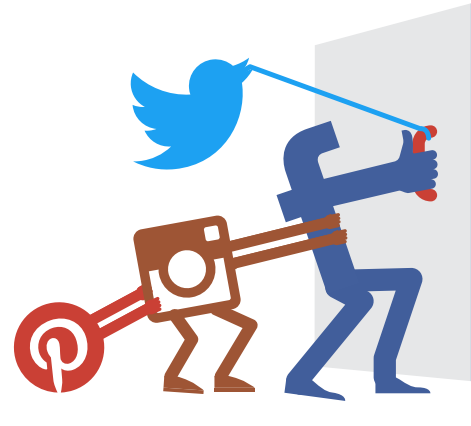
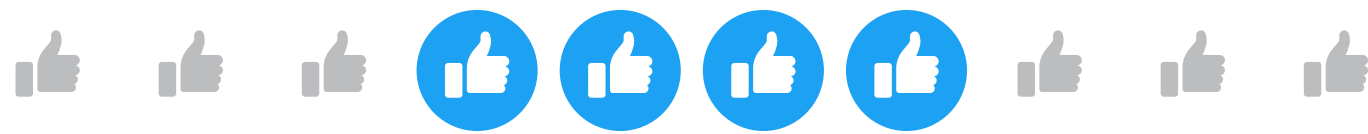
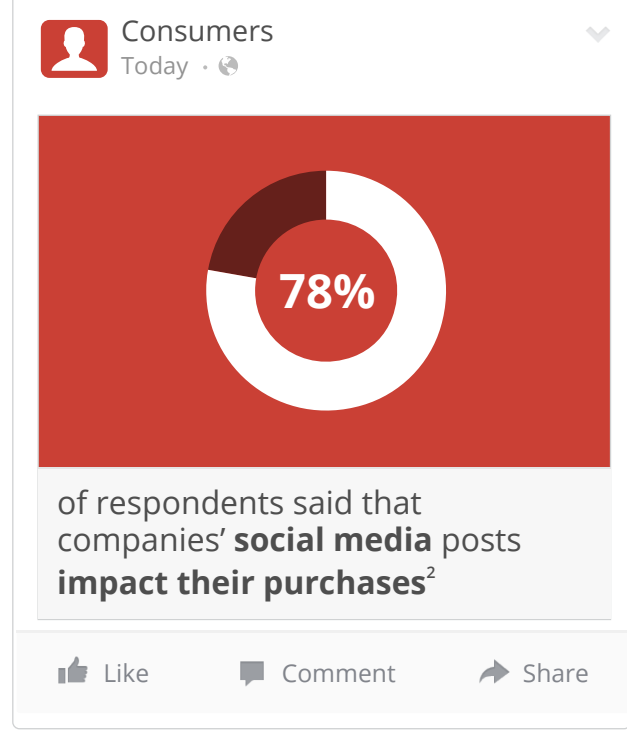
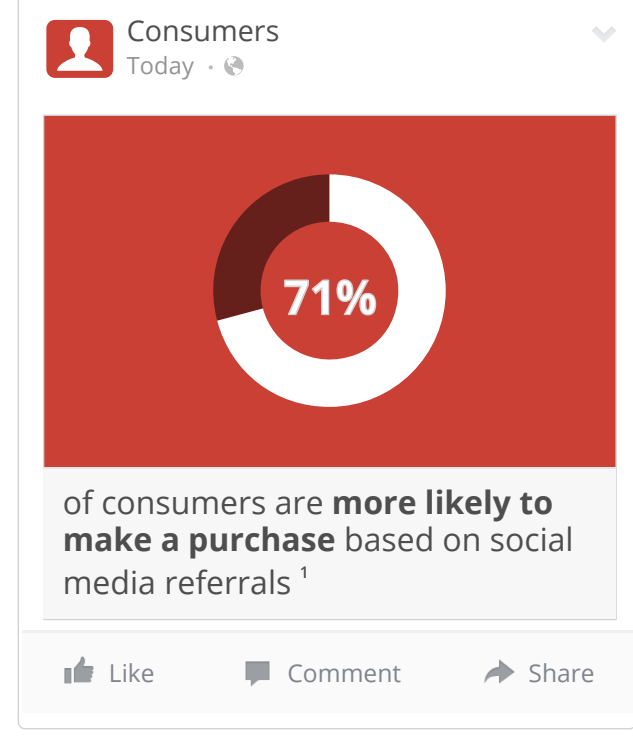


SOCIAL MEDIA IS THE SIDE DOOR TO YOUR SITE



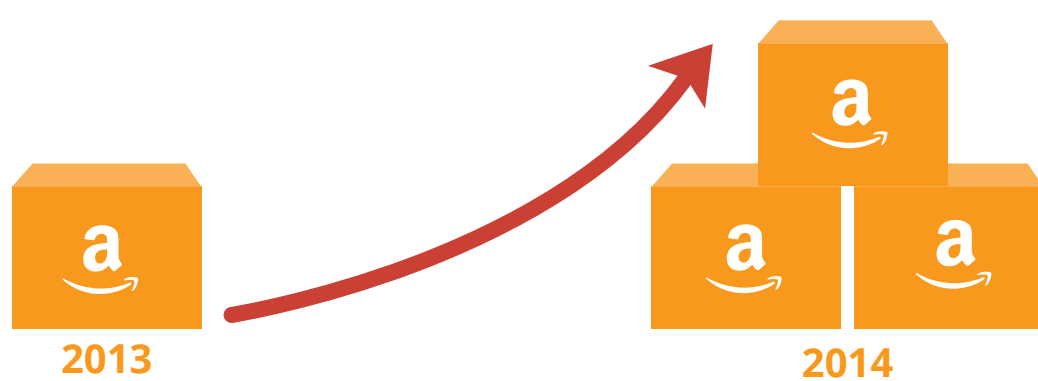
The traditional thinking is that users on various social media platforms click on links that go to a website's homepage. But the reality is different; users seldom visit a site to buy via the "front door", and eCommerce companies haven't fully caught on yet. Here are some statistics that highlight the revenue that websites miss by not optimizing their "side door".

