

# Social Media Marketing in the United States

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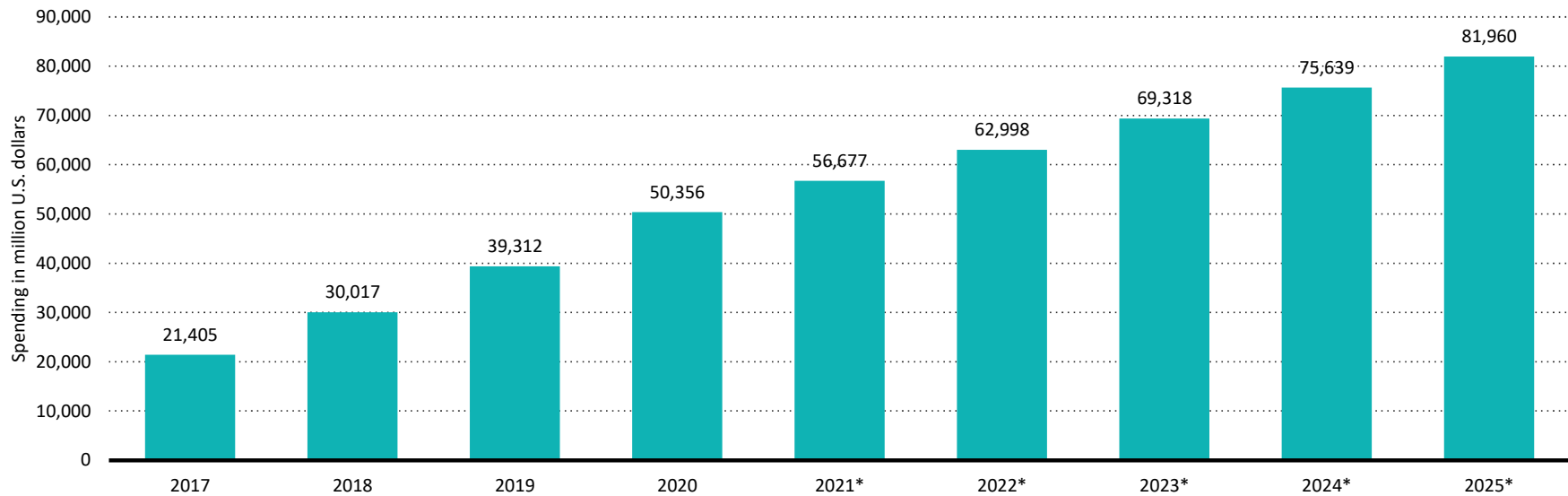
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# Overview

Social Media Marketing in the United States

# Digital Market Outlook: social media ad spend in the U.S. 2017-2025

Social media advertising spending in the United States from 2017 to 2025 (in million U.S. dollars)



**Note(s):** United States; 2017 to 2020

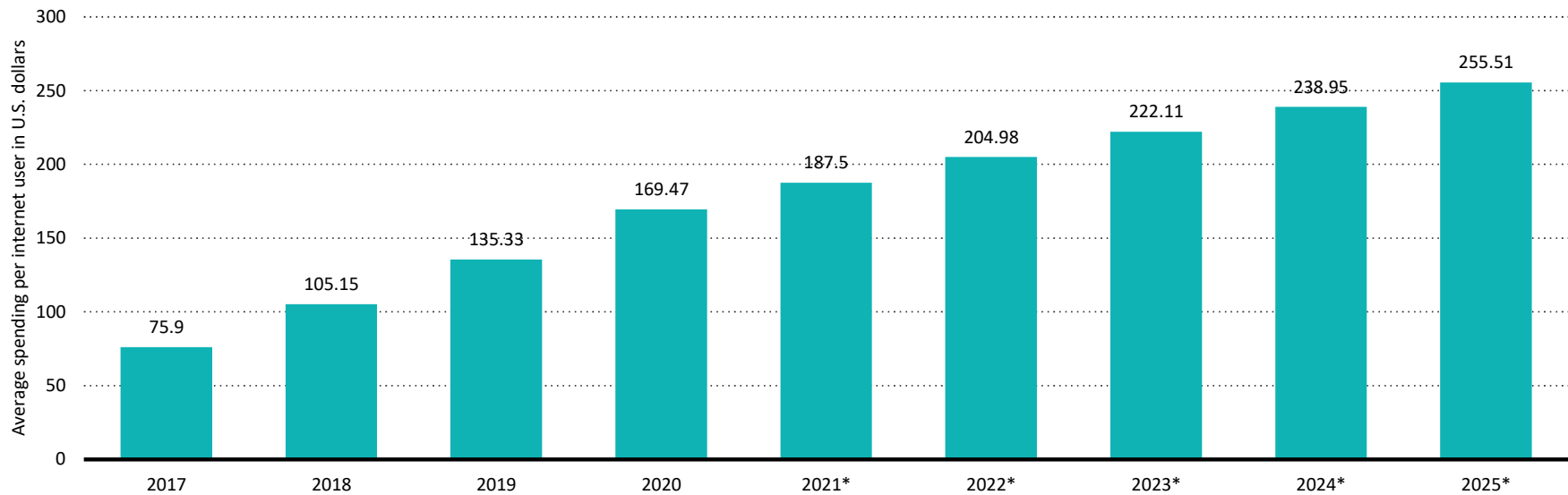
Further information regarding this statistic can be found on [page 44](#).

**Source(s):** Statista Digital Market Outlook; StatistaID 459609



# Digital Market Outlook: social media ad spend per internet user U.S. 2017-2025

Social media advertising average spending per internet user in the United States from 2017 to 2025 (in U.S. dollars)



**Note(s):** United States; 2017 to 2020

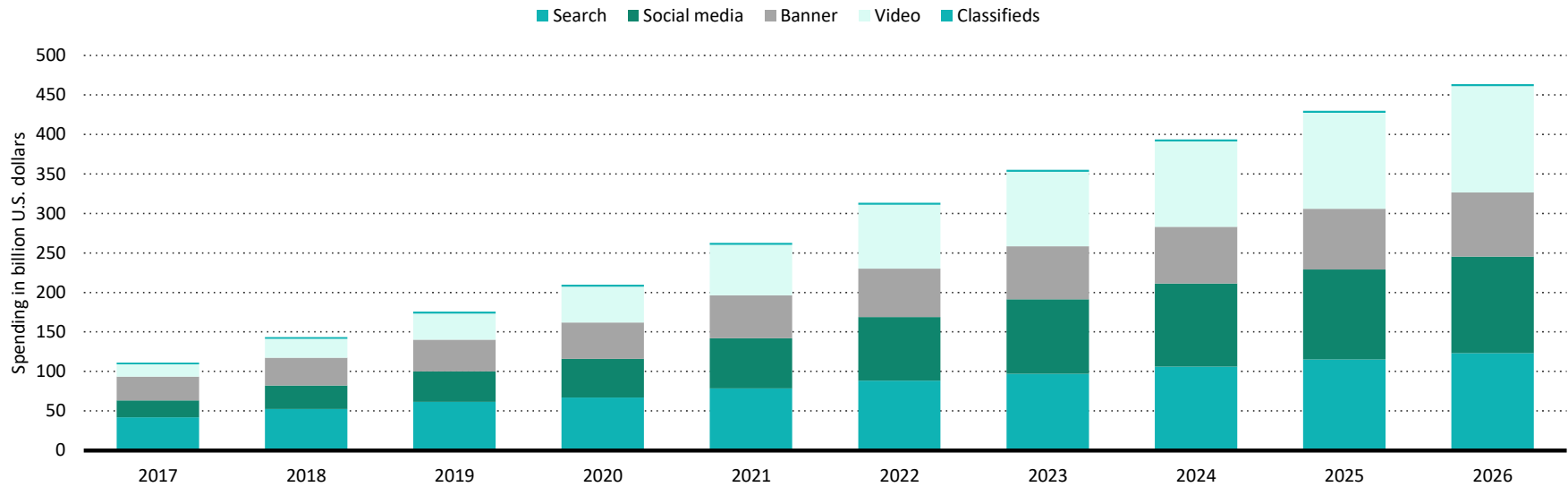
Further information regarding this statistic can be found on [page 45](#).

**Source(s):** Statista Digital Market Outlook; StatistaID 459708



# Mobile ad spend in the U.S. 2017-2026, by format

Mobile advertising spending in the United States from 2017 to 2026, by format (in billion U.S. dollars)



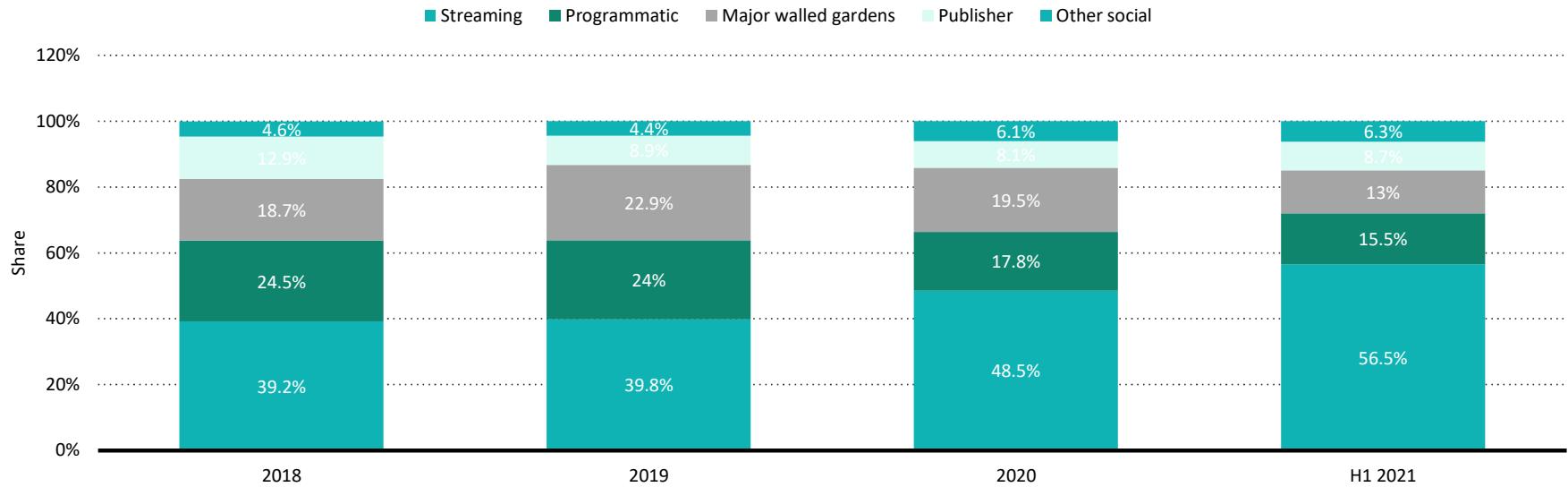
**Note(s):** United States; as of March 1, 2022

Further information regarding this statistic can be found on [page 46](#).

**Source(s):** Statista Digital Market Outlook [ID 258488](#)

# Digital ad impressions in the U.S. 2018-2021, by site type

Distribution of digital ad impressions in the United States from 2018 to 2021, by site type



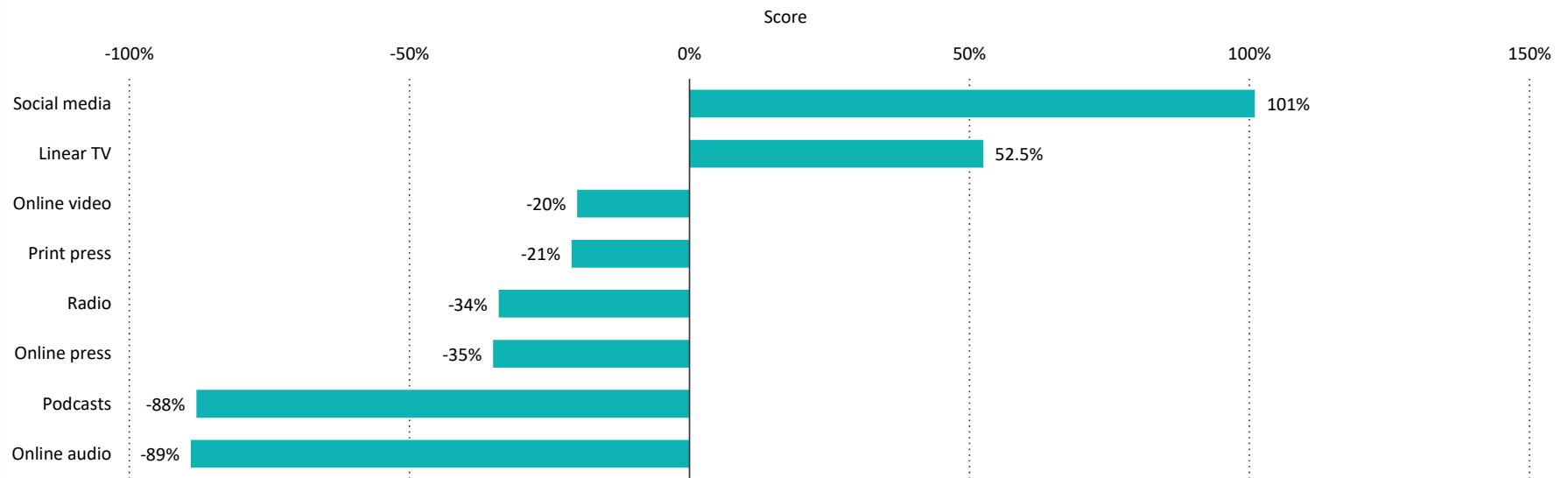
**Note(s):** United States; 2018 to 2020 and H1 2021

Further information regarding this statistic can be found on [page 47](#).

**Source(s):** Nielsen; MarketingChartsID 269874

# Ad spend vs. media time gap in the U.S. 2022

Difference between advertising spending and time spent with selected media in the United States in 2022 (index score)



**Note(s):** United States; October 2021; forecast

Further information regarding this statistic can be found on [page 48](#).

