



TEMA 1

Fundamentos

INNOVACIONES TECNOLÓGICAS EN MERCADOTECNIA

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TEMAS

1.1

Conceptos asociados

1.2

Panorama digital y redes sociales en México

1.1

CONCEPTOS ASOCIADOS

Fundamentos

Proceso social y administrativo donde los individuos y grupos obtienen lo que **necesitan** y/o **desean** a través de la **demanda*** de **productos o servicios** de valor con otros individuos.

* Generar, ofrecer o intercambiar



Mercadotecnia (Philip Kotler)

Necesidad

- ▶ Es la sensación de carencia de algo.
- ▶ Es un estado fisiológico o psicológico con independencia de los factores culturales o étnicos.

Deseo

- ▶ Es la forma que adopta una necesidad moldeada por la sociedad en la que se vive y la personalidad individual.

Demanda

- ▶ Son las necesidades o deseos respaldados por el poder de compra.

Necesidad, deseo, demanda



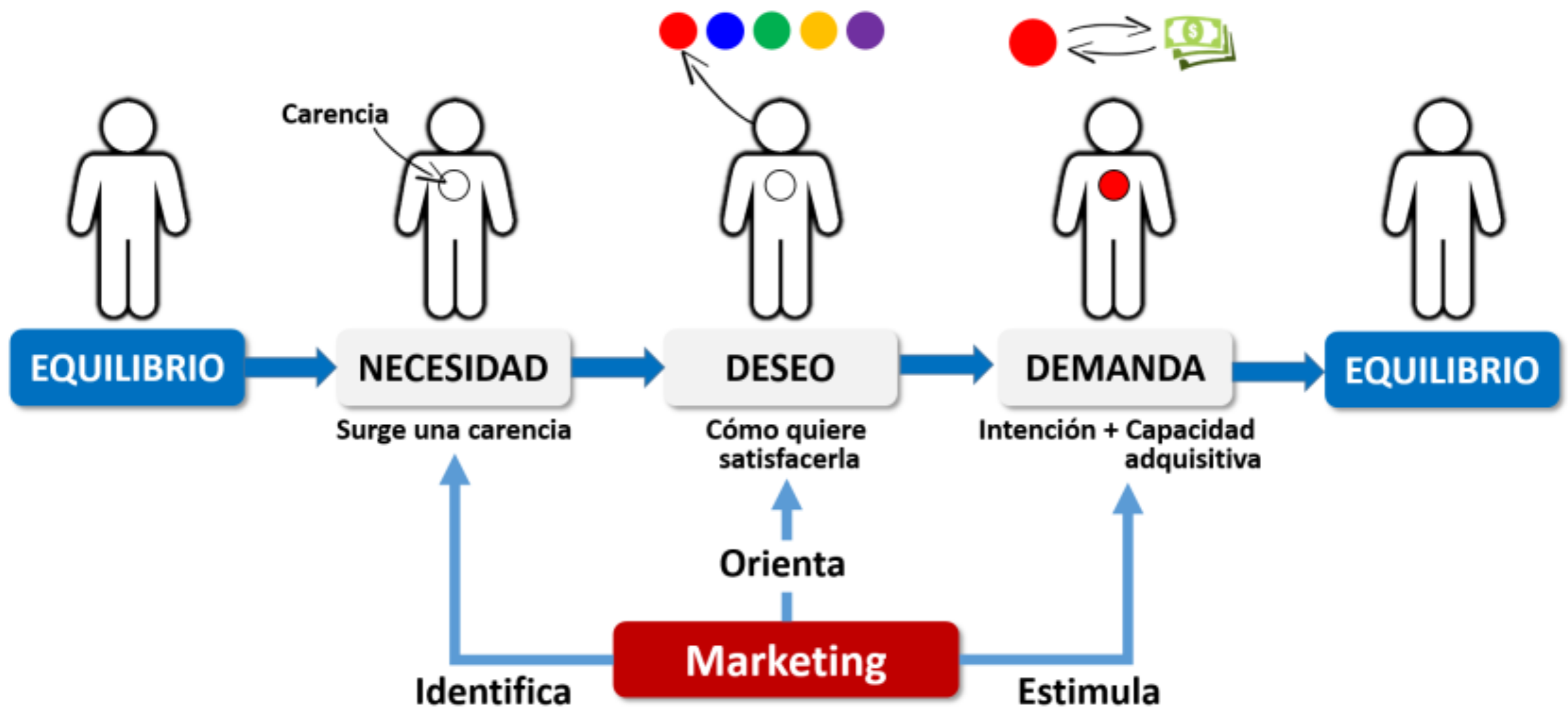
<https://dannysayago.wordpress.com/necesidades-deseos-y-demandas/>

Piramide de Necesidades de Maslow



<https://dannysayago.wordpress.com/necesidades-deseos-y-demandas/>

Piramide de Necesidades de Maslow



Elaborado por Danny Sayago

<https://dannysayago.wordpress.com/necesidades-deseos-y-demandas/>

Necesidad, deseo, demanda

Es el proceso desde que se lanza una acción de marketing hasta que se consigue una oportunidad de negocio.



Embudo del Marketing Digital



- Es la **explotación comercial** de una **invención**:

invento + explotación

- Puede ser:
 - La introducción en el mercado de un nuevo producto o servicio.
 - **Un nuevo proceso.**
- Las ideas y conceptos no son innovaciones.

Innovación

Es un proceso que conjuga **oportunidades técnicas** con **necesidades**, integrando un **paquete tecnológico** que tiene por objetivo **introducir o modificar productos, servicios o procesos** en el sector productivo con su consecuente comercialización.



