

Useful Marketing Statistics – last updated 6th Feb 2020

Topic	Stat	Source	Year
Mobile phones/responsive			
Mobile phone usage	Approximately 95% percent of households in the United Kingdom (UK) own a mobile phone	https://www.statista.com/statistics/289167/mobile-phone-penetration-in-the-uk/	2019
Mobile phone usage	In 2018, 52.2% of all website traffic worldwide was generated through mobile phone	https://www.statista.com/statistics/241462/global-mobile-phone-website-traffic-share/	2018
Mobile shopping habits	Millennials (22-36) are much more likely to have searched online (86%) beforehand for things like store information, product information, images, videos and recommendations	Google/Ipsos, “Holiday Study”, November 2018 – January 2019,	2018
Blogging			
Blogging	Companies that blog have far better marketing results. Specifically, the average company that blogs has: <ul style="list-style-type: none"> • 55% more visitors • 97% more inbound links • 434% more indexed pages 	https://blog.hubspot.com/blog/tabid/6307/bid/5014/study-shows-business-blogging-leads-to-55-more-website-visitors.aspx	2017
Speed			
Loading speed	Pages that experienced a two second delay – loading in 3.8 seconds instead of the optimal 1.8 seconds – had conversion rates that were almost 37% lower.	https://www.akamai.com/us/en/multimedia/documents/report/akamai-state-of-online-retail-performance-spring-2017.pdf	2017
Loading speed	The main reason 39% people give up on content altogether is because it takes too long to load	https://blogs.adobe.com/creative/files/2015/12/Adobe-State-of-Content-Report.pdf	2015
Loading Speed	53% of users abandon a mobile website if it takes longer than 3 seconds to load.	https://www.doubleclickbygoogle.com/articles/mobile-speed-matters/	2016
Design			

Design	66% would prefer to view something beautifully designed vs. simple and plain.	https://blogs.adobe.com/creative/files/2015/12/Adobe-State-of-Content-Report.pdf	2015
Design	38% will stop engaging if the content is unattractive in its layout or imagery.	https://blogs.adobe.com/creative/files/2015/12/Adobe-State-of-Content-Report.pdf	2015
Design	A well-designed user interface could raise your website's conversion rate by up to a 200%, and a better UX design could yield conversion rates up to 400%	https://www.forrester.com/report/The+Six+Steps+For+Justifying+Better+UX/-/E-RES117708	2016
Design	54% of website visitors will leave a company's website if there's no contact information or phone number	https://komarketing.com/files/b2b-web-usability-report-2015.pdf	2015
Security			
Cybersecurity	67% increase in cyber security breaches between 2013-2018 and 72% increase in the annual cost of cybercrime	https://www.accenture.com/acnmedia/PDF-96/Accenture-2019-Cost-of-Cybercrime-Study-Final.pdf#zoom=50 figure 1	2018
cybersecurity	43% online security victims were small businesses	https://enterprise.verizon.com/en-gb/resources/reports/dbir/2019/summary-of-findings/	2019
Marketing			
Marketing	52% of people said free shipping would have a great impact on purchasing choices	https://www.emarketer.com/chart/229273/how-choice-of-free-shipping-impact-ordering-decisions-of-internet-users-select-countries-of-respondents-jan-2019	2019
SEO			
SEO	The average Google first page result contains 1,890 words.	backlinko.com/search-engine-ranking	2016
SEO	websites with low average bounce rates are strongly correlated with higher rankings.	backlinko.com/search-engine-ranking	2016
Content			
Content	69%, indicated that "excessive form field requirements" would deter them from completing a general inquiry form,	https://komarketing.com/files/b2b-web-usability-report-2015.pdf	2015