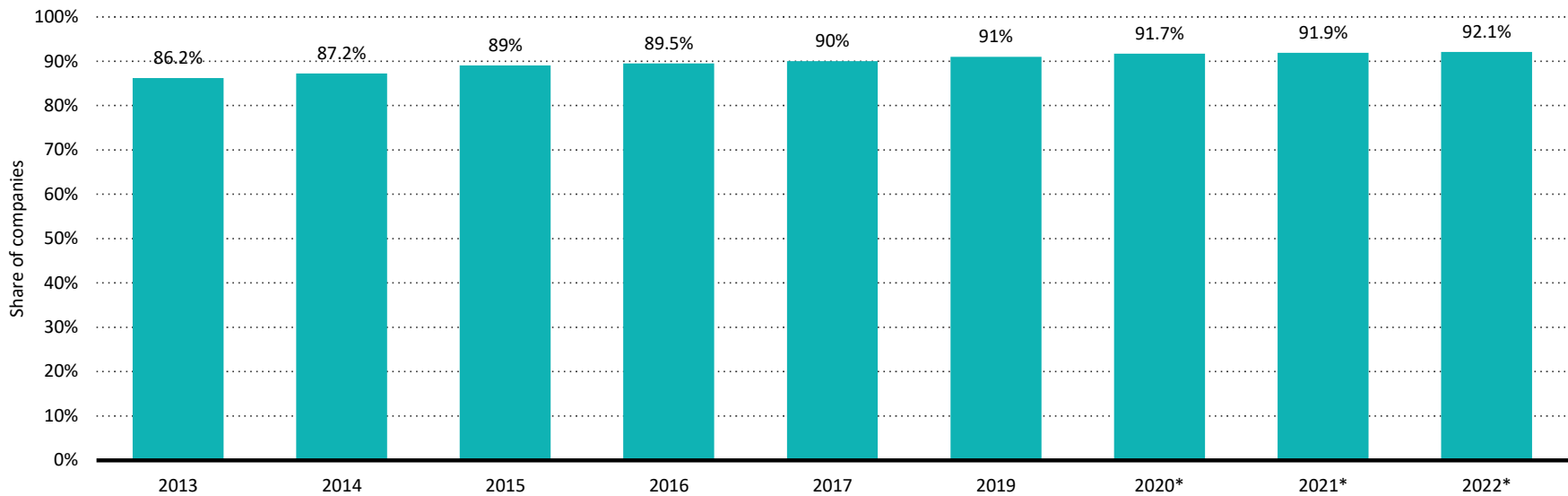
**Source(s):** Statista estimates; WARC; Various sources (CMOs Magazine)[ID 209575](#)

# Usage

Social Media Marketing in the United States

# Social media marketing penetration in the U.S. 2013-2022

Social media marketing usage rate in the United States from 2013 to 2022



**Note(s):** United States; 2013 to 2019; among companies with 100+ employees; includes use of any proprietary public-facing social media tools for marketing purposes, including blogs, microblogs, photo and video-sharing, podcasts, ratings and reviews, social games, social networks, virtual worlds, wikis, etc.; includes organic and paid functions

Further information regarding this statistic can be found on [page 49](#).

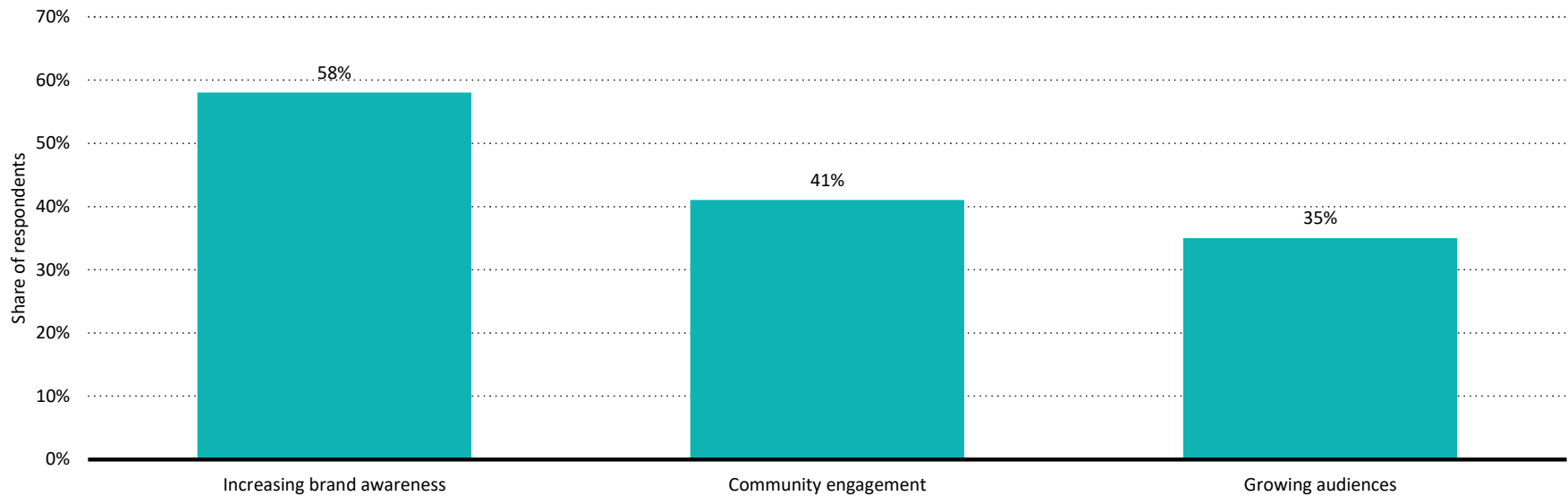
**Source(s):** eMarketer; Business of AppsID 203513



SUBSCRIPTION

# Social media marketing goals of U.S. businesses 2021

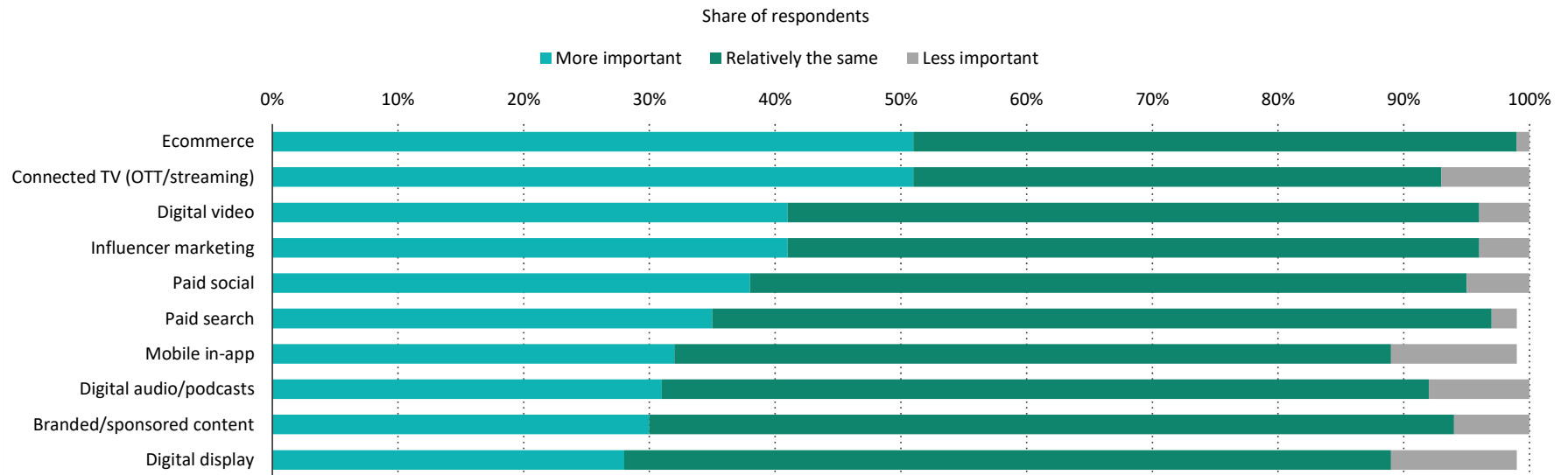
Leading social media marketing goals according to marketers in the United States as of April 2021



**Note(s):** United States; March 30 and April 6, 2021; 1,001 respondents; among marketers  
Further information regarding this statistic can be found on [page 50](#).  
**Source(s):** Sprout Social; LucidID 690082

# Importance of digital media types in marketing in the U.S. 2021

Change in importance of selected digital media types in marketing strategies in the United States in 1st half 2021



**Note(s):** United States; December 2020; among 205 advertisers (46 percent marketer, 54 percent agency) / among advertisers who planned to use media types in the first half of 2021

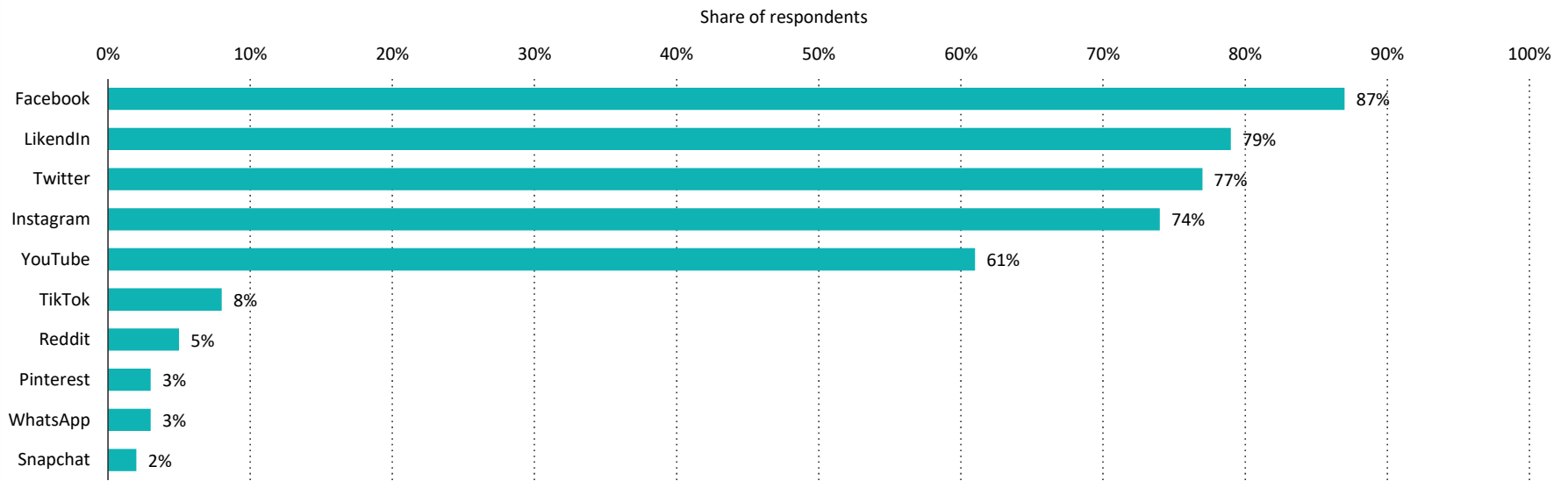
Further information regarding this statistic can be found on [page 51](#).

**Source(s):** Advertiser Perceptions [ID 245688](#)



# Importance of social media platforms in communications strategies U.S. 2020

Importance of selected social media platforms in communications content strategies according to industry professionals in the United States as of September 2020



**Note(s):** United States; August 12 to September 14, 2020; 314 respondents; top 4 box / among senior level communication and marketing professionals (agency and in-house)

Further information regarding this statistic can be found on [page 52](#).

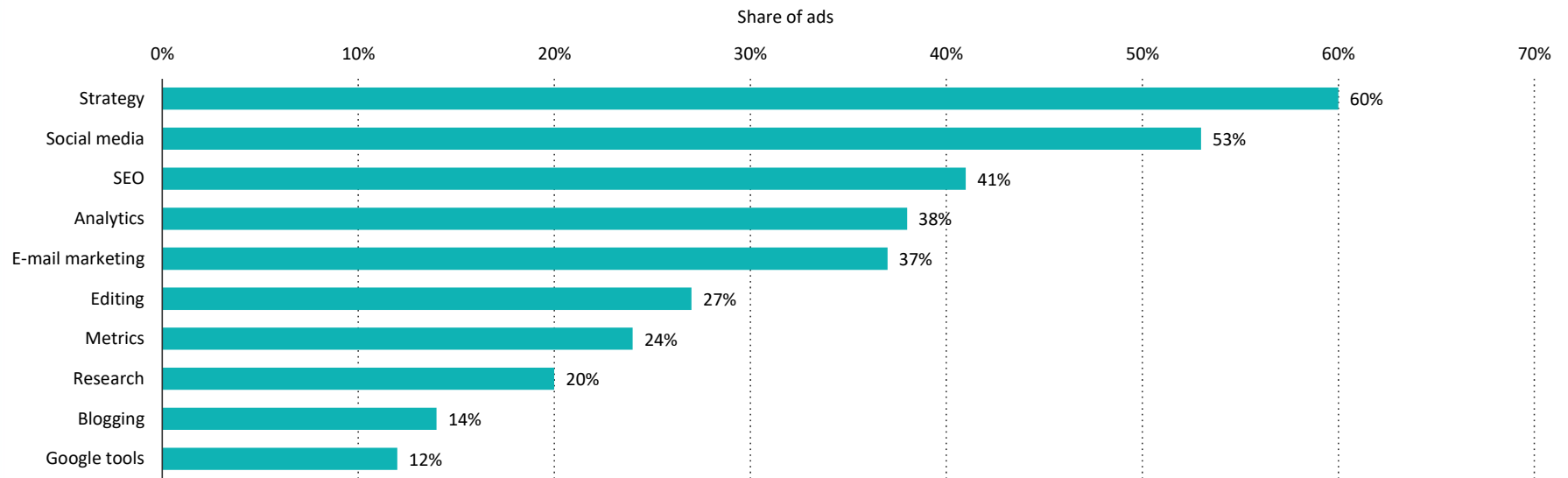
**Source(s):** Cision; PRWeekID [1196229](#)





# Most sought-after skillsets in content marketing in the U.S. 2020

Leading in-demand skills related to content marketing in the United States as of September 2020



**Note(s):** United States; September 2020

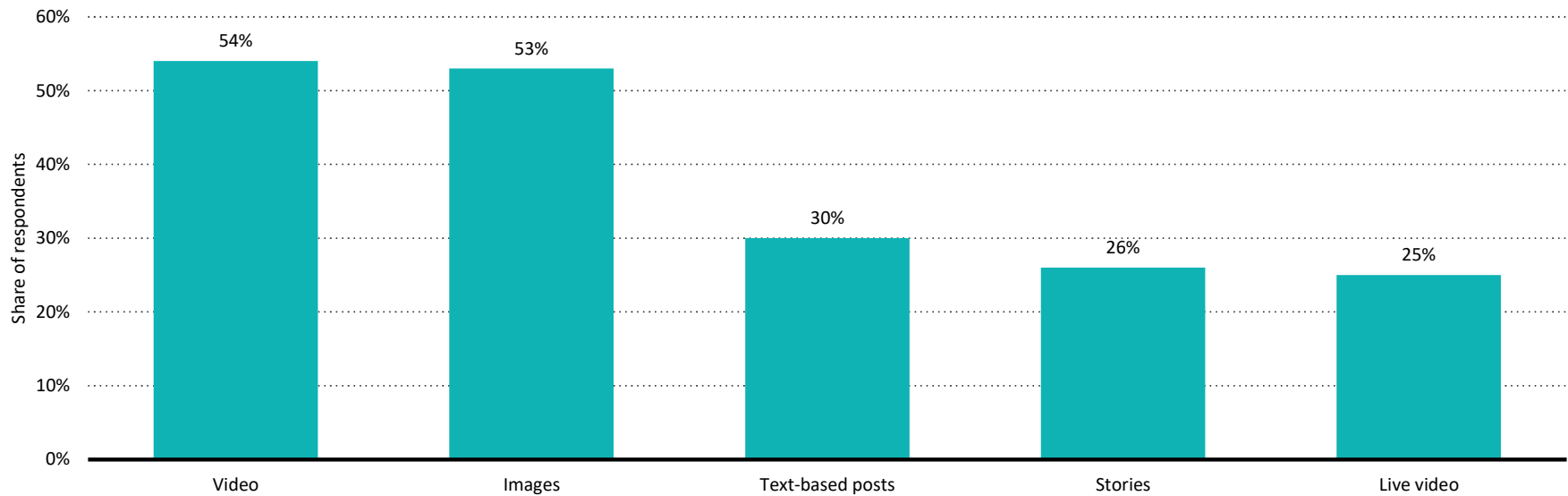
Further information regarding this statistic can be found on [page 53](#).