Innovación tecnológica

Incrementales
o
continuas

Es la mejora o actualización de un producto/servicio que no requiere un cambio de comportamiento en el mercado.

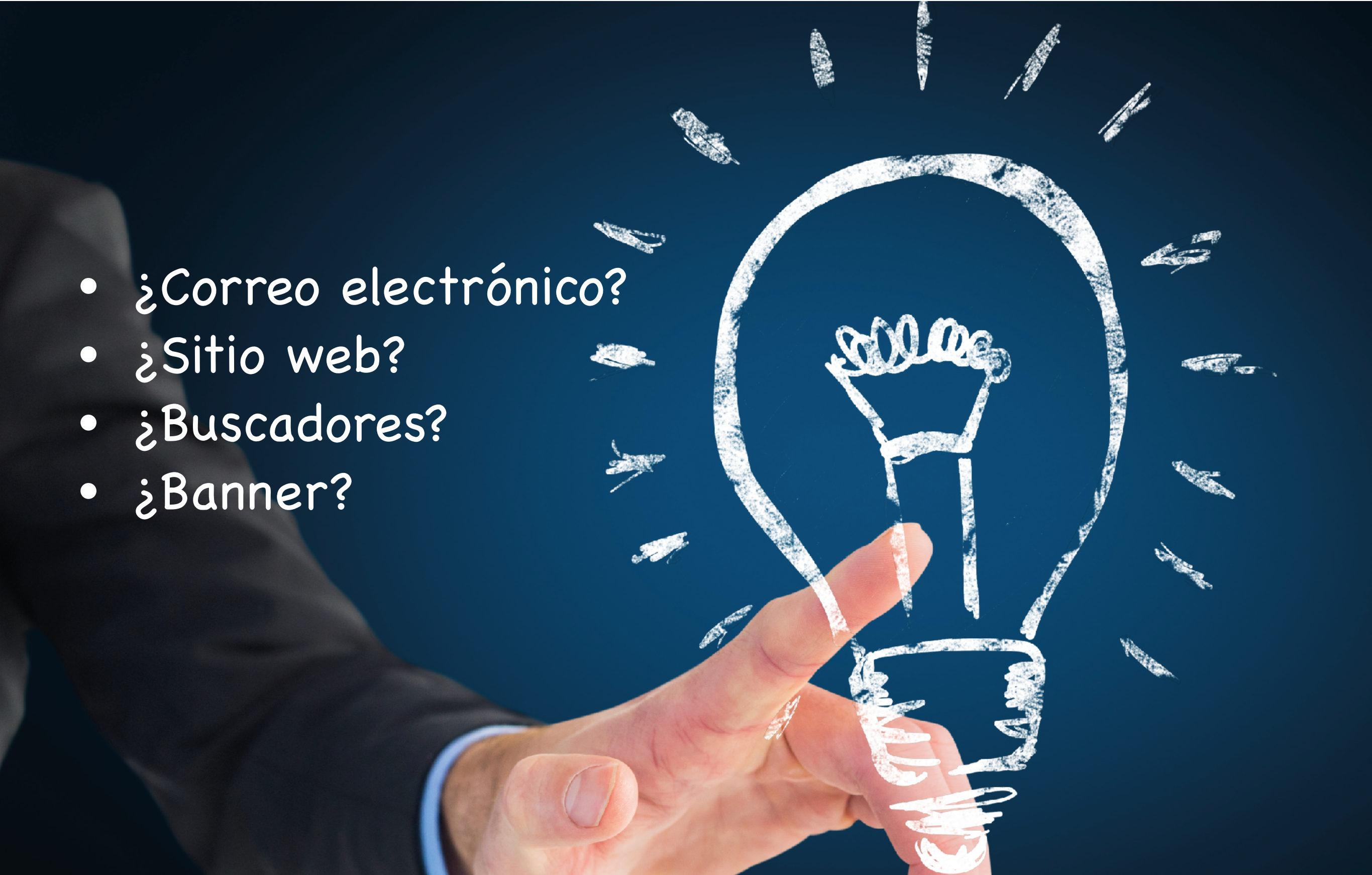
Disruptivas
o
Radicales

Son innovaciones que pueden crear una nueva industria o transformar una existente.

Se producen cuando se incorpora al mercado el producto o servicio que en sí mismo, es capaz de generar una categoría que no se conocía antes.

Tipos de innovación

- ¿Correo electrónico?
- ¿Sitio web?
- ¿Buscadores?
- ¿Banner?



