Importance and Goals

91% of marketers consider lead generation to be their top priority (Ruler Analytics).

53% of marketers dedicate more than half of their budget to lead generation (Ruler Analytics).

2. Challenges in Lead Generation

In 2023, the primary challenges for marketers included volume at 27.8% and lead generation at 22.6% (Siege Media).

A significant 37% of marketers identified high-quality lead generation as one of their foremost challenges (Ruler Analytics).

15% of marketers faced difficulties with traffic and lead generation (HubSpot).

3. Tactics and Methods

84% of marketers use form submissions to generate leads (Ruler Analytics).

According to 27% of marketers, organic search is the leading source for generating leads (Ruler Analytics).

More than half (54%) of content marketers believe that targeting leads in the early stages of the buyer's journey is the most valuable aspect of content marketing (CMI).

An impressive 87% of video marketers report that video has significantly contributed to their lead generation efforts (Wyzowl).

4. Lead Quality and Qualification

A significant majority (78%) of marketing and sales professionals indicate that they evaluate the quality of their leads to some degree (Ascend2, Verse).

Only 39% of companies implement lead qualification criteria within their lead generation strategies (Ascend2, Verse).

Just 12% of digital marketers express a high level of satisfaction with their lead conversion capabilities (Ascend2, Verse).

5. Lead Nurturing and Follow-Up

80% of new leads do not result in sales, while businesses that excel in lead nurturing produce 50% more ready-to-buy leads at a 33% lower cost (Invesp).

When you follow up with a lead within 5 minutes, your chances of converting them increase by 9 times (LaGrowthMachine).

41% of companies find it challenging to follow up with leads promptly (Ascend2, Verse).

6. Lead Generation Timing

Typically, 44% of leads are generated outside of conventional “business hours” (such as mornings, evenings, and weekends) (Ascend2, Verse).

6 PPC (Pay-Per-Click) Statistics

PPC advertising offers fast visibility and enables brands to target high-intent audiences through digital ads, driving measurable ROI. These marketing statistics emphasize the importance of PPC for reaching potential customers and staying competitive.

1. Return on Investment and Revenue Impact

19% of respondents believe that online advertising and paid search campaigns provide the highest returns for their websites (Search Engine Journal).

Businesses earn an average of \$2 in revenue for every \$1 invested in Google Ads (Google Economic Impact Report).

PPC ads in search results capture 45% of all page clicks (WebFX).

Google Ads can lead to an 80% boost in brand awareness (Ranktracker).

2. Reach and User Base

YouTube ads connect with 2.53 billion users monthly, surpassing Meta's reported 2.22 billion users for Facebook by over 10 percent (DataReportal, Kepios).

In a 2023 survey, an impressive 98% of pay-per-click marketers indicated they utilized Google search advertising, while Bing, Google's competitor, was referenced by 67% of the respondents (Statista).

3. Cost of PPC Advertising

In search marketing, the sectors with the lowest cost per click (CPC) are real estate and arts & entertainment, averaging \$1.55 (WordStream).

In 2024, the average cost for pay-per-click (PPC) advertising ranges from \$100 to \$10,000 per month, with typical click costs between \$0.11 and \$0.50, and costs per 1,000 impressions between \$0.51 and \$1.00 on platforms like Google Ads and Microsoft Ads (WebFX).

4. Click-Through Rate (CTR)

The average click-through rate (CTR) for search ads across all industries is 6.64%, while for display ads it is 0.57% (CXL).

In Google Ads, the overall average CTR is 3.17% for search ads and 0.46% for display ads (WordStream).

Text ads receive the highest click rates, with an average of 49%% (Ranktracker).

A significant 65% of all clicks on Google Ads come from users with high commercial intent (Ranktracker).

5. Global and Industry Spending

In 2022, global expenditure on search advertising reached 164.6 billion U.S. dollars, with projections indicating an increase to approximately 190.5 billion dollars by the end of 2024 (Statista).

Total digital advertising spending worldwide was 549.51 billion U.S. dollars in 2022, and forecasts suggest it could rise to 870.85 billion dollars by 2027 (Statista).

Google and Facebook dominate the advertising landscape, together accounting for over 60% of total ad spending (Ranktracker).

6. Consumer Attitudes and Brand Awareness

Search ads boost brand awareness by 80% among consumers (Google).