**Source(s):** Semrush [ID 1066587](#)



# Content types valuable for social media marketing in the U.S. 2021

Types of content valuable for social media marketing goals according to marketers in the United States as of April 2021



**Note(s):** United States; March 30 to April 6, 2021; 1,001 respondents  
Further information regarding this statistic can be found on [page 54](#).  
**Source(s):** Sprout Social; LucidID [1273876](#)

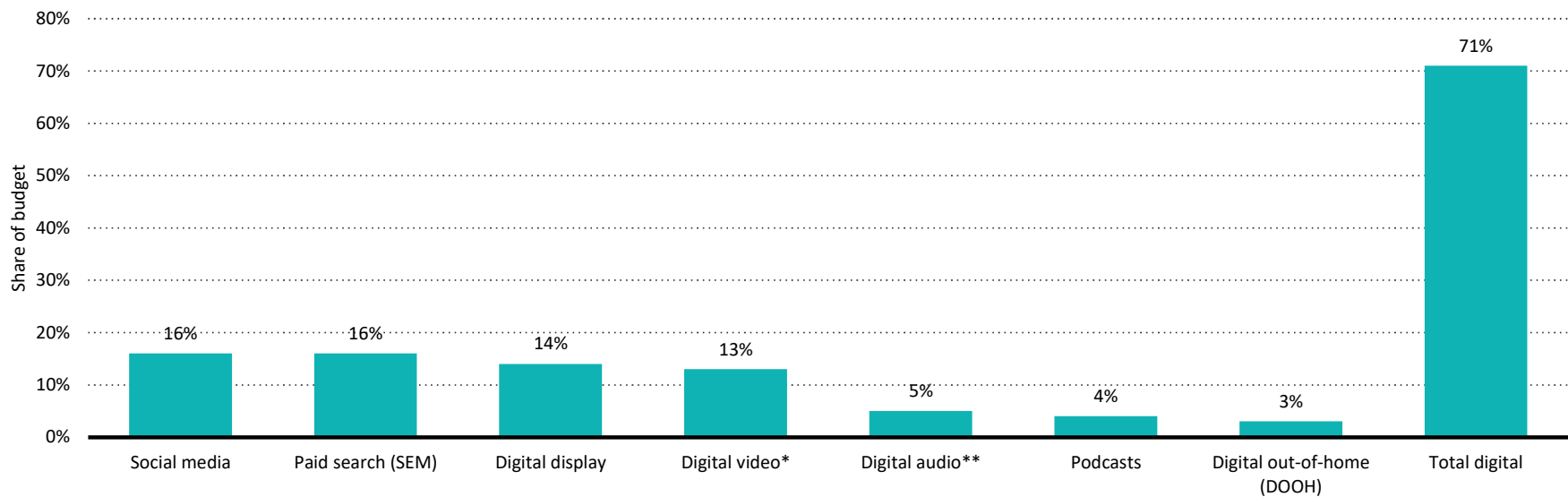


# Budget & ROI

Social Media Marketing in the United States

# Share of digital in media budgets in the U.S. 2021, by format

Share of media budgets devoted to digital according to marketers in the United States in 2021, by format



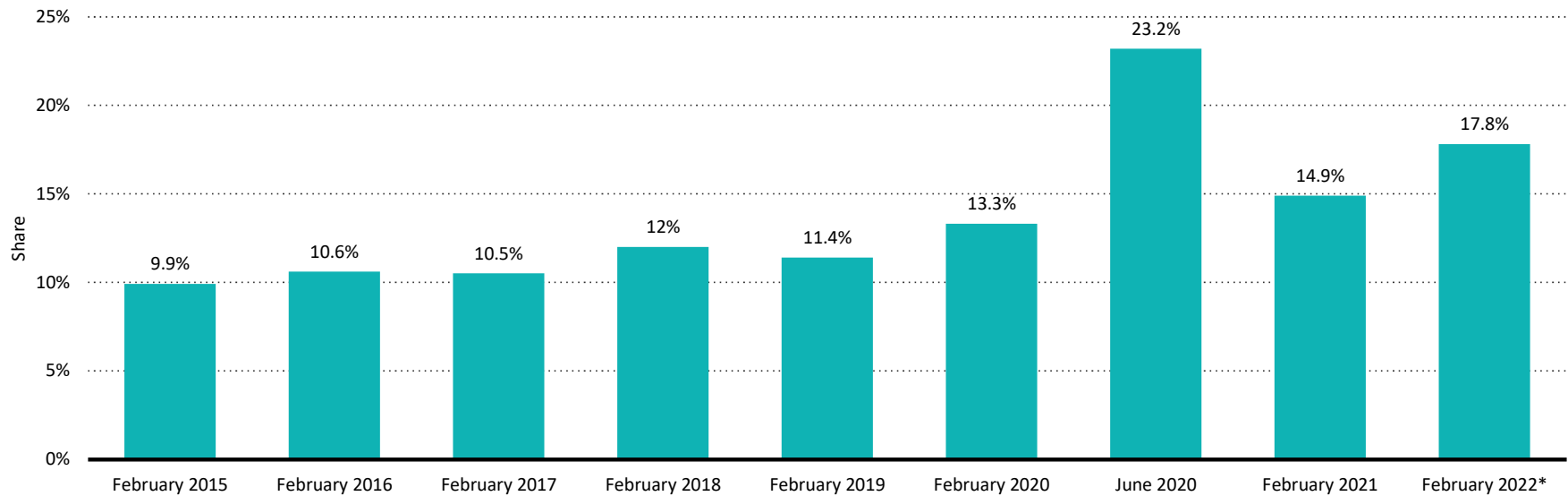
**Note(s):** United States; November 12 to 30, 2020; 178 respondents; among brand and agency media planners and buyers, as well as marketers

Further information regarding this statistic can be found on [page 55](#).

**Source(s):** IAB (U.S.) ID 737003

# U.S. businesses social media marketing budget share 2015-2022

Share of marketing budgets devoted to social media marketing according to CMOs in the United States from 2015 to 2022



**Note(s):** United States; 2015 to 2021; 356\*\*; among marketers from for-profit companies

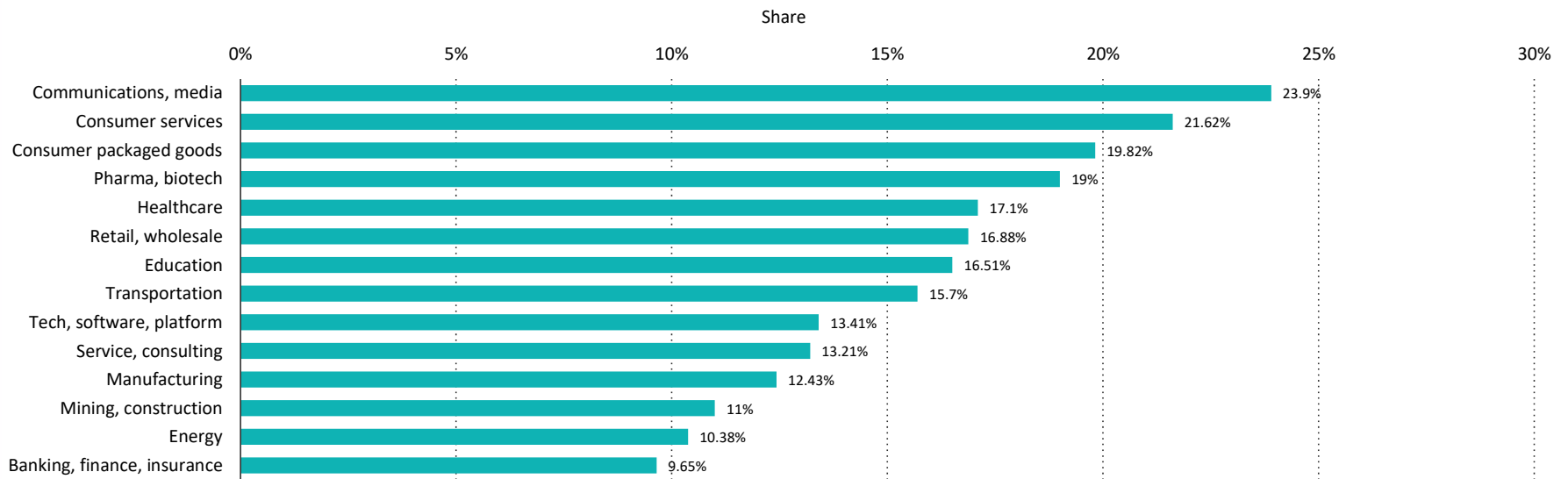
Further information regarding this statistic can be found on [page 56](#).

**Source(s):** Duke University; American Marketing Association; Deloitte; CMO SurveyID [1223663](#)



# U.S. businesses social media marketing budget share 2021, by industry

Share of marketing budgets devoted to social media marketing according to CMOs in the United States as of January 2021, by industry



**Note(s):** United States; January 6 to 26, 2021; 356 respondents; among marketers from for-profit companies

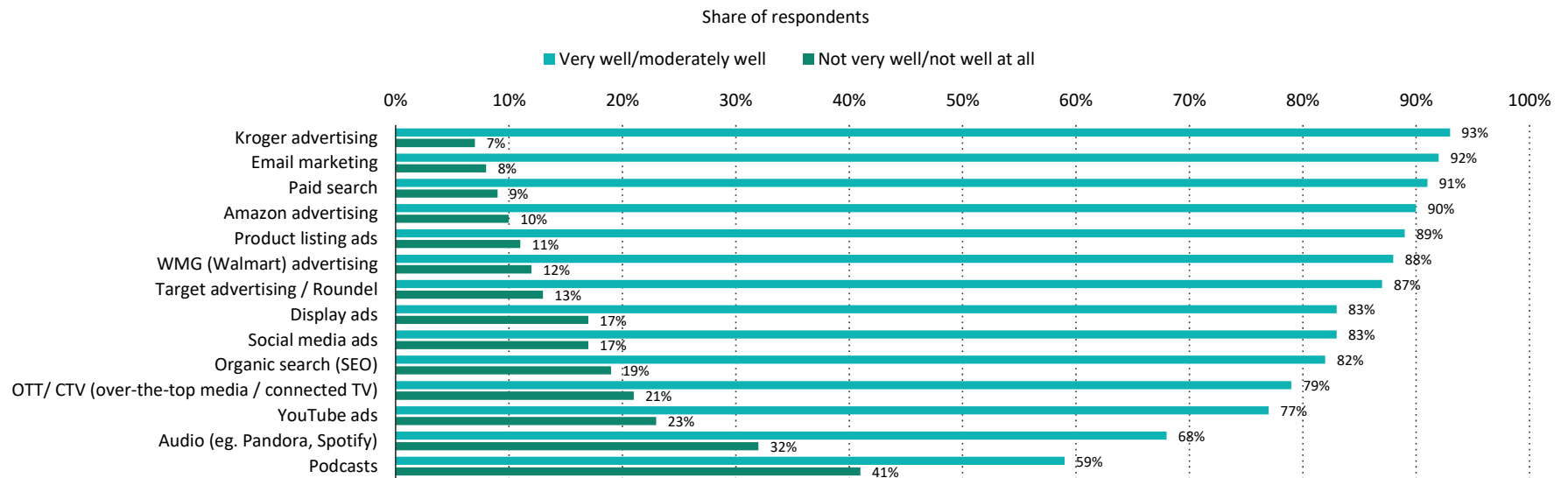
Further information regarding this statistic can be found on [page 57](#).

**Source(s):** Duke University; American Marketing Association; Deloitte; CMO Survey; Wall Street Journal [ID 1223684](#)



# Ability to measure digital advertising ROI among retailers in the U.S. 2020

Ability to measure return on investment (ROI) in selected digital advertising formats among retailers in the United States as of May 2020



**Note(s):** United States

Further information regarding this statistic can be found on [page 58](#).

**Source(s):** Catalyst; Kantar; Statista estimates | [ID 317772](#)



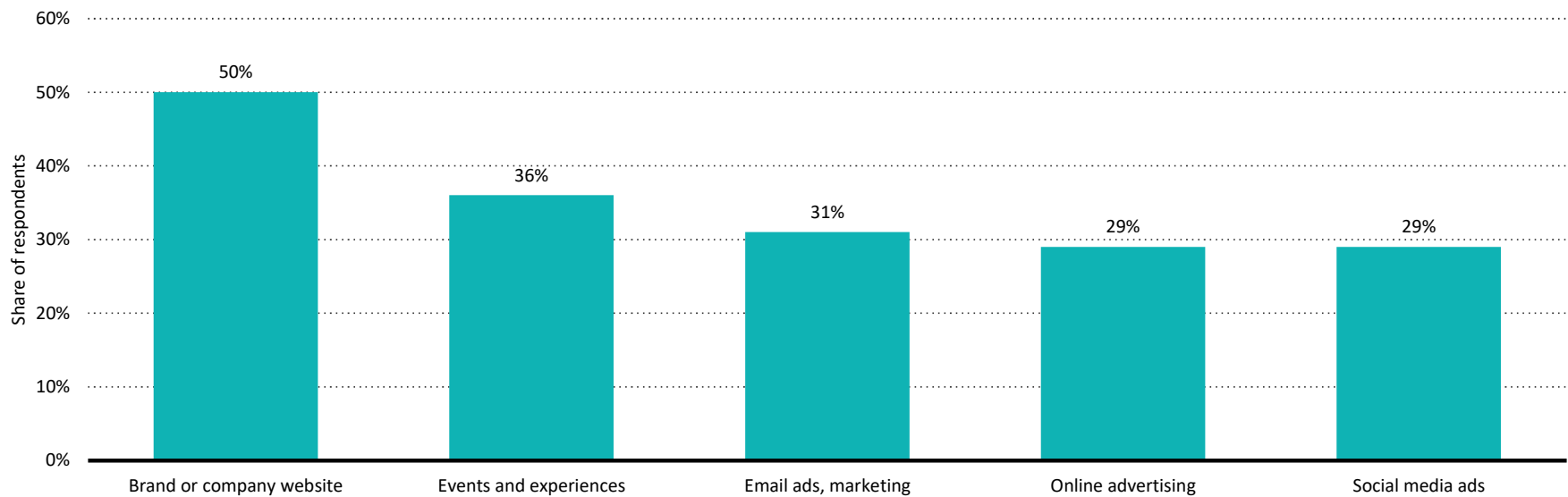
# Effectiveness

Social Media Marketing in the United States



# Top channels to explain product benefits in the U.S. & Canada 2021

Leading channels to understand product benefits according to consumers in the United States and Canada as of January 2021