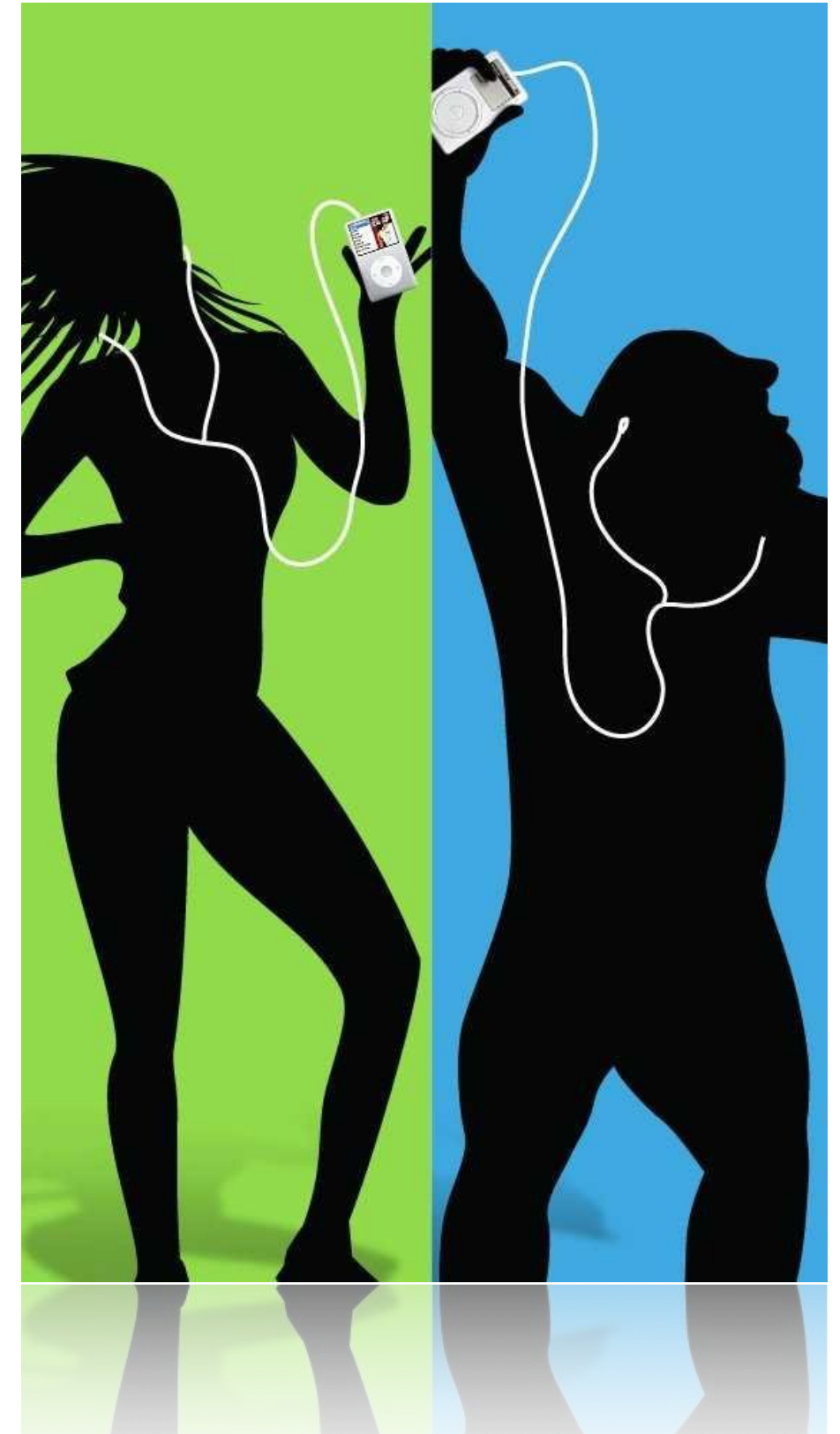
¿Innovaciones tecnológicas en marketing?



¿Cuál es la diferencia entre?

- Público objetivo.
- Cliente ideal.
- Buyer persona.

- **Público objetivo:** grupo de personas con ciertas características sociodemográficas que te sirve para delimitar un mercado.
- **Cliente ideal:** persona con necesidades y problemas específicos que tú producto o servicio resolverá.
- **Buyer persona:** persona que has investigado y entendido tan bien que te permite conocer su perfil explícito.



Público objetivo > cliente ideal > buyer persona



Perfilar un público objetivo

¿Cuál es la diferencia entre?

- Perfil demográfico.
- Perfil sociológico.
- Perfil psicológico.
- Perfil digital

- **Perfil demográfico:** el cliente es descrito en función a sus características físicas (edad, sexo, etc.), sociales (estado civil, clase social, etc.) o económicas (ingresos, educación, empleo, etc.).
- **Perfil sociológico:** respecto a su estilo de vida, de actuar, de utilizar el tiempo y de gastar el dinero, o las cantidades de producto que consume.

