

2021 This Is What Happens In An Internet Minute



WHAT HAPPENS ON THE INTERNET EVERY MINUTE IN 2021

ACCORDING TO THE DATA, THE MAJORITY OF AN AVERAGE 1 MINUTE SPENT ONLINE WAS DOMINATED BY WIDELY POPULAR SOCIAL MEDIA APPS.

60 seconds on the internet in 2021 consist of 200,000 people tweeting, 695,000 stories shared on Instagram, 1.4 million scrolling on Facebook, and 3.4 million snaps created on Snapchat.

According to the infographic, the number of app downloads through Google Play and the App Store per minute in 2021 has reached 414,764. Per a recent analysis, first-time Google Play app downloads climbed 6 percent year-over-year to 56.2 billion in the first half of 2021 from 53 billion in the year-ago period. Global mobile app downloads through Google Play and the App Store surpassed 36.6 billion in the first quarter of 2021 with an 8.7% YOY increase.

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The Power of Employee Advocacy, and How to Establish Your EA Program [Infographic]

Does your brand have an established employee advocacy program?

It could be an important consideration - with more people now getting more of their information and insight from social networks, maximizing your presence is key, and one of the best ways to boost your messaging reach is through your own employees, who can distribute your key communications throughout their own social networks.

That can significantly amplify brand outreach - for example, previous research by LinkedIn has found that when employees share brand content, they typically see 2x the click-through rate than when a company shares the same from its profile or page...

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Why a creative veteran is bullish on next-generation customer experiences

Following a decade at award-winning shop R/GA, David DeCheser recently became Valtech's first senior vice president, executive creative director for North America.

An opportunity to focus on customer experience and digital transformation is one of the factors making consultancies attractive to agency creatives like DeCheser.

After a year-plus of the pandemic, getting customer experience right is proving to be even more important to brands. Half (50%) of consumers will switch brands after one bad experience, while 75% are willing to spend more on brands that provide a good customer experience, per a recent study by Zendesk.

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Global CPM, CPC prices up due to iOS 14.5 and data privacy changes

Global cost per click (CPC) and cost per mille (CPM) prices keep going up largely due to data privacy changes and Apple's iOS 14.5 update which brought new rules to the game.

That's according to Skai's Q2 2021 Digital Marketing Quarterly Trends Infographic for which the company analysed \$7 billion advertising spending from nearly 3,000 advertiser and agency accounts across 40 vertical industries and 150 countries running on its platform on Google, Microsoft, Baidu, Yandex, Yahoo Japan, Verizon Media, Amazon, Walmart, Instacart, Criteo, Apple Search Ads, Pinterest, Snapchat, Facebook, Instagram and the Facebook Audience Network.

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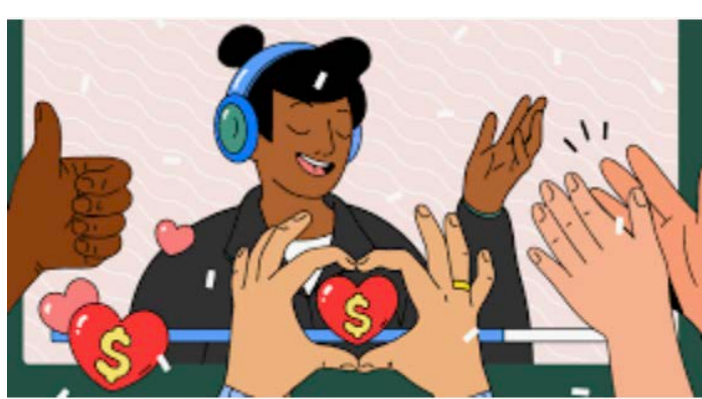
Facebook Posts Strong Revenue Result, but Daily Active Usage Is Stalling in Key Markets

Metaverse company Facebook has published its latest earnings results, which show steady overall increases in both users and revenue, as the platform continues to build towards the next stage of development, and becoming an even bigger part of our everyday lives.

Which may not be a great thing, given its influence in many aspects. But Zuckerberg's social media is still expanding, especially in developing markets - although there are some steadily growing signs of concern when you dig a bit further into the broader numbers and notes.

First off, on users - Facebook added 30 million more daily active users in Q2, taking it to 1.91 billion on average.

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YouTube expands 'Super Thanks' tipping feature to more beta users

YouTube has introduced 'Super Thanks', a new way to tip a content creator while watching a standard video. The company said that its new tipping option will allow fans to tip at four price points between \$2 and \$50 or a local currency equivalent.

Tipping a creator using With Super Thanks, which is similar to the way Super Chat and Super Stickers are used to support live streamers, will also highlight your comment to make it stand out in the comment session in a video. Content creators will be able to see their total and per-video Super Thanks earnings as well as who purchased a Super Thanks on their videos. The company said Super Thanks uses the same revenue split as Super Chat where revenue share is calculated after Apple service fees (if applicable) and other charges like sales tax.

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4 trends impacting retail marketing strategies

Brands are looking beyond Facebook and Google — and sometimes resurfacing older channels — to advertise.

To become known, street vendors in the 18th and 19th centuries would hawk their products and services in open-air markets.

Fast-forward a couple centuries, and brands now rely on the likes of Facebook, Google and Amazon to help push their products in front of the eyes of consumers.

But as digital ad costs have risen in recent years, retailers are exploring new ways — and resurfacing more traditional channels — to advertise their goods and diversify their marketing strategies. Direct mail in the United States has a long history.

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