**Note(s):** Canada, United States; July 2020 to January 2021; 1,590 respondents; among consumers who had recently participated in branded events and experiences

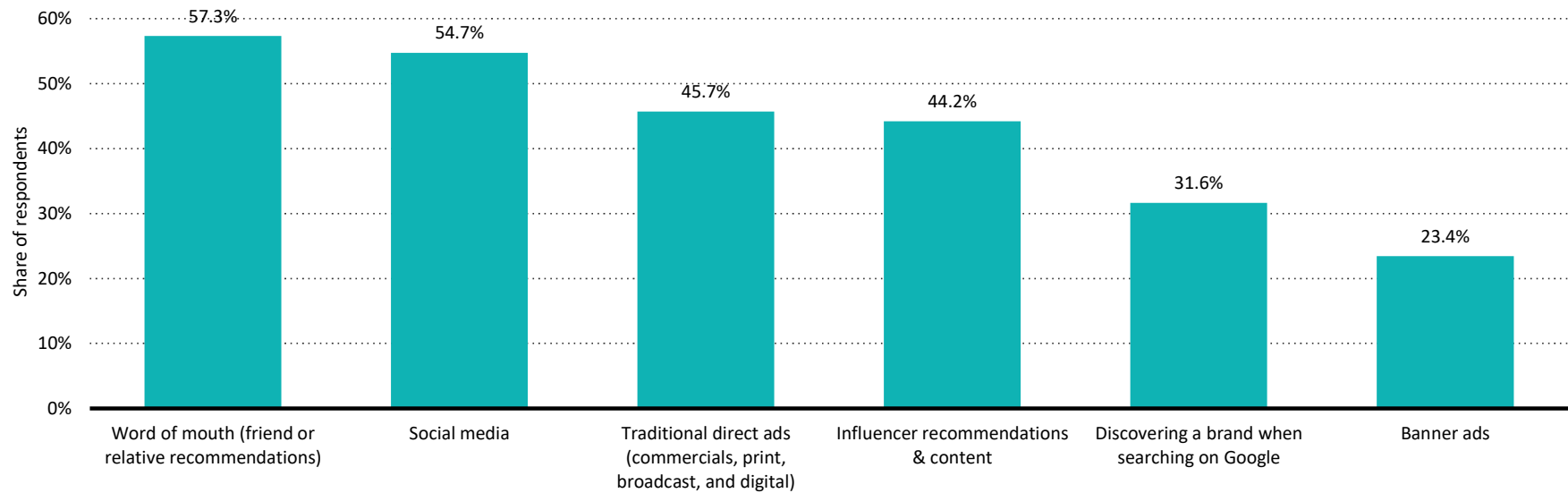
Further information regarding this statistic can be found on [page 59](#).

**Source(s):** MarketingCharts; Event Marketer; MosaicID [1270075](#)



# Ad media influencing purchase processes of U.S. social media users 2021

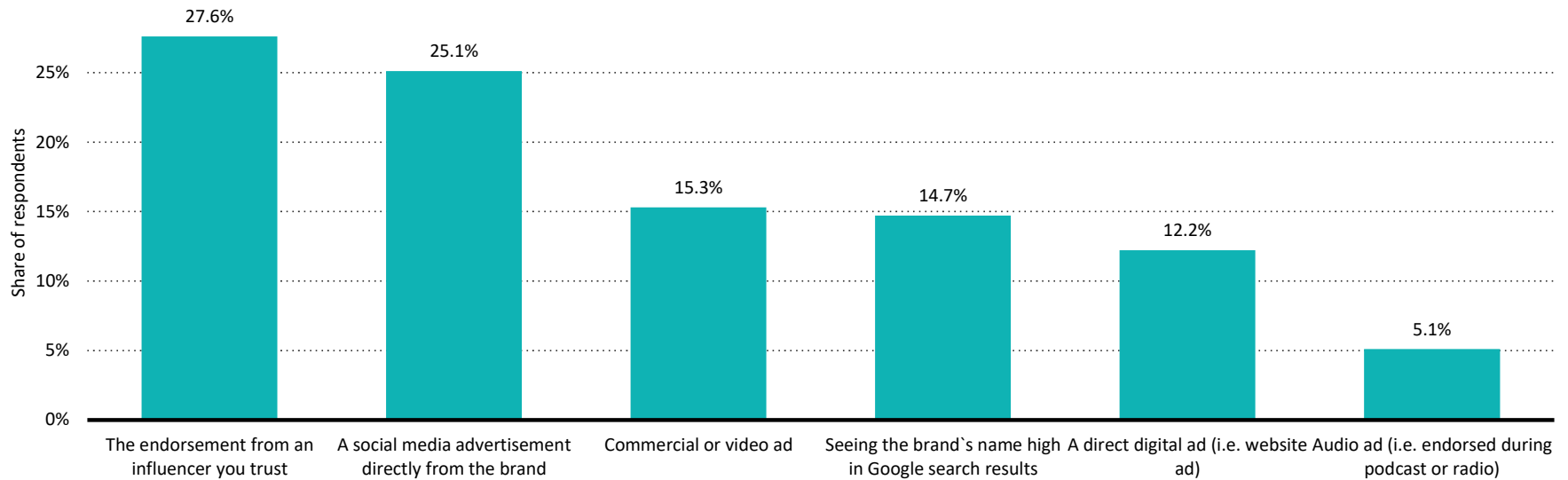
Product discovery methods influencing social media users during the purchase process in the United States as of April 2021



**Note(s):** United States; 16-34 years; 1,000 respondents  
Further information regarding this statistic can be found on [page 60](#).  
**Source(s):** [GRINID 1274948](#)

# Ad types most effective in targeting U.S. social media users 2021

Ad types most effective in targeting social media users in the United States as of April 2021

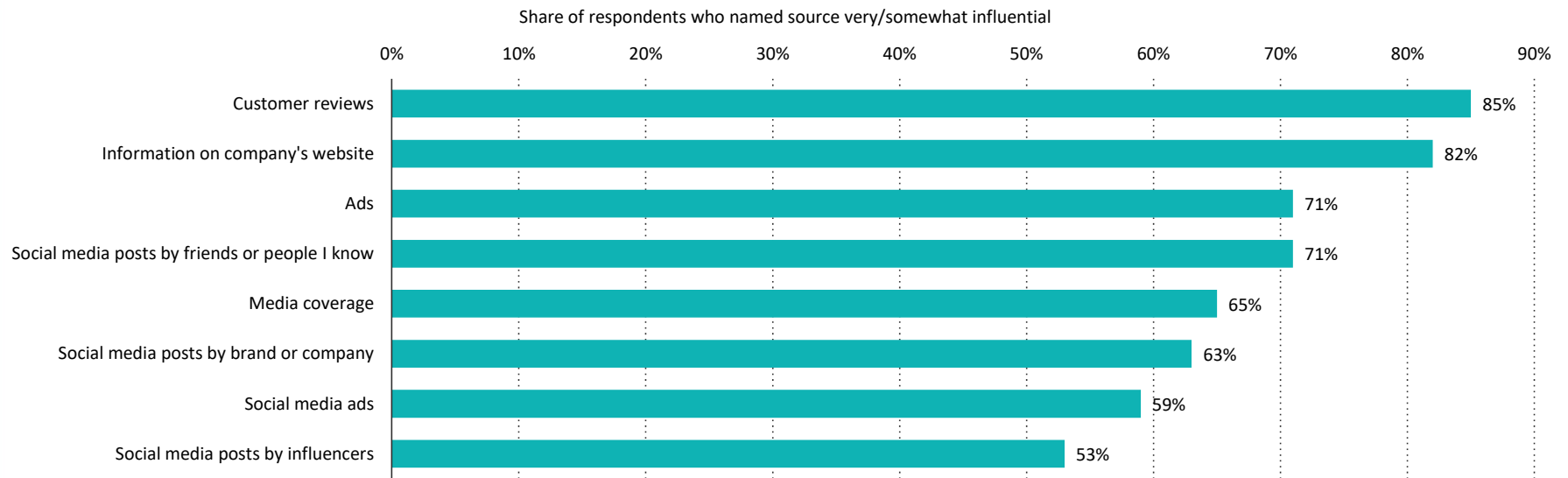


**Note(s):** United States; 16-34 years; 1,000 respondents  
Further information regarding this statistic can be found on [page 61](#).  
**Source(s):** [GRINID 1275040](#)



# Information sources influencing purchase decisions in the U.S. 2021

Information sources influencing purchase decisions in the United States as of 1st quarter 2021



**Note(s):** Q1 2021; 18-74 years; 1,006 respondents; among respondents who use at least one social media platform

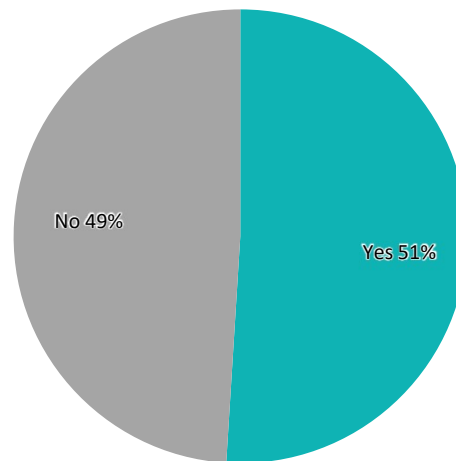
Further information regarding this statistic can be found on [page 62](#).

**Source(s):** Sprout Social; Harris Poll [ID 326497](#)



# Share of U.S. consumers influenced by social media ads 2020

Share of consumers whose purchasing decisions were influenced by social media advertising in the United States as of September 2020



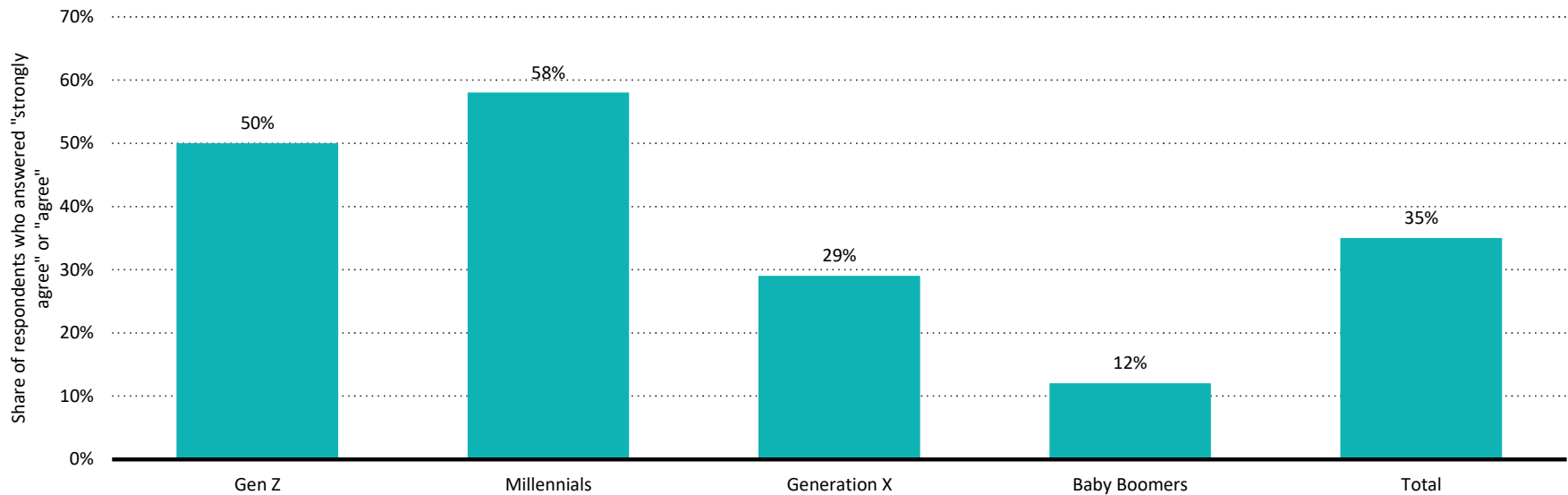
**Note(s):** United States; September 2020; >1,000

Further information regarding this statistic can be found on [page 63](#).

**Source(s):** Allocadia; Propeller Insights [ID 427336](#)

# Share of U.S. consumers influenced by social media ads 2021, by age

Share of consumers whose purchasing decisions were influenced by social media advertising in the United States as of June 2021, by age group



**Note(s):** United States; June 2021; 15 years and older

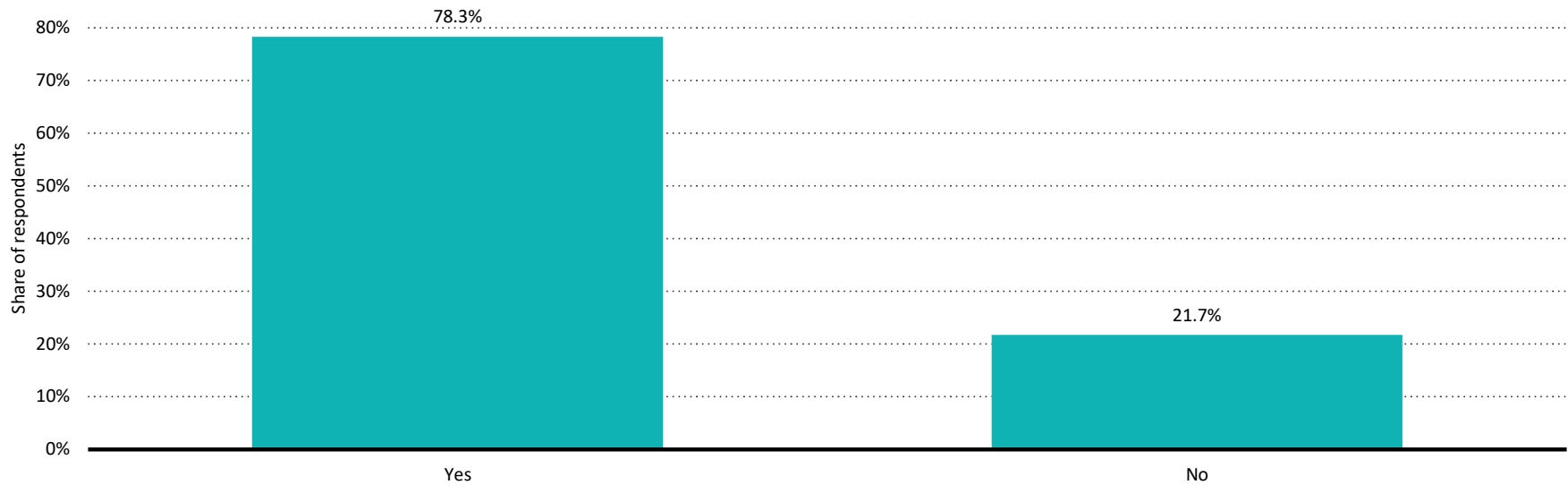
Further information regarding this statistic can be found on [page 64](#).