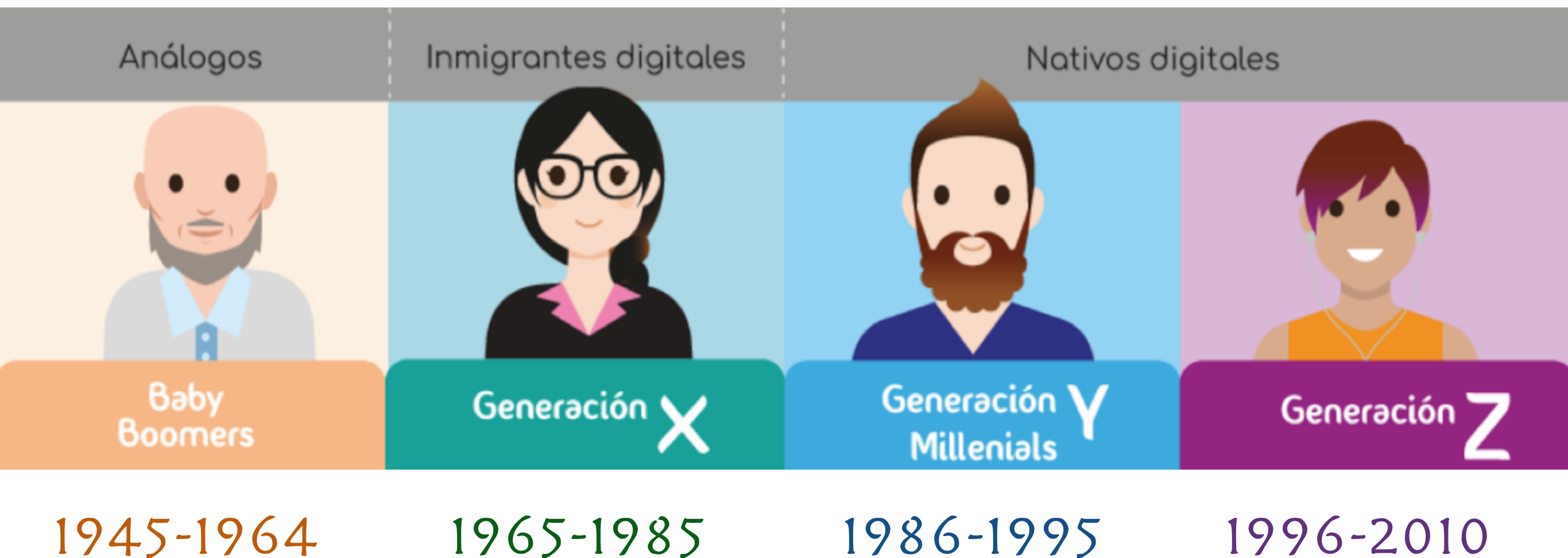


Perfilar un público objetivo

- **Perfil psicológico:** la personalidad del cliente afecta su proceso de toma de decisiones, los productos no solamente son para el consumidor un bien, sino que además tiene un simbolismo o representan parte de su identidad.
- **Perfil digital:** se refiere a todo lo relacionado con la presencia en internet del cliente.



Perfilar un público objetivo



- Son años aproximados.
- Los nacidos después de la Gen Z son la generación Alpha.

Generaciones



1.2

PANORAMA DIGITAL Y REDES SOCIALES EN MÉXICO

Fundamentos



DIGITAL 2022

GLOBAL OVERVIEW REPORT

THE ESSENTIAL GUIDE TO THE WORLD'S CONNECTED BEHAVIOURS



Febrero 2022

iab.
mexico

KANTAR

televisa digital

xandr

presentan:

EMAD

ESTUDIO DE CONSUMO DE MEDIOS Y DISPOSITIVOS ENTRE INTERNAUTAS MEXICANOS

Corte general | XIII Edición

Septiembre 2021

FEB
2022

GLOBAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES AT A WORLDWIDE LEVEL



TOTAL
POPULATION



7.91
BILLION

YEAR-ON-YEAR CHANGE

+1.0%

URBANISATION

57.0%

MOBILE
CONNECTIONS



8.28
BILLION

YEAR-ON-YEAR CHANGE

+2.9%

TOTAL vs. POPULATION

104.6%

INTERNET
USERS



4.95
BILLION

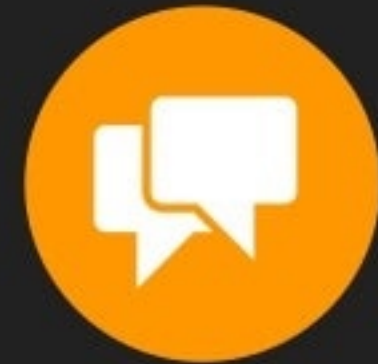
YEAR-ON-YEAR CHANGE

+4.0%

TOTAL vs. POPULATION

62.5%

ACTIVE SOCIAL
MEDIA USERS



4.62
BILLION

YEAR-ON-YEAR CHANGE

+10.1%

TOTAL vs. POPULATION

58.4%



7

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSM.A INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; A.B.I.; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNING'S REPORTS; OECD; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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CONEXTO MUNDIAL

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ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



TOTAL
POPULATION



130.9
MILLION

URBANISATION

81.3%

CELLULAR MOBILE
CONNECTIONS



119.8
MILLION

vs. POPULATION

91.5%

INTERNET
USERS

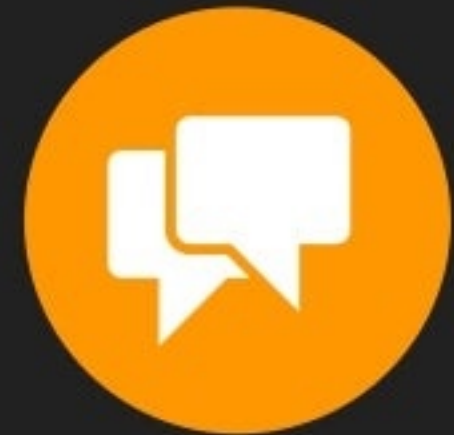


96.87
MILLION

vs. POPULATION

74.0%

ACTIVE SOCIAL
MEDIA USERS



102.5
MILLION

vs. POPULATION

78.3%



16

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; ABB; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNING'S REPORTS; OECD; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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PANORAMA EN MÉXICO

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DIGITAL GROWTH

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



TOTAL
POPULATION



+1.0%

YEAR-ON-YEAR CHANGE
+1.3 MILLION

CELLULAR MOBILE
CONNECTIONS



+2.3%

YEAR-ON-YEAR CHANGE
+2.7 MILLION

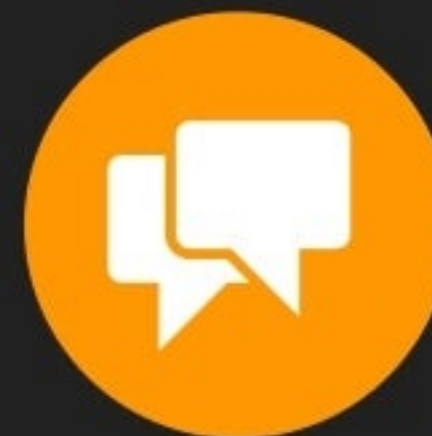
INTERNET
USERS



+3.8%

YEAR-ON-YEAR CHANGE
+3.6 MILLION

ACTIVE SOCIAL
MEDIA USERS



+2.5%

YEAR-ON-YEAR CHANGE
+2.5 MILLION



17

SOURCES: UNITED NATIONS; U.S. CENSUS BUREAU; GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; A.M.I.; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNINGS REPORTS; OECD; TECHRASA; KEPIOS ANALYSIS. **ADVISORY:** DUE TO COVID-19-RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH MAY UNDERREPRESENT ACTUAL TRENDS. SEE [NOTES ON DATA](#) FOR MORE DETAILS. SOCIAL MEDIA USERS MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE AND BASE CHANGES.

