

## 10 digital marketing key data about 2013 that will be useful in 2014

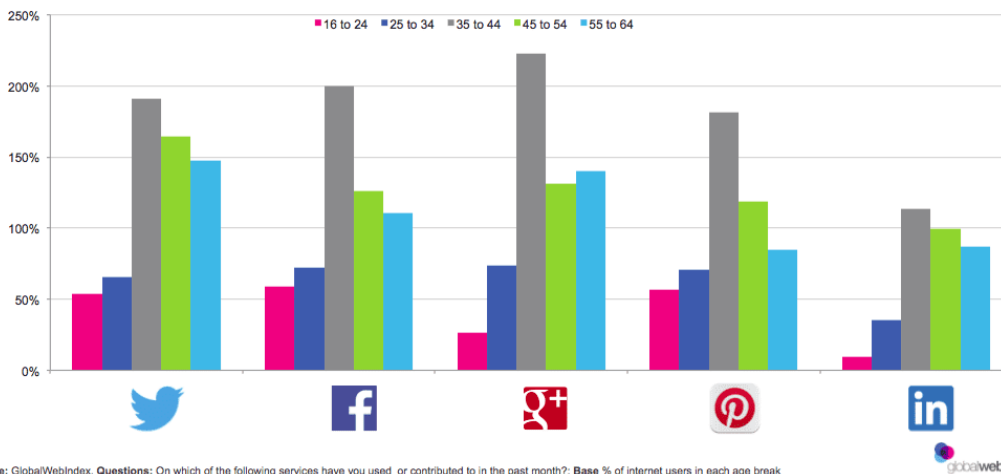
From [SmartInsights](#) come 10 statistics that show key trends in digital marketing, 10 key questions, 10 quick answers and some more to think about.

Here's my pick of three.

### Which social networks should we focus on?

#### ACTIVE USAGE OF SOCIAL NETWORKS SIGNIFICANTLY INCREASED AMONG OLDER USERS

Global Penetration of Social Platforms by age groups - % change in millions of Active Users, between Q2 2012 and Q2 2013

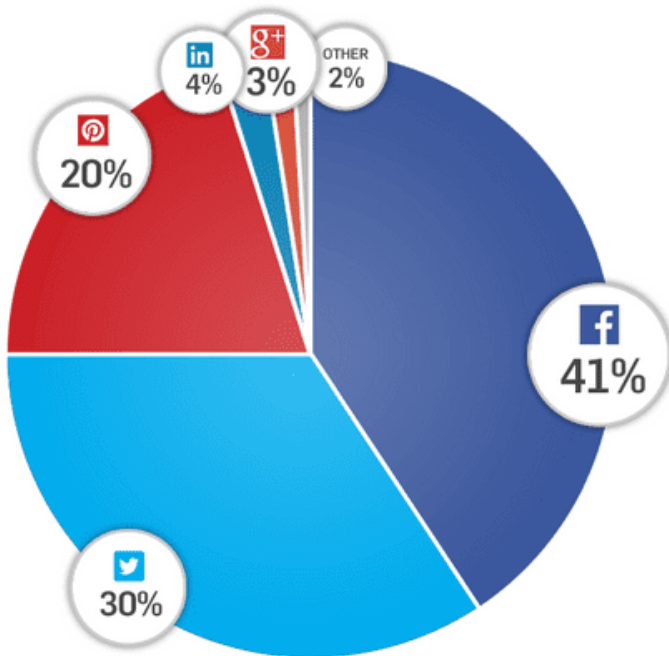


Source: GlobalWebIndex. Questions: On which of the following services have you used or contributed to in the past month?; Base % of internet users in each age break



### Which social networks encourage sharing?

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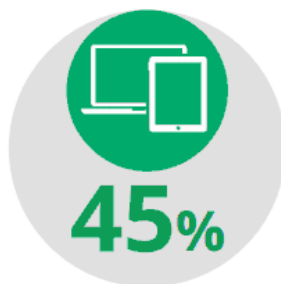
In Q3, Pinterest and Twitter continue to ascend as sharing destinations, with Pinterest gaining 4% and Twitter gaining 6% since Q2. Facebook, meanwhile, saw its percentage of shares drop 9% from last quarter, dropping below 50%.

### How popular is mobile search and how effective is our mobile SEO?

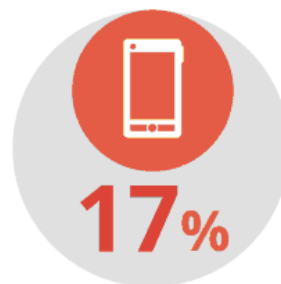
Consumers convert primarily in-store and online across devices



Purchased in-store



Purchased online (desktop/tablet)



Purchase directly on their mobile phone

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[Source: [SmartInsights](#)]