**Source(s):** eMarketer; GfKID [308217](#)



# Effectiveness of social media marketing in the U.S. 2021

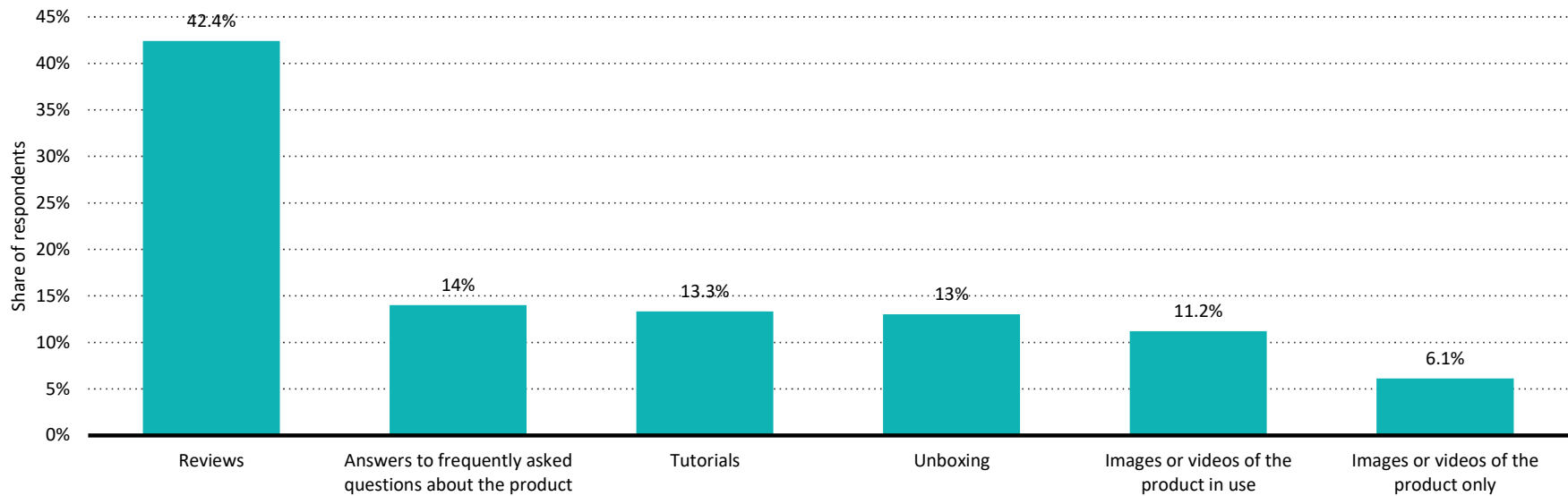
Share of social media users that have been driven by social media to make a purchase in the United States as of April 2021



**Note(s):** United States; 16-34 years; 1,000 respondents  
Further information regarding this statistic can be found on [page 65](#).  
**Source(s):** [GRINID 1271830](#)

# Most effective influencer content types in the U.S. 2021

Influencer content types social media users considered helpful while making purchase decisions in the United States as of April 2021



**Note(s):** United States; 16-34 years; 1,000 respondents  
Further information regarding this statistic can be found on [page 66](#).  
**Source(s):** [GRINID 1274926](#)

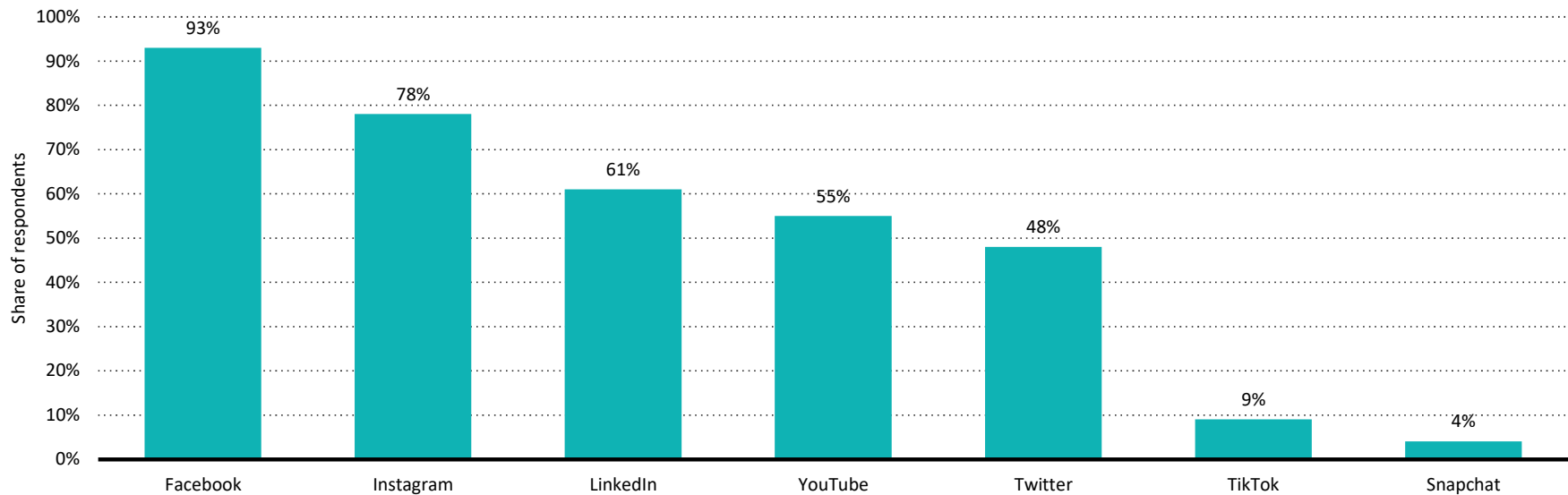


# Market leaders

Social Media Marketing in the United States

# Social media platforms used by marketers worldwide 2021

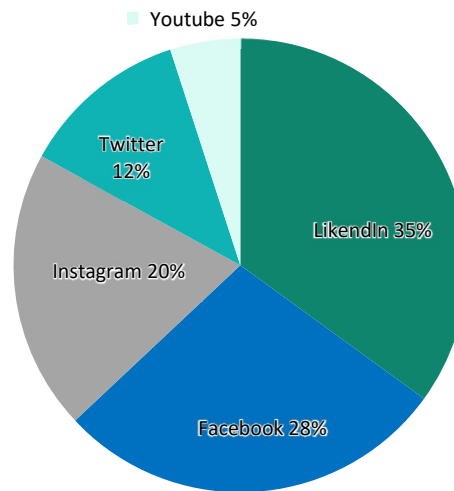
Leading social media platforms used by marketers worldwide as of January 2021



**Note(s):** Worldwide; January 2021; 4,394 respondents; marketers  
Further information regarding this statistic can be found on [page 67](#).  
**Source(s):** Social Media Examiner [ID 259379](#)

# Most important social media platforms in communications content strategies U.S 2020

Most important social media platforms in communications content strategies according to industry professionals in the United States as of September 2020



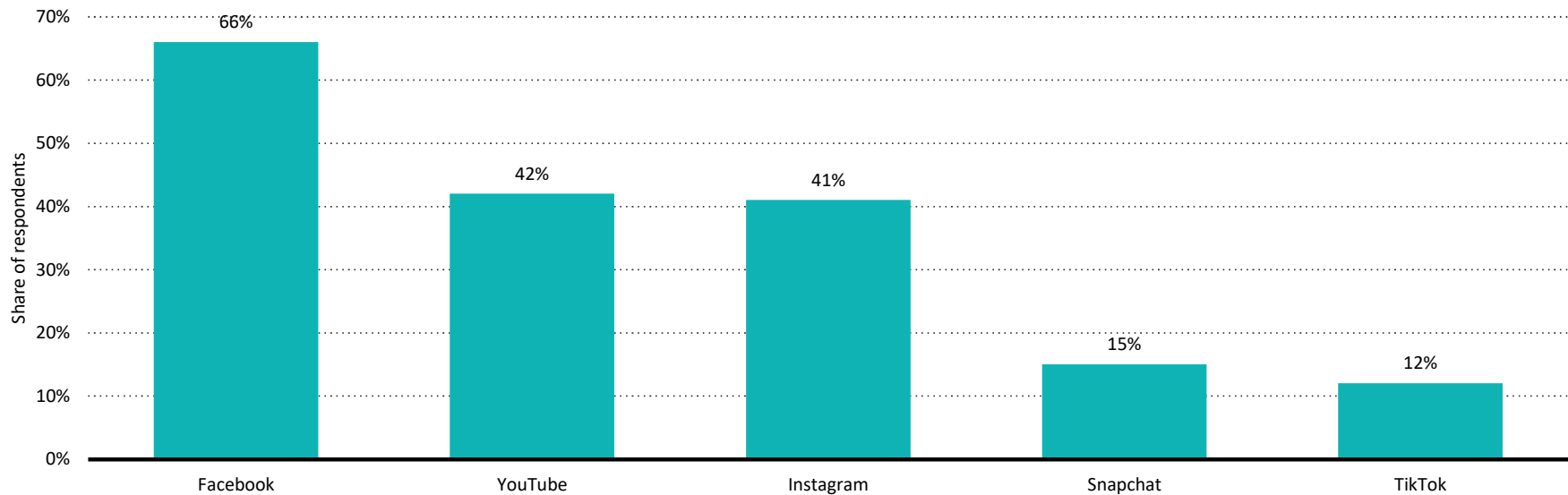
**Note(s):** United States; August 12 to September 14, 2020; 314 respondents; among senior level communication and marketing professionals (agency and in-house)

Further information regarding this statistic can be found on [page 68](#).

**Source(s):** Cision; PRWeekID [1196237](#)

# Leading social media used by small businesses for advertising in the U.S. 2021

Leading social media networks used by small businesses to advertise in the United States in 2021



**Note(s):** United States; 2021; 415 respondents

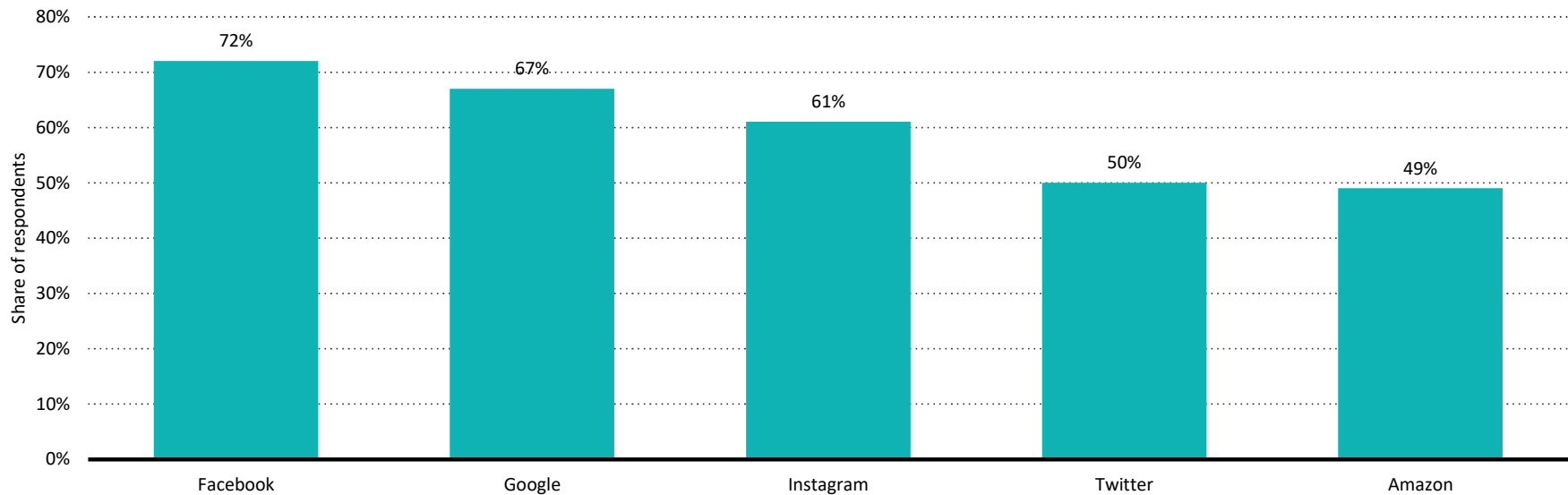
Further information regarding this statistic can be found on [page 69](#).

**Source(s):** The Manifest [ID 208971](#)



# Leading retail digital marketing platforms in the U.S. 2020

Leading digital marketing platforms among retailers in the United States as of May 2020



**Note(s):** United States; March to May 2020; 200 respondents

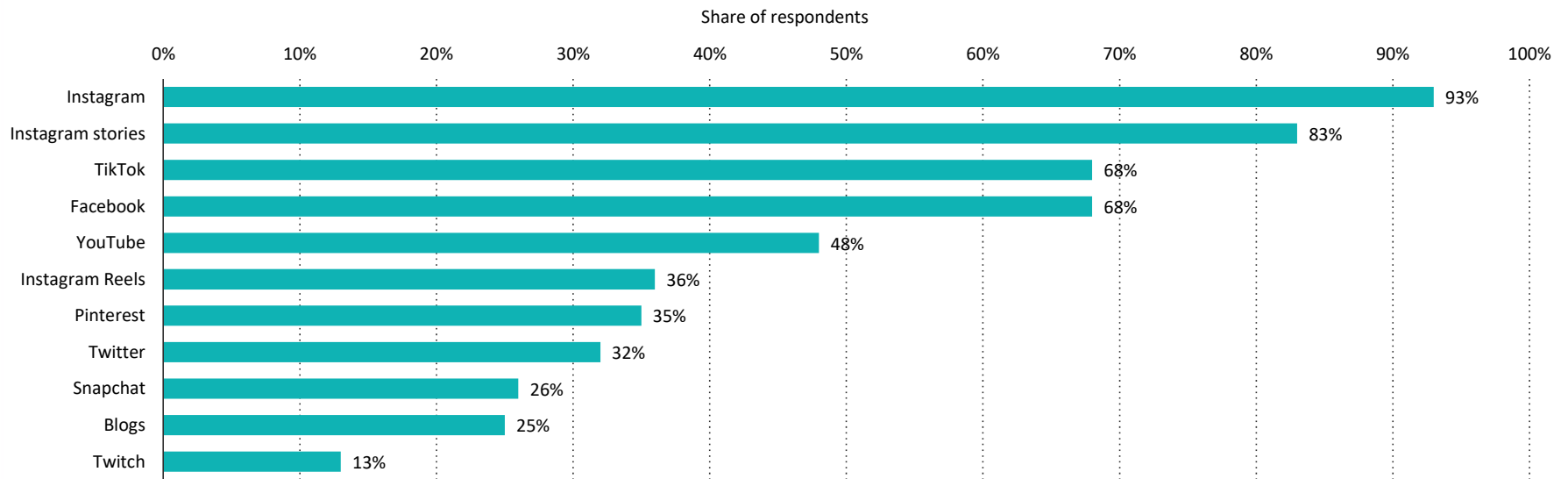
Further information regarding this statistic can be found on [page 70](#).