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PANORAMA EN MÉXICO: CRECIMIENTO

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DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO OWN EACH KIND OF DEVICE



ANY KIND OF
MOBILE PHONE



GWL

98.7%

YEAR-ON-YEAR CHANGE
-0.2% (-20 BPS)

SMART
PHONE



KEPIOS

98.5%

YEAR-ON-YEAR CHANGE
-0.2% (-20 BPS)

FEATURE
PHONE



GWL

11.7%

YEAR-ON-YEAR CHANGE
+2.6% (+30 BPS)

LAPTOP OR
DESKTOP COMPUTER



GWL

69.6%

YEAR-ON-YEAR CHANGE
-6.2% (-460 BPS)

TABLET
DEVICE



42.2%

YEAR-ON-YEAR CHANGE
-12.1% (-580 BPS)

GAMES
CONSOLE



GWL

42.1%

YEAR-ON-YEAR CHANGE
-12.8% (-620 BPS)

SMART WATCH OR
SMART WRISTBAND



GWL

24.2%

YEAR-ON-YEAR CHANGE
+7.1% (+160 BPS)

TV STREAMING
DEVICE



KEPIOS

22.9%

YEAR-ON-YEAR CHANGE
-4.6% (-110 BPS)

SMART HOME
DEVICE



GWL

14.2%

YEAR-ON-YEAR CHANGE
+16.4% (+200 BPS)

VIRTUAL REALITY
DEVICE



5.5%

YEAR-ON-YEAR CHANGE
-12.7% (-80 BPS)

22

SOURCE: GWL (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWL.COM](https://www.gwl.com) FOR FULL DETAILS.
NOTE: PERCENTAGE CHANGE VALUES REFLECT RELATIVE CHANGE. "BPS" VALUES SHOW THE CHANGE IN BASIS POINTS, AND REFLECT ABSOLUTE CHANGE.

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DISPOSITIVOS DE USUARIOS

Pero en el comportamiento cotidiano hay cambios más profundos; vs 2020 los dispositivos con posibilidad de conexión a internet, así como los dispositivos desde donde los internautas se conectan, han aumentado significativamente; ya no sólo es el formato de pantallas de celular o computadoras desde donde se conectan los internautas.

CONVERSIÓN ENTRE POSESIÓN Y CONEXIÓN



El internauta mexicano, en promedio tiene...

4.83 ▲
dispositivos

en 2020

(4.29)

en 2019

(4.48)



Y se conecta mediante...

3.86 ▲
dispositivos

en 2020

(3.16)

en 2019

(3.17)



Esto representa un

80% ▲
de conversión entre
posesión y conexión.

en 2020

(74%)

en 2019

(71%)

Base: 800

Diferencias significativas al 95% de confianza contra periodo anterior:
▲ ▼

P01. Por favor indica cuál de los siguientes artículos posees
P02. ¿Cuál o cuáles de las siguientes vías de conexión a internet utilizas regularmente?

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iab México

televisa digital

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CONVERSIÓN ENTRE POSESIÓN Y CONEXIÓN

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DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES



TIME SPENT USING
THE INTERNET



8H 55M

YEAR-ON-YEAR CHANGE
-1.1% (-6 MINS)

TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 37M

YEAR-ON-YEAR CHANGE
-10.0% (-24 MINS)

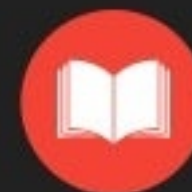
TIME SPENT USING
SOCIAL MEDIA



3H 20M

YEAR-ON-YEAR CHANGE
-3.4% (-7 MINS)

TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



1H 29M

YEAR-ON-YEAR CHANGE
-5.3% (-5 MINS)

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



2H 13M

YEAR-ON-YEAR CHANGE
-2.2% (-3 MINS)

TIME SPENT LISTENING
TO BROADCAST RADIO



0H 54M

YEAR-ON-YEAR CHANGE
-6.9% (-4 MINS)

TIME SPENT LISTENING
TO PODCASTS



1H 04M

YEAR-ON-YEAR CHANGE
+14.3% (+8 MINS)

TIME SPENT USING
A GAMES CONSOLE



1H 31M

YEAR-ON-YEAR CHANGE
-5.2% (-5 MINS)