A significant 33% of individuals find display ads to be "intolerable," leading to frustration (Ranktracker).

Combining ads on TikTok with television advertising can yield a 21% additional impact on brand perception (TikTok).

5 Conversion Rate Optimization (CRO) Statistics

CRO is crucial for maximizing the value of site traffic and improving overall performance. From load speed to form optimization, these statistics reveal the strategies that help marketers boost conversion rates.

1. User Experience & Loading Speed

An ineffective user experience can lead to losing 89% of potential customers to rival companies (WebFX).

Research shows that pages that load in 2.4 seconds have a conversion rate of 1.9%, which decreases to 1.5% at 3.3 seconds and falls below 1% at 4.2 seconds (Cloudflare).

53% of mobile users abandon a page if it takes more than 3 seconds to load (Think with Google).

2. Average Conversion Rates

The typical conversion rate for landing pages across different sectors is 10.76% (GetResponse).

Approximately 29.5% of landing pages are overloaded with text, leading to an average conversion rate of 11.10%. In contrast, landing pages that prioritize concise wording reach an average conversion rate of 14.30% (Unbounce).

3. Conversion Optimization Tools & Strategies

Some conversion rate optimization (CRO) tools can enhance conversion rates by as much as 223% (VentureBeat).

Companies utilizing optimization software on their landing pages typically see an average increase of 30% in conversions, while mobile-optimized pages yield more leads and expand their audience reach (Mailchimp).

A significant 70% of marketers consider A/B testing crucial for improving conversion rates (ZipDo).

4. Form Optimization

Cutting down the number of fields in a contact form can greatly enhance conversion rates. For instance, one company saw a 120% surge in conversions after trimming their form from 11 fields to just 4 (Unbounce).

Reducing the fields from 4 to 3 can lead to a 50% increase in conversion rates (Search Engine People).

5. Analytics & Tracking

Google Analytics is the leading platform for understanding user behavior and overseeing website performance (UXtweak).

Over a third of marketing executives identify conversion rates as a primary key performance indicator they focus on monitoring (HubSpot State of Marketing Report).

7 Affiliate Marketing Statistics

Affiliate marketing helps brands expand their reach through partnerships and influencer collaborations. This section covers spending trends, program efficiency, and the growing adoption of affiliate marketing as a revenue-boosting strategy.

1. Budget Allocation and Financial Projections

In 2021, affiliate marketing accounted for an average of 9% of marketing budgets (Influencer Marketing Hub).

In 2023, spending on affiliate marketing in the United States reached 9.56 billion U.S. dollars, with projections of 10.72 billion in 2024 and approximately 12 billion in 2025 (Statista).

The global market for affiliate marketing platforms is expected to reach US\$ 39,805.4 million by 2031 (Astute Analytica).

2. Market Interest and Usage Trends

Between 2020 and 2022, interest in affiliate marketing surged by over 264% (Influencer Marketing Hub).

As of October 2024, 1.37% of the top one million websites were utilizing Amazon Associates, making it the leading affiliate program, while Awin followed as a close second at approximately 0.7%. Overall, 5.3% of the top one million sites engaged in affiliate programs (Statista).

3. Affiliate Marketing Strategies and Partners

Over 25% of brands engage bloggers as part of their affiliate marketing strategies (Influencer Marketing Hub).

More than 80% of brands leverage affiliate programs to boost brand visibility and drive sales (Demandsage).

28% of marketers consider innovative partnerships to be a significant advantage, while 25% value having control over specific marketing results as a key selling point (Statista).

4. Program Efficiency and Revenue Impact

Well-designed affiliate programs can increase revenue by as much as 30% (Webtribunal).

SaaS products provide affiliates with commission rates that vary from 20% to 70% (Influencer Marketing Hub).

5. Challenges and Risks

Over 67% of brands are concerned about affiliate fraud, yet fewer than 30% have actually experienced its impact (Influencer Marketing Hub).

6. Technology and Content Creation

79.3% of affiliate marketers utilize AI-powered content generation, and blogging (79.1%) remains the main promotional strategy (AuthorityHacker).

7. Affiliate Marketer Compensation

The typical salary for an affiliate marketer in 2024 is \$56,141 (PayScale).

9 Influencer Marketing Statistics

Influencer marketing is reshaping brand engagement, especially on platforms like Instagram and TikTok. These statistics highlight the impact of influencers on consumer trust, engagement, and purchasing behavior.