**Source(s):** Catalyst; KantarID 1237619



# Most popular social media for influencer marketing in the U.S. 2021

Share of marketers planning to use selected platforms for influencer marketing in the United States as of March 2021



**Note(s):** United States; February and March 2021; 163 respondents; among enterprise marketers and agency professionals across a variety of industries including consumer packaged goods, food and beverage, media, and retail

Further information regarding this statistic can be found on [page 71](#).

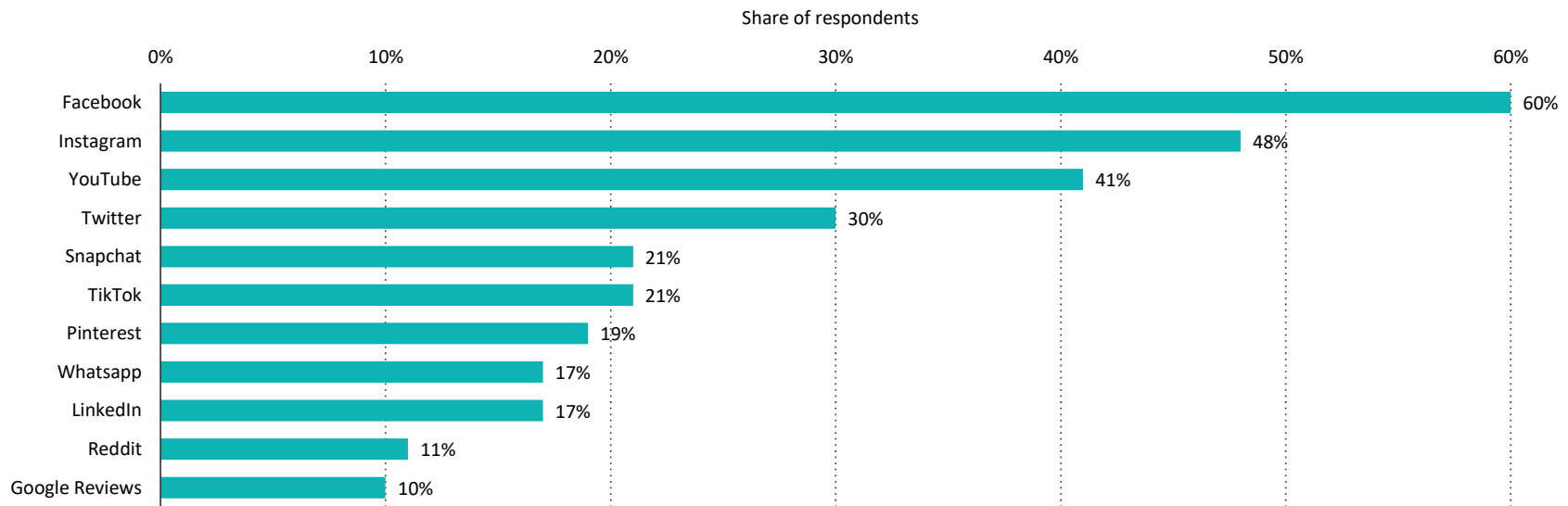
**Source(s):** Linqia; eMarketerID 1252926

# Audience

Social Media Marketing in the United States

# Social media platforms consumers want brands to use in the U.S. 2021

Social media platforms consumers wanted brands to use for marketing purposes in the United States as of April 2021



**Note(s):** United States; March 30 to April 6, 2021; 1,002 respondents

Further information regarding this statistic can be found on [page 72](#).

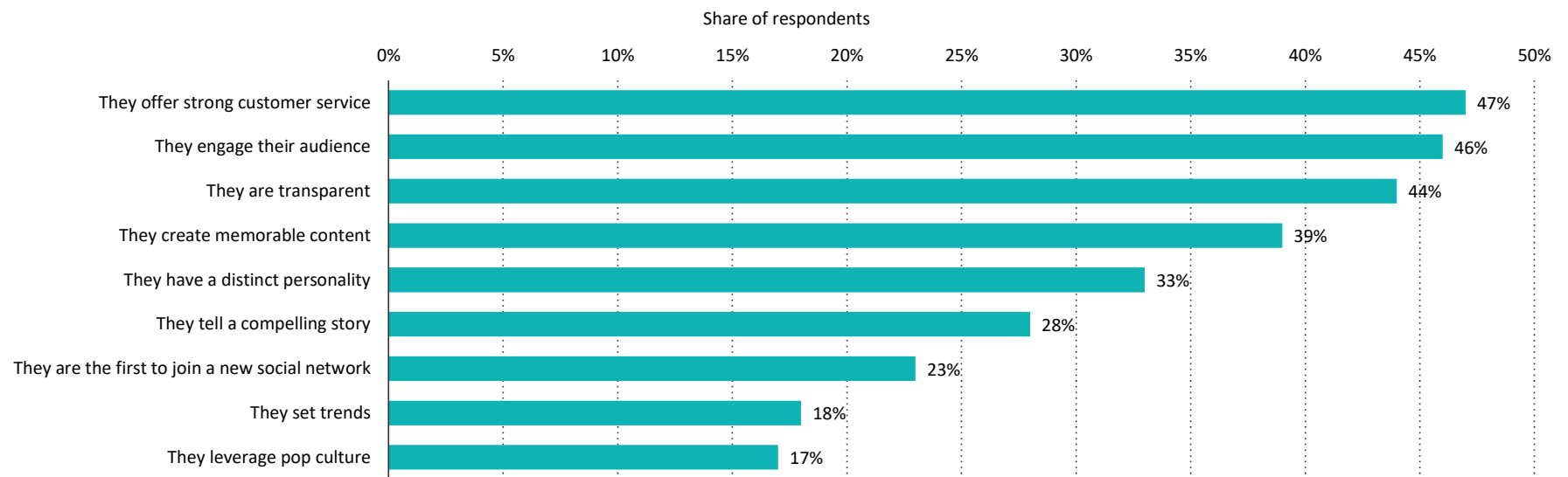
**Source(s):** Sprout Social; LucidID [1273837](#)





# Features of social media marketing making a brand attractive in the U.S. 2021

Features of social media marketing making a brand attractive for consumers in the United States as of April 2021



**Note(s):** United States; March 30 to April 6, 2021; 1,002 respondents

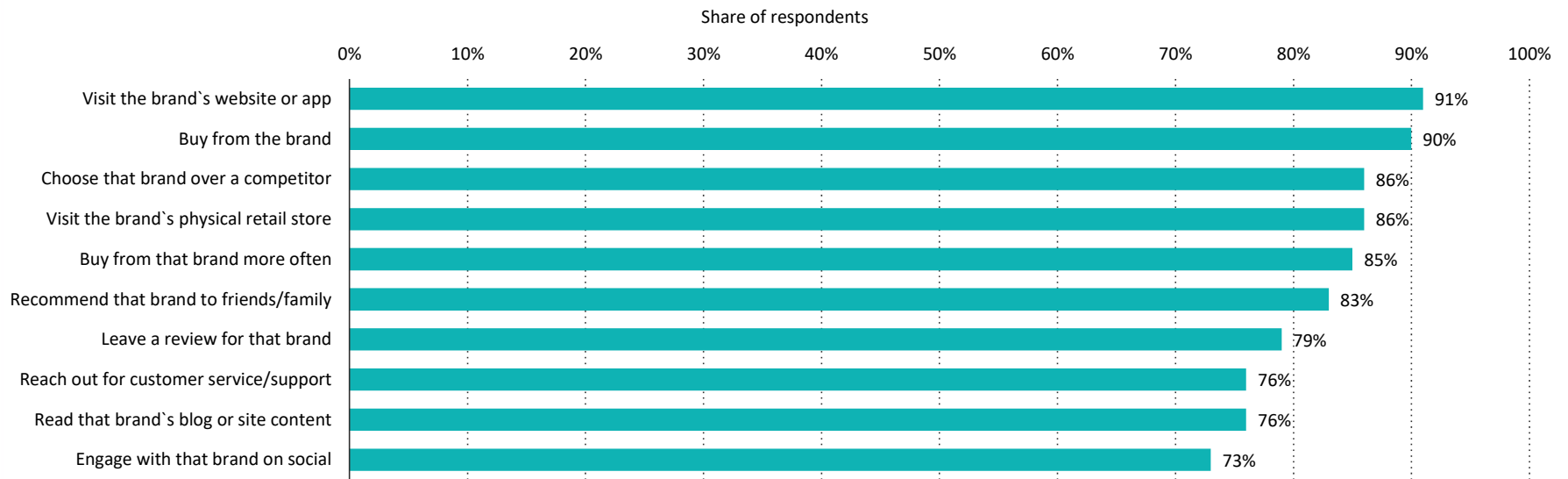
Further information regarding this statistic can be found on [page 73](#).

**Source(s):** Sprout Social; Lucid; MarketingChartsID [1273820](#)



# Actions consumers take when they follow brands on social in the U.S. 2021

Actions consumers took when they followed brands on social media in the United States as of April 2021



**Note(s):** United States; March 30 to April 6, 2021; 1,002 respondents

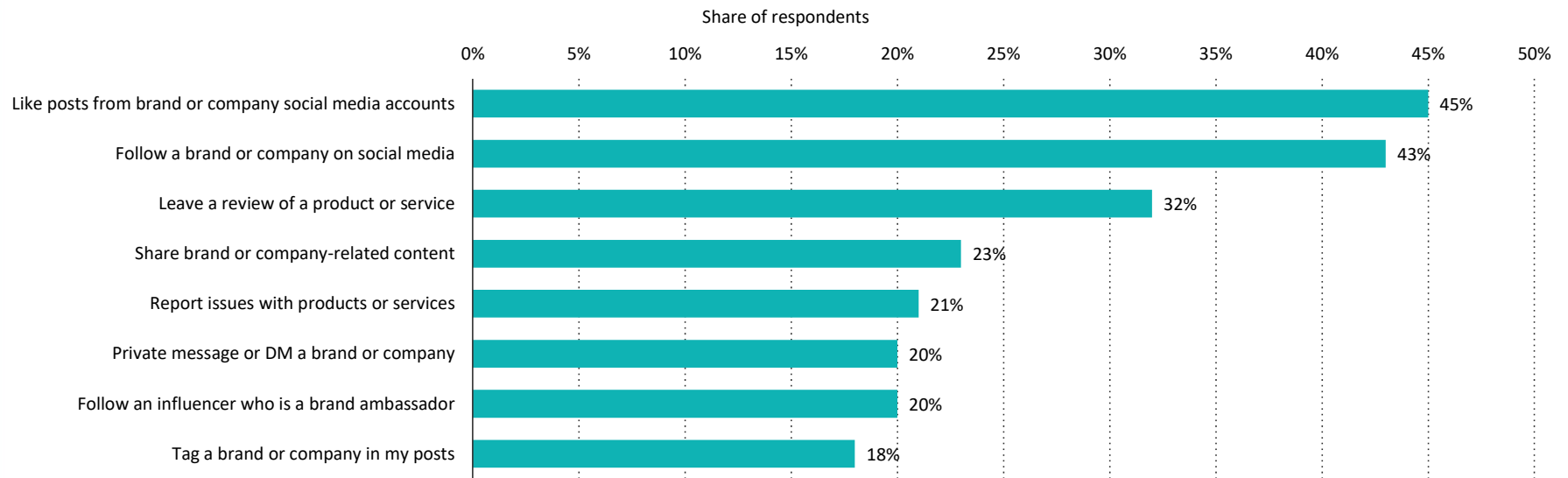
Further information regarding this statistic can be found on [page 74](#).

**Source(s):** Sprout Social; LucidID [1273899](#)



# Ways consumers engage with brands on social media in the U.S. 2021

Ways consumers engaged with brands on social media in the United States as of April 2021



**Note(s):** United States; Q1 2021; 18-74 years; 1,006 respondents; among respondents using at least one social media platform

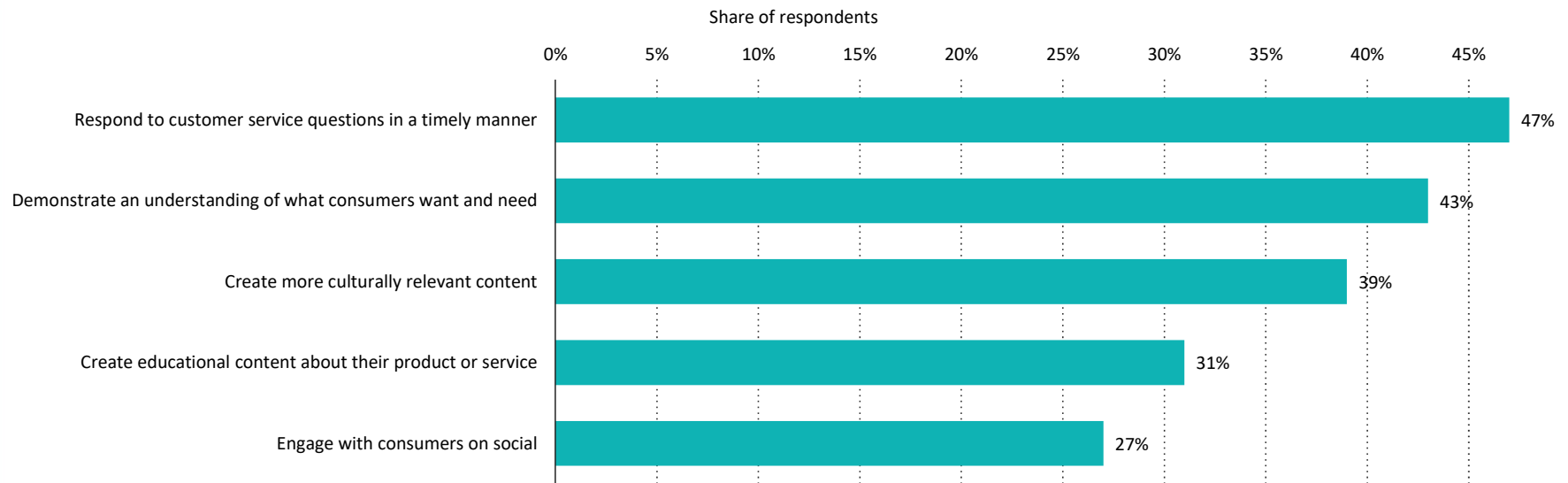
Further information regarding this statistic can be found on [page 75](#).