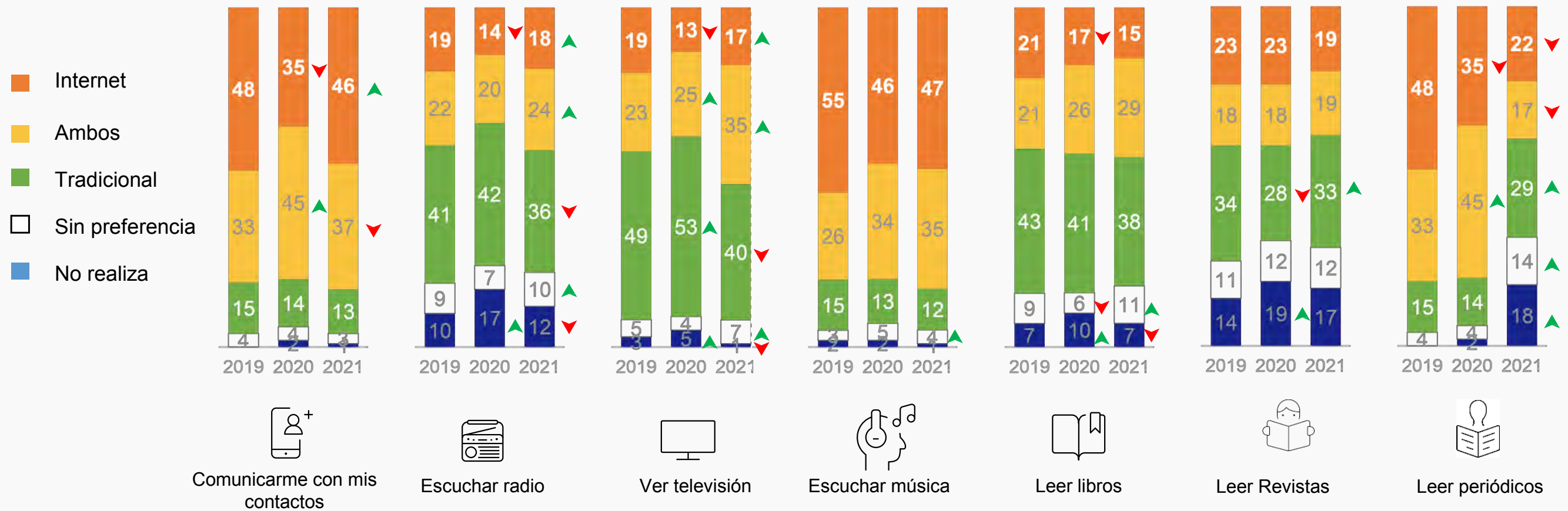
SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTES:** CONSUMPTION OF DIFFERENT MEDIA MAY OCCUR CONCURRENTLY. TELEVISION INCLUDES BOTH LINEAR (BROADCAST AND CABLE) TELEVISION AND CONTENT DELIVERED VIA STREAMING AND VIDEO-ON-DEMAND SERVICES. PRESS INCLUDES BOTH ONLINE AND PHYSICAL PRINT MEDIA. BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO.

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TIEMPO EN LOS MEDIOS

ACTIVIDADES DE LOS INTERNAUTAS



Base: 800

Diferencias significativas al 95% de confianza contra periodo anterior:



P46. ¿Cómo prefieres realizar cada una de estas actividades?

12

ACTIVIDADES

FEB
2022

SHARE OF WEB TRAFFIC BY DEVICE

PERCENTAGE OF TOTAL WEB PAGES SERVED TO WEB BROWSERS RUNNING ON EACH KIND OF DEVICE



MOBILE
PHONES



54.17%

YEAR-ON-YEAR CHANGE
-0.3% (-19 BPS)

LAPTOP AND
DESKTOP COMPUTERS



44.15%

YEAR-ON-YEAR CHANGE
+0.7% (+31 BPS)

TABLET
DEVICES



1.65%

YEAR-ON-YEAR CHANGE
-3.5% (-6 BPS)

OTHER
DEVICES



0.04%

YEAR-ON-YEAR CHANGE
-55.6% (-5 BPS)



32

SOURCE: STATCOUNTER. **NOTES:** FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON EACH TYPE OF DEVICE COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO BROWSERS RUNNING ON ANY DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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TRÁFICO WEB POR DISPOSITIVO

PÁGINAS O APPS VISITADAS POR LOS INTERNAUTAS

Promedio de páginas
visitadas semanalmente
por los internautas

8.1 ▲

Internauta en 2020
(6.9)



Internauta
2020

(84%)

87%

Redes sociales

84%

Chats o mensajes instantáneos

VDM

(77%)

78%

Correo electrónico

46 a 70, VDM



(67%)

73% ▲

Buscadores

ABC+



(46%)

71% ▲

Para ver ó descargar películas

VDM

(25%)

62% ▲

Juegos en línea o videojuegos

13 a 24, HOMBRES



(46%)

58% ▲

Para escuchar o descargar música

13 a 17, 25 a 35, ABC+



Base: 800

P23. Hablando de lo que realizas REGULARMENTE, cuando te conectas a Internet, ¿Cuáles de los siguientes tipos de páginas y/o aplicaciones de internet visitas al menos una vez por semana?.

Diferencias significativas al 95% de confianza contra periodo anterior:



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PÁGINAS MÁS VISITADAS

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MOST-VISITED WEBSITES: SEMRUSH RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SEMRUSH, BASED ON TOTAL MONTHLY WEBSITE TRAFFIC IN NOVEMBER 2021



#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.22B	98.4M	15M 47S	5.80
02	FACEBOOK.COM	305M	47.8M	21M 13S	6.35
03	YOUTUBE.COM	259M	46.2M	4M 07S	3.69
04	XVIDEOS.COM	188M	23.5M	18M 30S	8.31
05	XNXX.COM	131M	18.3M	17M 12S	7.82
06	MERCADOLIBRE.COM.MX	116M	33.8M	10M 24S	6.02
07	BIT.LY	114M	50.2M	10M 19S	1.16
08	GOOGLE.COM.MX	106M	17.9M	15M 04S	6.31
09	WIKIPEDIA.ORG	103M	32.9M	11M 06S	1.88
10	HOTMAIL.COM	47.9M	22.9M	12M 28S	0.99