1. Influencer Collaboration and Marketing Spend

In 2023, 54% of B2C marketers collaborated with creators or influencers, with 49% planning to boost their investment in influencer marketing for 2024 (HubSpot).

Approximately 26% of marketers utilize influencer marketing strategies (HubSpot).

Among companies that partnered with both smaller creators (those with fewer than 100,000 followers) and larger ones, 44% valued the more affordable costs of these collaborations (HubSpot).

A global survey conducted in 2024 revealed that 37.6% of respondents indicated their organizations collaborated with up to 10 influencers, while 14.7% worked with more than a thousand influencers (Statista).

59.4% of marketers plan to increase their spending on influencer marketing (Influencer Marketing Hub).

2. Types of Influencers and Engagement

67% of marketers collaborate with micro-influencers who have between 10,000 and 100,000 followers, while only 29% engage with mega influencers boasting over 1 million followers (HubSpot).

In 2023, 21% of businesses aimed to partner with nano-influencers, while 53% targeted micro-influencers. Additionally, 65% planned to work with macro influencers, and 42% expressed interest in mega-influencers (HubSpot).

TikTok's nano-influencers, who have 1,000 to 10,000 followers, achieved the highest engagement rate worldwide in 2023, reaching 11.97%. Micro-influencers with 10,000 to 50,000 followers followed closely behind with an engagement rate of 10.21% (Statista).

3. Consumer Trust and Influencer Impact on Buying Decisions

69% of consumers place more trust in influencers, friends, and family than in brand messages (Marketing Dive).

63% of consumers are more inclined to purchase products endorsed by a trusted influencer (Traackr).

79% of individuals report that user-generated content influences their purchasing choices (Nosto).

78% of TikTok users have made a purchase after engaging with content created by TikTok creators (TikTok).

4. Types of Influencers and Associated Costs

The various categories of influencers available for hire, including their price per post on Instagram:

- Nano (1k-10k followers) – \$20-\$200
- Micro (10k-50k) – \$35-\$450
- Mid (50k-500k) – \$150-\$2500
- Macro (500k-1M) – \$350-\$7000
- Mega (1M+) – starting at \$1200 (HypeAuditor)

5. Influencer Marketing Market Size and Growth

As of 2023, the value of the global influencer marketing market was 21.1 billion U.S. dollars, more than three times its size since 2019 (Statista).

The global influencer marketing market is projected to hit a new high of 24 billion U.S. dollars in 2024 (Statista).

6. Campaign Goals and Success Metrics

The primary goal of influencer campaigns is to generate User Generated Content, accounting for 56% of the focus. Generating sales comes in a far second at 23% (Influencer Marketing Hub).

On average, you can earn \$4.21 for every \$1 invested in an Instagram influencer (HypeAuditor).

7. Challenges in Influencer Marketing

28% of social media professionals find it challenging to stay updated on influencer marketing trends (Statista).

8. Popular Content Categories Among Influencers

In 2023, 8.35% of Instagram influencers targeted beauty subjects, ranking it as the third most favored category. The lifestyle category held the top position, with a share of 13.73% (Statista).

9. Consumer Preferences in Influencer Types

61% of customers are most drawn to relatable personalities, while expert personalities appeal to 43% of them, just-for-fun personalities to 32%, and aspirational personalities to 28% (Marketing Dive).

5 Inbound Marketing Statistics

Inbound marketing strategies, such as SEO, content, and social media, attract high-quality leads and build customer loyalty. This section covers cost efficiency and success rates, showing why inbound marketing is a preferred approach.

1. Cost Effectiveness

Inbound leads generally have a cost that is 61% lower than that of outbound leads, and 75% of inbound marketing channels are more affordable than any outbound channel (Invesp).

2. ROI and Success Rates

Marketers who focus on blogging are thirteen times more likely to achieve a positive return on their investment (OptinMonster).

66% of B2B marketers often emphasize their audience's needs over promoting sales when crafting content, which is in line with the principles of inbound marketing. Among the most effective content marketers, 88% adopt this approach (CMI).

60% of marketers believe that inbound strategies, such as SEO and blog content, yield their highest quality leads (HubSpot).

3. Usage and Strategy Preference

70% of B2B marketers utilize content to create demand and generate leads (Taylor Scher).