**Source(s):** Sprout Social; LucidID 1273890



# Brand social media actions influencing purchase decisions in the U.S. 2021

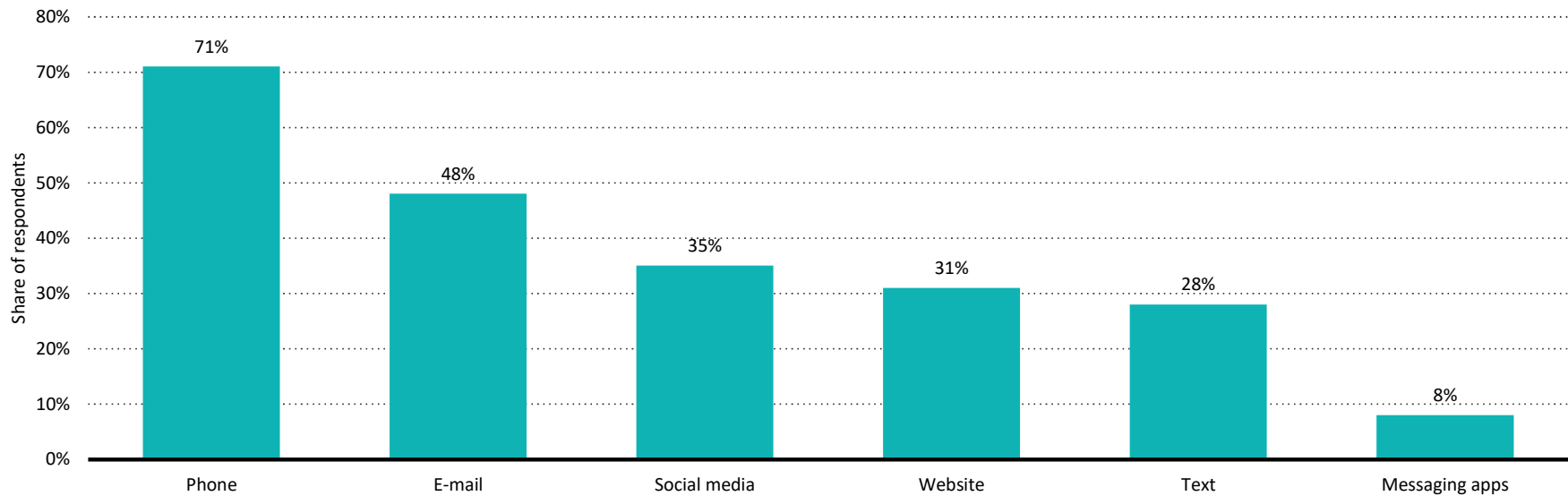
Social media actions brands could undertake to convince consumers to buy from them over a competitor in the United States as of April 2021



**Note(s):** United States; March 30 to April 6, 2021; 1,002 respondents; according to consumers  
Further information regarding this statistic can be found on [page 76](#).  
**Source(s):** Sprout Social; LucidID 1273935

# Leading channels to contact businesses for consumers in U.S. and Australia 2021

Most used communication channels by consumers in the United States and Australia to reach small businesses as of May 2021



**Note(s):** Australia, United States; May 2021; 18 years and older; 1,004 respondents

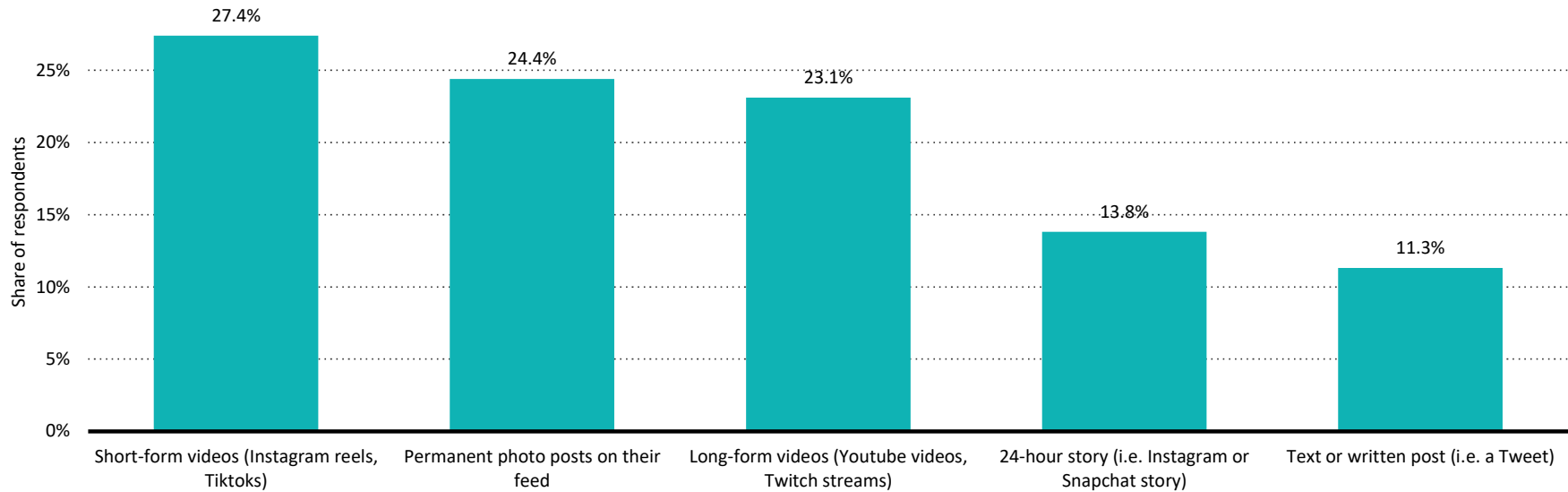
Further information regarding this statistic can be found on [page 77](#).

**Source(s):** PodiumID [1261372](#)



# Influencer ad formats referred by U.S. social media users 2021

Ad formats used by influencers preferred by social media users in the United States as of April 2021

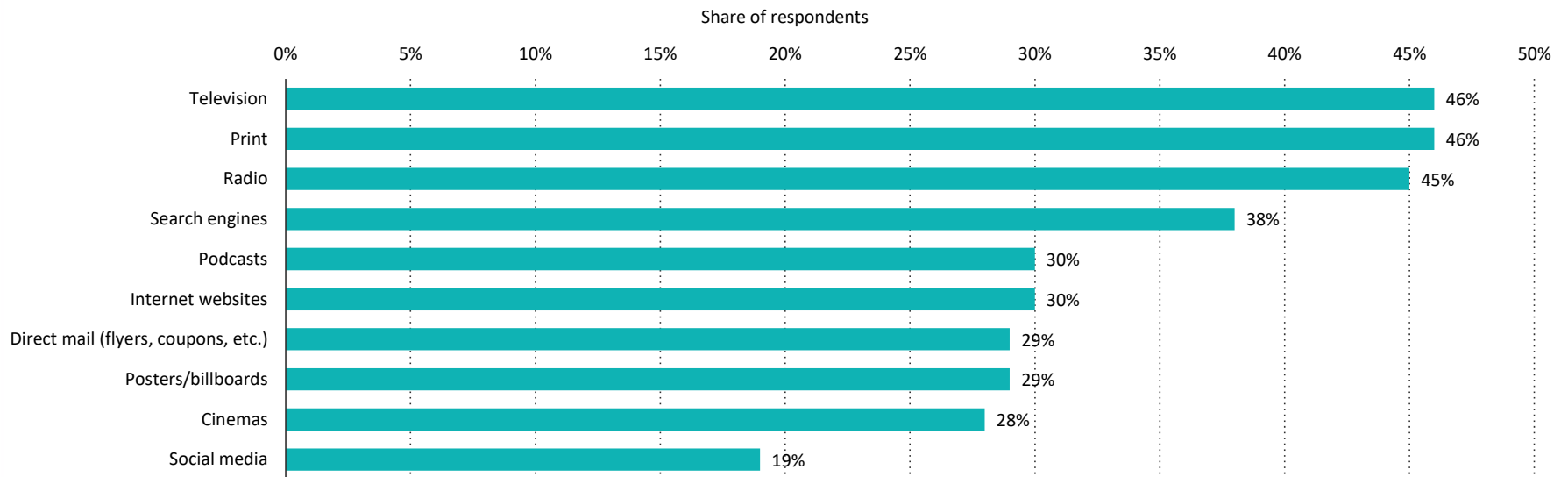


**Note(s):** United States; 16-34 years; 1,000 respondents  
Further information regarding this statistic can be found on [page 78](#).  
**Source(s):** [GRINID 1274907](#)



# Trust in advertising in the U.S. 2021, by medium

Trust in advertising according to consumers in the United States as of January 2021, by medium



**Note(s):** December 31, 2020 to January 15, 2021; \*

Further information regarding this statistic can be found on [page 79](#).

**Source(s):** YouGov; Inside Radio [ID 325458](#)



# References

Social Media Marketing in the United States



# Digital Market Outlook: social media ad spend in the U.S. 2017-2025

Social media advertising spending in the United States from 2017 to 2025 (in million U.S. dollars)

## Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista Digital Market Outlook
Survey period	2017 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	October 2021
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast - data as of October 2021. Social advertising includes all ad spending generated by online social networks such as Facebook, Twitter or LinkedIn. Ads in social networks can appear as sponsored posts within organic content or besides the newsfeed. Social media advertising does not include

# Digital Market Outlook: social media ad spend per internet user U.S. 2017-2025

Social media advertising average spending per internet user in the United States from 2017 to 2025 (in U.S. dollars)

## Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista Digital Market Outlook
Survey period	2017 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	October 2021
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast - data as of October 2021. Social advertising includes all ad spending generated by online social networks such as Facebook, Twitter or LinkedIn. Ads in social networks can appear as sponsored posts within organic content or besides the newsfeed. Social media advertising does not include

# Mobile ad spend in the U.S. 2017-2026, by format

Mobile advertising spending in the United States from 2017 to 2026, by format (in billion U.S. dollars)

## Source and methodology information

Source(s)	Statista Digital Market Outlook
Conducted by	Statista
Survey period	as of March 1, 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	March 2022
Original source	Statista Digital Market Outlook
Website URL	<a href="#">visit the website</a>

## Notes:

Digital advertising uses the internet to deliver marketing messages via various formats to internet users. This includes search advertising, social media advertising, banner advertising, video advertising as well as classifieds. Detailed definitions of these segments can be found on the sub-pages fo

# Digital ad impressions in the U.S. 2018.2021, by site type

Distribution of digital ad impressions in the United States from 2018 to 2021, by site type

## Source and methodology information

Source(s)	Nielsen; MarketingCharts
Conducted by	Nielsen
Survey period	2018 to 2020 and H1 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	MarketingCharts
Publication date	September 2021
Original source	marketingcharts.com
Website URL	<a href="#">visit the website</a>

## Notes:

The source provides the following information: "Walled gardens includes Facebook properties, Google properties excluding YouTube & Amazon Properties. Other social captures smaller walled garden/logged in sites. Streaming includes YouTube and many other streaming sites. Programmatic sites are based o

# Ad spend vs. media time gap in the U.S. 2022

Difference between advertising spending and time spent with selected media in the United States in 2022 (index score)

## Source and methodology information

Source(s)	Statista estimates; WARC; Various sources (CMOs Magazine)
Conducted by	Statista estimates; WARC
Survey period	October 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	forecast
Published by	Statista
Publication date	October 2021
Original source	<i>n.a.</i>
Website URL	<a href="#">visit the website</a>

## Notes:

A number above 0 indicates that the medium's share of advertising spending is larger than its share of consumption, and a number below 0 indicated that the medium's share of advertising spending is smaller than its share of consumption.

# Social media marketing penetration in the U.S. 2013-2022

Social media marketing usage rate in the United States from 2013 to 2022

## Source and methodology information

Source(s)	eMarketer; Business of Apps
Conducted by	eMarketer
Survey period	2013 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	among companies with 100+ employees; includes use of any proprietary public-facing social media tools for marketing purposes, including blogs, microblogs, photo and video-sharing, podcasts, ratings and reviews, social games, social networks, virtual worlds, wikis, etc.; includes organic and paid functions
Published by	Business of Apps
Publication date	January 2021
Original source	businessofapps.com
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast. Figures for periods prior to 2019 come from previous reporting. Figure for 2018 unavailable.

# Social media marketing goals of U.S. businesses 2021

Leading social media marketing goals according to marketers in the United States as of April 2021

## Source and methodology information

Source(s)	Sprout Social; Lucid
Conducted by	Sprout Social; Lucid
Survey period	March 30 and April 6, 2021
Region(s)	United States
Number of respondents	1,001
Age group	<i>n.a.</i>
Special characteristics	among marketers
Published by	Sprout Social
Publication date	June 2021
Original source	<a href="http://globenewswire.com">globenewswire.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Importance of digital media types in marketing in the U.S. 2021

Change in importance of selected digital media types in marketing strategies in the United States in 1st half 2021

## Source and methodology information

Source(s)	Advertiser Perceptions
Conducted by	Advertiser Perceptions
Survey period	December 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	among 205 advertisers (46 percent marketer, 54 percent agency) / among advertisers who planned to use media types in the first half of 2021
Published by	Advertiser Perceptions
Publication date	April 2021
Original source	advertiserperceptions.com
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: "Thinking about the media types of your [company/main client] plans to use in the 1st half of 2021, will the importance of using each media type to achieve overall marketing goals be more, relatively the same or less than in the past?"



# Importance of social media platforms in communications strategies U.S. 2020

Importance of selected social media platforms in communications content strategies according to industry professionals in the United States as of September 2020

## Source and methodology information

Source(s)	Cision; PRWeek
Conducted by	PRWeek
Survey period	August 12 to September 14, 2020
Region(s)	United States
Number of respondents	314
Age group	<i>n.a.</i>
Special characteristics	top 4 box / among senior level communication and marketing professionals (agency and in-house)
Published by	Cision
Publication date	November 2020
Original source	Comms Report 2020, page 8
Website URL	<a href="#">visit the website</a>

## Notes:

*n.a.*

# Most sought-after skillsets in content marketing in the U.S. 2020

Leading in-demand skills related to content marketing in the United States as of September 2020

## Source and methodology information

Source(s)	<a href="#">Semrush</a>
Conducted by	<a href="#">Semrush</a>
Survey period	September 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	<a href="#">Semrush</a>
Publication date	September 2020
Original source	Top Required Skills for Content Marketing Specialists, page 5
Website URL	<a href="#">visit the website</a>

## Notes:

Based on an analysis of 8,400 job offers on Monster, Indeed, and LinkedIn in the country and employer's requirements mentioned in those offers; the percentage represents the number of mentions of a particular skill in the total number of job offers for content writers, content managers, content mark

# Content types valuable for social media marketing in the U.S. 2021

Types of content valuable for social media marketing goals according to marketers in the United States as of April 2021

## Source and methodology information

Source(s)	Sprout Social; Lucid
Conducted by	Sprout Social; Lucid
Survey period	March 30 to April 6, 2021
Region(s)	United States
Number of respondents	1,001
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sprout Social (@SproutSocial)
Publication date	September 2021
Original source	twitter.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Share of digital in media budgets in the U.S. 2021, by format

Share of media budgets devoted to digital according to marketers in the United States in 2021, by format

## Source and methodology information

Source(s)	IAB (U.S.)
Conducted by	IAB (U.S.)
Survey period	November 12 to 30, 2020
Region(s)	United States
Number of respondents	178
Age group	<i>n.a.</i>
Special characteristics	among brand and agency media planners and buyers, as well as marketers
Published by	IAB (U.S.)
Publication date	December 2020
Original source	2021 Marketplace Outlook Survey Results, page 9
Website URL	<a href="#">visit the website</a>

## Notes:

\* Includes over-the-top (OTT) and connected TV (CTV). \*\* Excludes podcasts. Original question: "Please identify the percent share of your 2021 budget by CHANNEL."