#	WEBSITE	TOTAL VISITS	UNIQUE VISITORS	TIME PER VISIT	PAGES PER VISIT
11	AMAZON.COM.MX	79.6M	31.3M	12M 39S	6.10
12	INSTAGRAM.COM	70.5M	20.4M	13M 45S	4.24
13	LIVE.COM	58.8M	15.2M	7M 31S	4.67
14	ELUNIVERSAL.COM.MX	50.9M	13.7M	10M 13S	2.19
15	PORNHUB.COM	49.9M	10.1M	13M 05S	7.46
16	TWITTER.COM	49.1M	16.5M	12M 33S	4.74
17	WHATSAPP.COM	47.4M	13.4M	18M 22S	1.79
18	CAJENTE.MX	45.1M	12.3M	10M 03S	1.75
19	UNOTV.COM	40.9M	11.5M	5M 22S	3.03
20	WALMART.COM.MX	40.5M	19.0M	9M 17S	3.23

34

SOURCE: SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR NOVEMBER 2021. **NOTE:** "UNIQUE VISITORS" REPRESENTS THE NUMBER OF DISTINCT "IDENTITIES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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PÁGINAS MÁS VISITADAS, DETALLE

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ONLINE PRIVACY AND SECURITY

PERSPECTIVES AND ACTIVITIES OF ONLINE ADULTS RELATING TO THEIR ONLINE DATA PRIVACY AND SECURITY



EXPRESS CONCERN
ABOUT WHAT IS REAL
vs. WHAT IS FAKE
ON THE INTERNET



58.5%

WORRY ABOUT
HOW COMPANIES
MIGHT USE THEIR
ONLINE DATA



40.8%

DECLINE COOKIES
ON WEBSITES
AT LEAST SOME
OF THE TIME



33.4%

USE A TOOL TO BLOCK
ADVERTISEMENTS ON
THE INTERNET AT LEAST
SOME OF THE TIME



24.2%

USE A VIRTUAL PRIVATE
NETWORK (VPN) TO
ACCESS THE INTERNET AT
LEAST SOME OF THE TIME



20.2%



GWl.



GWl.

48

SOURCES: DATA FOR "CONCERNS ABOUT WHAT IS REAL vs. WHAT IS FAKE ON THE INTERNET" VIA REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM'S "DIGITAL NEWS REPORT 2021". FIGURES REPRESENT THE FINDINGS OF A GLOBAL STUDY OF ONLINE NEWS CONSUMERS AGED 18+ IN 46 COUNTRIES AROUND THE WORLD (SEE [DIGITALNEWSREPORT.ORG](https://digitalnewsreport.org) FOR MORE DETAILS). DATA FOR ALL OTHER DATA POINTS VIA GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://gwi.com) FOR FULL DETAILS.

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PRIVACIDAD Y SEGURIDAD



Redes sociales en México

FEB
2022

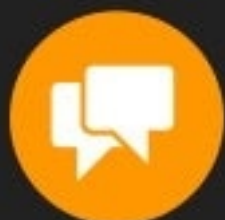
OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



MEXICO

NUMBER OF SOCIAL
MEDIA USERS



102.5
MILLION

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



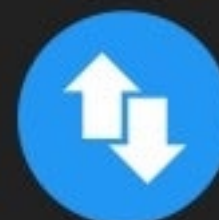
+2.5%
+2.5 MILLION

AVERAGE DAILY TIME SPENT
USING SOCIAL MEDIA



3H 20M

YEAR-ON-YEAR CHANGE IN TIME
SPENT USING SOCIAL MEDIA



-3.4%
-7 MINS

AVERAGE NUMBER OF SOCIAL
PLATFORMS USED EACH MONTH



7.9

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



78.3%

SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



100.1%

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



105.8%

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



52.4%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



47.6%

SOURCES: KEPIOS ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CANNIC; TECHRASA; OGDH; U.N.; U.S. CENSUS BUREAU. DATA FOR TIME SPENT AND AVERAGE NUMBER OF PLATFORMS: GWI (Q3 2021). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTE:** FIGURE FOR "AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH" INCLUDES DATA FOR YOUTUBE. **ADVISORY:** SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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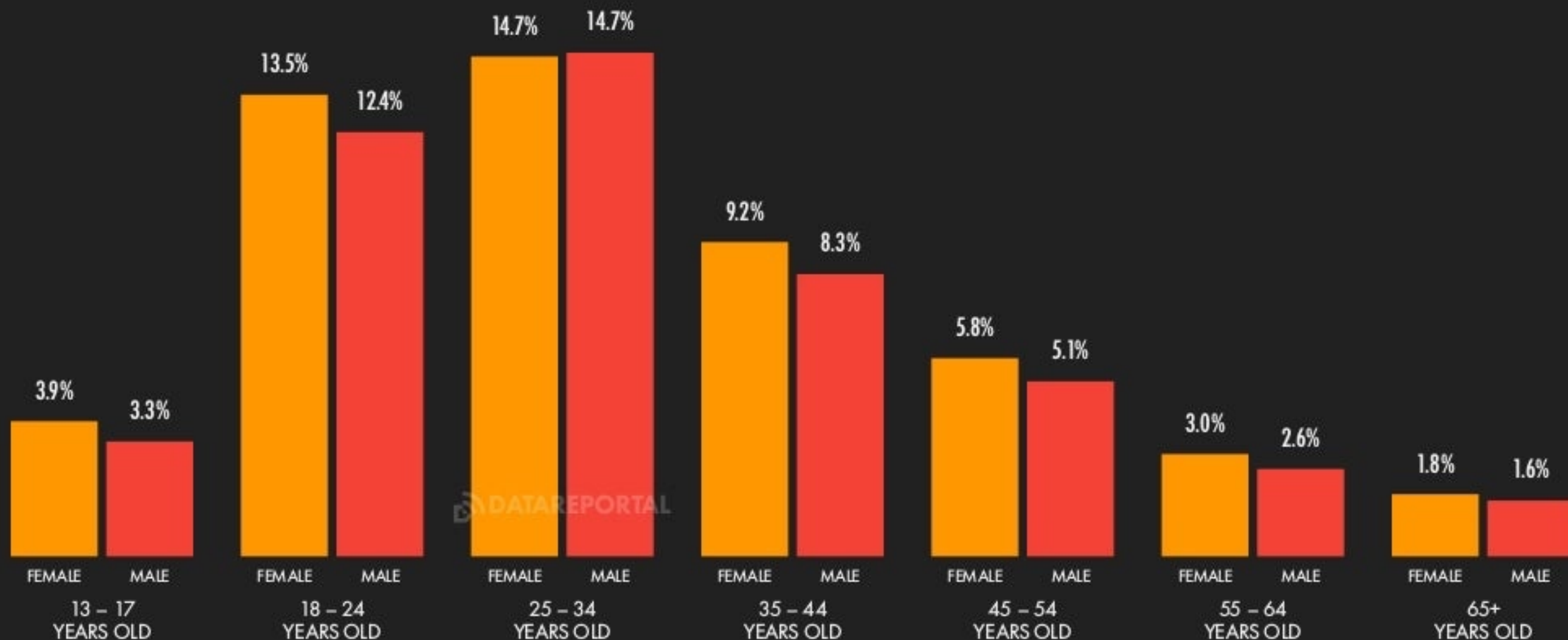
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LOS MEXICANOS EN REDES SOCIALES