25% of marketers focus on video content, while podcasts account for 10%, with images, blog posts, and case studies representing single-digit percentages (HubSpot).

20% of respondents consider content marketing to be the most effective strategy for digital inbound marketing (Statista).

4. Audience Engagement

Approximately 409 million individuals access more than 20 billion blog pages each month (Optinmonster).

5. Inbound Marketing Channels

A study on inbound marketing found that email marketing ranks as the most effective online strategy for acquiring customers (81%) and retaining them (80%) (Emarsys).

6 Landing Page Statistics

Landing pages are essential for driving conversions and capturing leads in digital marketing campaigns. These statistics highlight design, load time, and content strategies that help marketers create high-converting landing pages.

1. Landing Page Conversion Rates

The average conversion rate for landing pages across different industries is 10.76% (GetResponse).

A standard conversion rate for email opt-in landing pages typically falls between 5% and 15% (Leadpages).

Landing pages that load in 2.4 seconds achieve a conversion rate of 1.9%, which declines to 1.5% at 3.3 seconds and drops below 1% at 4.2 seconds (Cloudflare).

Incorporating videos into landing pages can boost conversion rates by 80% (Ecom Convert).

Adding social proof beneath a landing page's call to action can enhance its conversion rate by 68% (HubSpot).

Featuring multiple offers on your landing page can result in a 266% reduction in conversions (Alphawhale).

Nearly 66% of marketers indicate that their average landing page conversion rate is below 10% (HubSpot).

A personalized landing page can improve the effectiveness of PPC ad campaigns by 5% (Ranktracker).

2. Costs and Pricing

The average cost of creating a landing page with design tools is \$113 (Apexure).

Monthly fees for landing page builders range from \$0 to \$399, varying based on the provider and selected plan (Landingi).

3. Page Load Speed and Performance

On 70% of mobile landing pages, the visual content above the fold takes more than 5 seconds to appear. It can take over 7 seconds for all visual content, both above and below the fold, to fully load (Think with Google).

According to 47% of respondents, users expect landing pages to load in 2 seconds or less (Cloudflare).

4. Content and Design

53% of landing pages utilize videos to effectively communicate product value, as videos tend to be more engaging than images, even though they come with higher production costs (ChartMogul).

The average headline length for landing pages remains consistent at 6 words, with 88% of headlines consisting of fewer than 10 words (ChartMogul).

29.5% of landing pages feature excessive text, leading to an average conversion rate of just 11.10%, while pages that are mindful of word count achieve a higher average conversion rate of 14.30% (Unbounce).

5. User Engagement and Experience

Interactive landing pages can enhance the effectiveness of communications by 79% (Thrive Myway).

6. Lead Generation and Marketing Goals

Expanding the number of landing pages from 10 to 15 could lead to a 55% rise in leads for businesses (HubSpot).

For 43.6% of marketers, the primary objective of creating landing pages is to generate leads (HubSpot).

Use Digital Marketing Statistics to Optimize Landing Pages with Landingi

This article provided a comprehensive look at the latest data driving digital marketing. From trends in SEO and content marketing to social media's rising influence and the growing impact of video, these statistics reveal key insights for maximizing your strategy. Knowing where audiences engage and which channels deliver high ROI is essential for success in a digital-first landscape. By understanding these metrics, you can make data-driven decisions that fine-tune your marketing campaigns, boost customer engagement, and increase conversions.

Connecting these insights to landing page optimization is crucial. Using digital marketing statistics can help you create landing pages that align with your audience's needs, such as mobile optimization, engaging videos, and targeted calls to action. Statistics show that optimized landing pages outperform traditional marketing approaches, driving higher conversion rates and user engagement. Try Landingi's [landing page builder for free](#) to implement these insights effortlessly and create pages tailored to boost performance, streamline design, and improve your digital marketing ROI.

— Author

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Magdalena Dejnak is a marketing content expert with more than 4 years of experience in digital marketing. Her expertise lies in creating landing pages, managing social media, branding, and optimizing conversion rates. She has been a significant contributor to Landingi platform since the year 2020. Magdalena holds a Postgraduate Degree in E-marketing from the Akademia Górnośląska im. Wojciecha Korfanteo. Currently, she is under the mentorship of Błażej Abel, CEO of Landingi, a leading company in landing page technology.