# U.S. businesses social media marketing budget share 2015-2022

Share of marketing budgets devoted to social media marketing according to CMOs in the United States from 2015 to 2022

## Source and methodology information

Source(s)	Duke University; American Marketing Association; Deloitte; CMO Survey
Conducted by	CMO Survey
Survey period	2015 to 2021
Region(s)	United States
Number of respondents	356**
Age group	<i>n.a.</i>
Special characteristics	among marketers from for-profit companies
Published by	CMO Survey
Publication date	February 2021
Original source	The CMO Survey February 2021, page 67
Website URL	<a href="#">visit the website</a>

## Notes:

\* Forecast. \*\* Sample of the 2021 survey. Question: "What percent of your marketing budget are you currently spending on social media?"

# U.S. businesses social media marketing budget share 2021, by industry

Share of marketing budgets devoted to social media marketing according to CMOs in the United States as of January 2021, by industry

## Source and methodology information

Source(s)	Duke University; American Marketing Association; Deloitte; CMO Survey; Wall Street Journal
Conducted by	CMO Survey
Survey period	January 6 to 26, 2021
Region(s)	United States
Number of respondents	356
Age group	<i>n.a.</i>
Special characteristics	among marketers from for-profit companies
Published by	CMO Survey
Publication date	February 2021
Original source	The CMO Survey Firm & Industry Breakout February 2021, page 227
Website URL	<a href="#">visit the website</a>

## Notes:

Question: "What percent of your marketing budget do you spend on mobile activities?"

# Ability to measure digital advertising ROI among retailers in the U.S. 2020

Ability to measure return on investment (ROI) in selected digital advertising formats among retailers in the United States as of May 2020

## Source and methodology information

Source(s)	Catalyst; Kantar; Statista estimates
Conducted by	Kantar; Statista estimates
Survey period	March to May 2020
Region(s)	United States
Number of respondents	200
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	July 2020
Original source	<i>n.a.</i>
Website URL	<a href="#">visit the website</a>

## Notes:

The survey was fielded among retail professionals from companies with sales between 100 million and 10 billion U.S. dollars

# Top channels to explain product benefits in the U.S. & Canada 2021

Leading channels to understand product benefits according to consumers in the United States and Canada as of January 2021

## Source and methodology information

Source(s)	MarketingCharts; Event Marketer; Mosaic
Conducted by	Event Marketer; Mosaic
Survey period	July 2020 to January 2021
Region(s)	Canada, United States
Number of respondents	1,590
Age group	<i>n.a.</i>
Special characteristics	among consumers who had recently participated in branded events and experiences
Published by	MarketingCharts
Publication date	September 2021
Original source	marketingcharts.com
Website URL	<a href="#">visit the website</a>

## Notes:

Multiple answers were possible.



# Ad media influencing purchase processes of U.S. social media users 2021

Product discovery methods influencing social media users during the purchase process in the United States as of April 2021

## Source and methodology information

Source(s)	GRIN
Conducted by	GRIN
Survey period	April 21, 2021
Region(s)	United States
Number of respondents	1,000
Age group	16-34 years
Special characteristics	<i>n.a.</i>
Published by	GRIN
Publication date	April 2021
Original source	GRIN Survey on Influencers
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: "Which of the following discovery methods typically influences you when you buy new products or services? (Check all that apply)" The source provides the following information about the respondents: - age group split: 16-17 - 2.7 percent, 18-24 -29.1 percent, 25-34 - 68.2 percent;

# Ad types most effective in targeting U.S. social media users 2021

Ad types most effective in targeting social media users in the United States as of April 2021

## Source and methodology information

Source(s)	GRIN
Conducted by	GRIN
Survey period	April 21, 2021
Region(s)	United States
Number of respondents	1,000
Age group	16-34 years
Special characteristics	<i>n.a.</i>
Published by	GRIN
Publication date	April 2021
Original source	GRIN Survey on Influencers
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: "Which of the following marketing techniques would make you most likely to consider buying a product?" The source provides the following information about the respondents: - age group split: 16-17 - 2.7 percent, 18-24 -29.1 percent, 25-34 - 68.2 percent; - gender split: women - 57



# Information sources influencing purchase decisions in the U.S. 2021

Information sources influencing purchase decisions in the United States as of 1st quarter 2021

## Source and methodology information

Source(s)	Sprout Social; Harris Poll
Conducted by	Sprout Social; Harris Poll
Survey period	Q1 2021
Region(s)	United States
Number of respondents	1,006
Age group	18-74 years
Special characteristics	among respondents who use at least one social media platform
Published by	Sprout Social
Publication date	September 2021
Original source	twitter.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Share of U.S. consumers influenced by social media ads 2020

Share of consumers whose purchasing decisions were influenced by social media advertising in the United States as of September 2020

## Source and methodology information

Source(s)	Allocadia; Propeller Insights
Conducted by	Propeller Insights
Survey period	September 2020
Region(s)	United States
Number of respondents	>1,000
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Allocadia
Publication date	December 2020
Original source	<a href="http://allocadia.com">allocadia.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

*n.a.*

# Share of U.S. consumers influenced by social media ads 2021, by age

Share of consumers whose purchasing decisions were influenced by social media advertising in the United States as of June 2021, by age group

## Source and methodology information

Source(s)	eMarketer; GfK
Conducted by	GfK
Survey period	June 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	15 years and older
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	August 2021
Original source	twitter.com
Website URL	<a href="#">visit the website</a>

## Notes:

The source defines the generations as: Gen Z: born between 1998 and 2006, Millennials: born between 1980 and 1997, Gen X: born between 1965 and 1979, Baby boomers: born between 1946 and 1964.

# Effectiveness of social media marketing in the U.S. 2021

Share of social media users that have been driven by social media to make a purchase in the United States as of April 2021

## Source and methodology information

Source(s)	GRIN
Conducted by	GRIN
Survey period	April 21, 2021
Region(s)	United States
Number of respondents	1,000
Age group	16-34 years
Special characteristics	<i>n.a.</i>
Published by	GRIN
Publication date	April 2021
Original source	GRIN Survey on Influencers
Website URL	<a href="#">visit the website</a>

## Notes:

The source provides the following information about the respondents: - age group split: 16-17 - 2.7 percent, 18-24 - 29.1 percent, 25-34 - 68.2 percent; - gender split: women - 57.2 percent, men - 42.8 percent.

# Most effective influencer content types in the U.S. 2021

Influencer content types social media users considered helpful while making purchase decisions in the United States as of April 2021

## Source and methodology information

Source(s)	GRIN
Conducted by	GRIN
Survey period	April 21, 2021
Region(s)	United States
Number of respondents	1,000
Age group	16-34 years
Special characteristics	<i>n.a.</i>
Published by	GRIN
Publication date	April 2021
Original source	GRIN Survey on Influencers
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: "What type of influencer content helps you make decisions on purchasing from a social media influencer?" The source provides the following information about the respondents:  
- age group split: 16-17 - 2.7 percent, 18-24 -29.1 percent, 25-34 - 68.2 percent;  
- gender split: women -

# Social media platforms used by marketers worldwide 2021

Leading social media platforms used by marketers worldwide as of January 2021

## Source and methodology information

Source(s)	Social Media Examiner
Conducted by	Social Media Examiner
Survey period	January 2021
Region(s)	Worldwide
Number of respondents	4,394
Age group	<i>n.a.</i>
Special characteristics	marketers
Published by	Social Media Examiner
Publication date	May 2021
Original source	Social Media Marketing Industry Report 2021, page 12
Website URL	<a href="#">visit the website</a>

## Notes:

Question: Which social media platform(s) do you use to market your business?



# Most important social media platforms in communications content strategies U.S 2020

Most important social media platforms in communications content strategies according to industry professionals in the United States as of September 2020

## Source and methodology information

Source(s)	Cision; PRWeek
Conducted by	PRWeek
Survey period	August 12 to September 14, 2020
Region(s)	United States
Number of respondents	314
Age group	<i>n.a.</i>
Special characteristics	among senior level communication and marketing professionals (agency and in-house)
Published by	Cision
Publication date	November 2020
Original source	Comms Report 2020, page 8
Website URL	<a href="#">visit the website</a>

## Notes:

"The percentages below indicate how many respondents chose that social media platform as the single-most important one to their broader content strategy."

# Leading social media used by small businesses for advertising in the U.S. 2021

Leading social media networks used by small businesses to advertise in the United States in 2021

## Source and methodology information

Source(s)	The Manifest
Conducted by	The Manifest
Survey period	2021
Region(s)	United States
Number of respondents	415
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	The Manifest
Publication date	February 2021
Original source	<a href="http://themanifest.com">themanifest.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

The source does not provide information on the exact survey date

# Leading retail digital marketing platforms in the U.S. 2020

Leading digital marketing platforms among retailers in the United States as of May 2020

## Source and methodology information

Source(s)	Catalyst; Kantar
Conducted by	Kantar
Survey period	March to May 2020
Region(s)	United States
Number of respondents	200
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Catalyst
Publication date	July 2020
Original source	The State of Ecommerce 2021, page 12
Website URL	<a href="#">visit the website</a>

## Notes:

The survey was fielded among retail professionals from companies with sales between 100 million and 10 billion U.S. dollars

# Most popular social media for influencer marketing in the U.S. 2021

Share of marketers planning to use selected platforms for influencer marketing in the United States as of March 2021

## Source and methodology information

Source(s)	Linqia; eMarketer
Conducted by	Linqia
Survey period	February and March 2021
Region(s)	United States
Number of respondents	163
Age group	<i>n.a.</i>
Special characteristics	among enterprise marketers and agency professionals across a variety of industries including consumer packaged goods, food and beverage, media, and retail
Published by	eMarketer
Publication date	June 2021
Original source	<a href="https://www.emarketer.com">emarketer.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: "Which social media platforms are you planning to use for influencer marketing?"

# Social media platforms consumers want brands to use in the U.S. 2021

Social media platforms consumers wanted brands to use for marketing purposes in the United States as of April 2021

## Source and methodology information

Source(s)	Sprout Social; Lucid
Conducted by	Sprout Social; Lucid
Survey period	March 30 to April 6, 2021
Region(s)	United States
Number of respondents	1,002
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sprout Social
Publication date	July 2021
Original source	<a href="https://sproutsocial.com">sproutsocial.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

*n.a.*

# Features of social media marketing making a brand attractive in the U.S. 2021

Features of social media marketing making a brand attractive for consumers in the United States as of April 2021

## Source and methodology information

Source(s)	Sprout Social; Lucid; MarketingCharts
Conducted by	Sprout Social; Lucid
Survey period	March 30 to April 6, 2021
Region(s)	United States
Number of respondents	1,002
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	MarketingCharts
Publication date	July 2021
Original source	marketingcharts.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Actions consumers take when they follow brands on social in the U.S. 2021

Actions consumers took when they followed brands on social media in the United States as of April 2021

## Source and methodology information

Source(s)	Sprout Social; Lucid
Conducted by	Sprout Social; Lucid
Survey period	March 30 to April 6, 2021
Region(s)	United States
Number of respondents	1,002
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Sprout Social
Publication date	July 2021
Original source	sproutsocial.com
Website URL	<a href="#">visit the website</a>

## Notes:

*n.a.*



# Ways consumers engage with brands on social media in the U.S. 2021

Ways consumers engaged with brands on social media in the United States as of April 2021

## Source and methodology information

Source(s)	Sprout Social; Lucid
Conducted by	Sprout Social; Lucid
Survey period	Q1 2021
Region(s)	United States
Number of respondents	1,006
Age group	18-74 years
Special characteristics	among respondents using at least one social media platform
Published by	Sprout Social (@SproutSocial)
Publication date	August 2021
Original source	twitter.com
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.



# Brand social media actions influencing purchase decisions in the U.S. 2021

Social media actions brands could undertake to convince consumers to buy from them over a competitor in the United States as of April 2021

## Source and methodology information

Source(s)	Sprout Social; Lucid
Conducted by	Sprout Social; Lucid
Survey period	March 30 to April 6, 2021
Region(s)	United States
Number of respondents	1,002
Age group	<i>n.a.</i>
Special characteristics	according to consumers
Published by	Sprout Social
Publication date	July 2021
Original source	<a href="https://sproutsocial.com">sproutsocial.com</a>
Website URL	<a href="#">visit the website</a>

## Notes:

*n.a.*

# Leading channels to contact businesses for consumers in U.S. and Australia 2021

Most used communication channels by consumers in the United States and Australia to reach small businesses as of May 2021

## Source and methodology information

Source(s)	Podium
Conducted by	Podium
Survey period	May 2021
Region(s)	Australia, United States
Number of respondents	1,004
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Podium
Publication date	July 2021
Original source	2021 Local Business Messaging Trends, page 9
Website URL	<a href="#">visit the website</a>

## Notes:

n.a.

# Influencer ad formats referred by U.S. social media users 2021

Ad formats used by influencers preferred by social media users in the United States as of April 2021

## Source and methodology information

Source(s)	GRIN
Conducted by	GRIN
Survey period	April 21, 2021
Region(s)	United States
Number of respondents	1,000
Age group	16-34 years
Special characteristics	<i>n.a.</i>
Published by	GRIN
Publication date	April 2021
Original source	GRIN Survey on Influencers
Website URL	<a href="#">visit the website</a>

## Notes:

Original question: "How do you prefer influencers to post advertisements?" The source provides the following information about the respondents: - age group split: 16-17 - 2.7 percent, 18-24 - 29.1 percent, 25-34 - 68.2 percent; - gender split: women - 57.2, men - 42.8 percent.

# Trust in advertising in the U.S. 2021, by medium

Trust in advertising according to consumers in the United States as of January 2021, by medium

## Source and methodology information

Source(s)	YouGov; Inside Radio
Conducted by	YouGov
Survey period	December 31, 2020 to January 15, 2021
Region(s)	United States
Number of respondents	*
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Inside Radio
Publication date	March 2021
Original source	insideradio.com
Website URL	<a href="#">visit the website</a>

## Notes:

\*The total survey sample was 18,929 across 17 markets; the source did not provide information about the U.S. sample number. Respondents who answered "very" or "somewhat" trustworthy.