SOCIAL MEDIA IS GUIDING YOUR CONSUMERS



4 in 10

social media users have **purchased an item after sharing or favoriting it** on social media³



e-Commerce orders coming from social media grew 202% in 2014!

MILLENNIALS ARE DRIVING A SHIFT IN PURCHASING BEHAVIOR

74%



of consumers rely on social networks to **guide purchasing decisions**⁵

85%

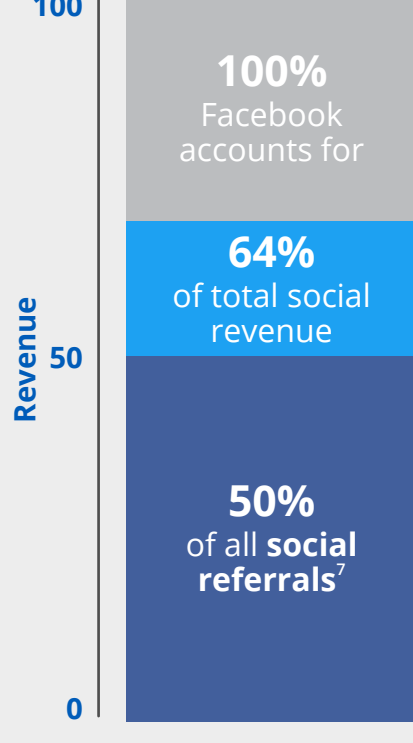


of all orders from social media come from **Facebook**⁶

74%



of millennials on Instagram **take action based on posts, such as following through on a link**⁸



ADVERTISERS ARE STARTING TO GET THE HINT

Advertising
Sponsored ·

Advertisers worldwide spent \$23.68 billion on paid media in 2015

2014 2015
a **33.5%** increase from 2014⁹

2017
social network ad spending will reach **\$35.98 billion**⁹

Like · Comment · Share

Consumer Social Media ad spend is wasted if users leave because of poor UX

404 Revenue Not Found

Like · Comment

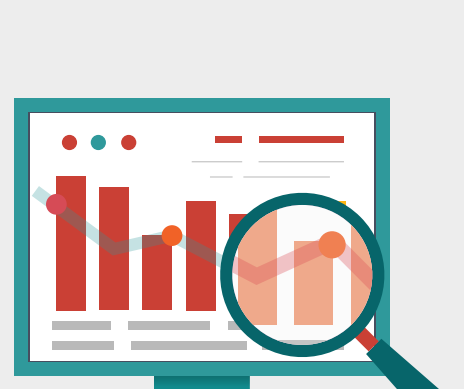
ANTICIPATING THE FUTURE

US shoppers will spend **\$327 billion** online this year, up **45%**¹⁰

\$638 billion by 2018

When it comes to Global eCommerce sales, **mobile will be king**¹¹

TAKE ADVANTAGE OF SOCIAL MEDIA TRAFFIC



- ✓ Make sure all pages are optimized, not just your home page
- ✓ Social Media is driving people straight to product pages
- ✓ When pages are slow, business metrics suffer
- ✓ Ask: how much revenue is lost from your slowest 25% of users?

A page that takes 6 seconds to load suffers a -50% conversion hit¹²

1 - <http://blog.hubspot.com/blog/tabid/6307/bid/30239/71-More-Likely-to-Purchase-Based-on-Social-Media-Referrals-Infographic.aspx>
 2 - <http://www.forbes.com/sites/marketshare/2012/05/07/are-brands-wielding-more-influence-in-social-media-than-we-thought/#940a10e77480>
 3 - <http://www.invespcro.com/blog/social-media-influences-purchase-decisions/>
 4 - <https://www.shopify.in/blog/16794380-3-ecommerce-trends-you-need-to-know-for-a-profitable-2015>
 5 - <http://sproutsocial.com/insights/social-networks-influence-buying-decisions/>
 6 - <https://www.shopify.in/blog/12731545-which-social-media-platforms-drive-the-most-sales-infographic>
 7 - <http://www.businessinsider.in/Facebook-is-leading-the-way-in-social-commerce/articleshow/48567391.cms>
 8 - <http://www.webpronews.com/facebook-and-instagram-stats-to-consider-this-holiday-season-2015-11/>
 9 - <http://www.emarketer.com/Article/Social-Network-Ad-Spending-Hit-2368-Billion-Worldwide-2015/1012357>
 10 - <http://www.businessinsider.in/Its-time-for-retailers-to-start-paying-close-attention-to-social-media/articleshow/47589967.cms>
 11 - <http://digiday.com/brands/linmobilees-state-mobile-5-charts/>
 12 - <http://www.fastcompany.com/1825005/how-one-second-could-cost-amazon-16-billion-sales>