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DEMOGRAPHIC PROFILE OF META'S AD AUDIENCE

SHARE OF COMBINED, DEDUPLICATED POTENTIAL ADVERTISING REACH ACROSS FACEBOOK, INSTAGRAM, AND MESSENGER, BY AGE AND GENDER



SOURCES: KEPIOS ANALYSIS; META'S ADVERTISING RESOURCES. **NOTE:** META ONLY PERMITS PEOPLE AGED 13 AND ABOVE TO USE ITS PLATFORMS, SO WHILE THERE MAY BE USERS BELOW THE AGE OF 13, THEY DO NOT FEATURE IN THE AVAILABLE DATA. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** IMPORTANT BASE DATA REVISIONS AND SOURCE REPORTING CHANGES. VALUES ARE **NOT COMPARABLE** WITH VALUES PUBLISHED IN OUR PREVIOUS REPORTS.

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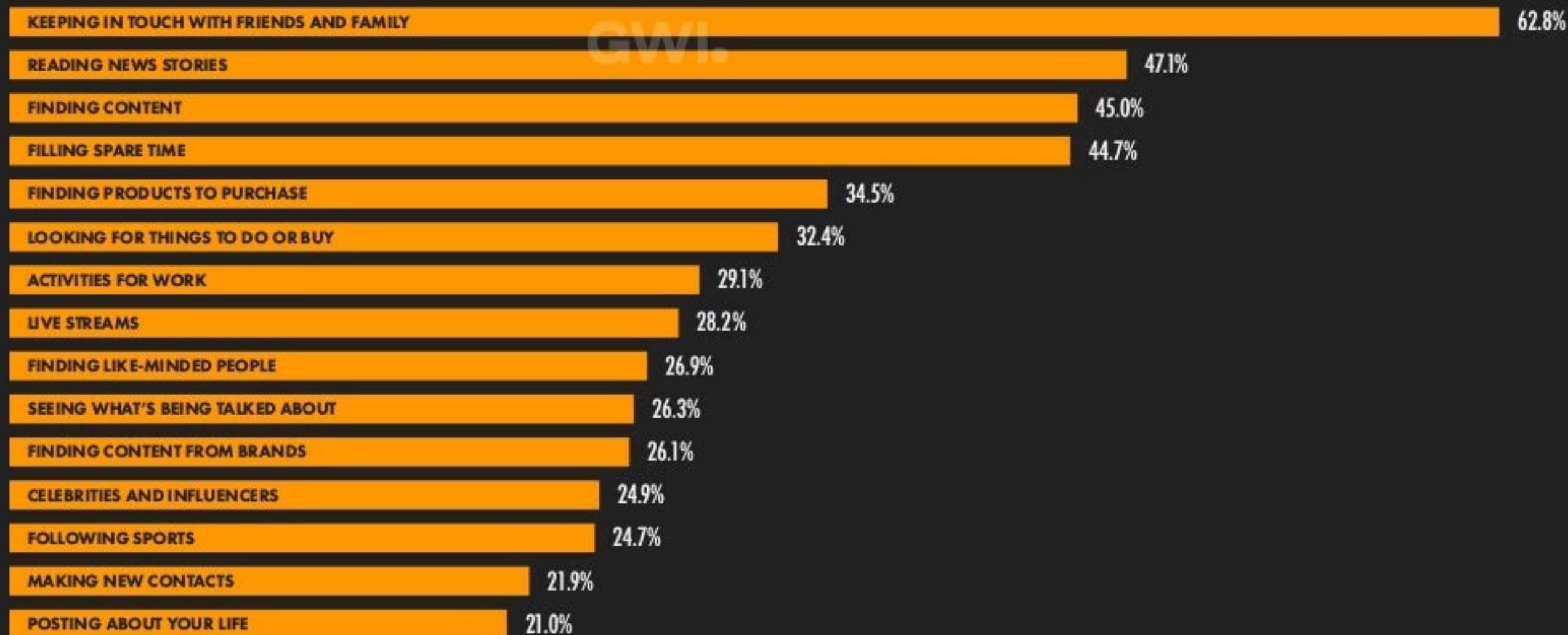
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POR RANGO DE EDAD

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MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE SOCIAL MEDIA PLATFORMS



RAZÓN PARA USAR MEDIOS SOCIALES

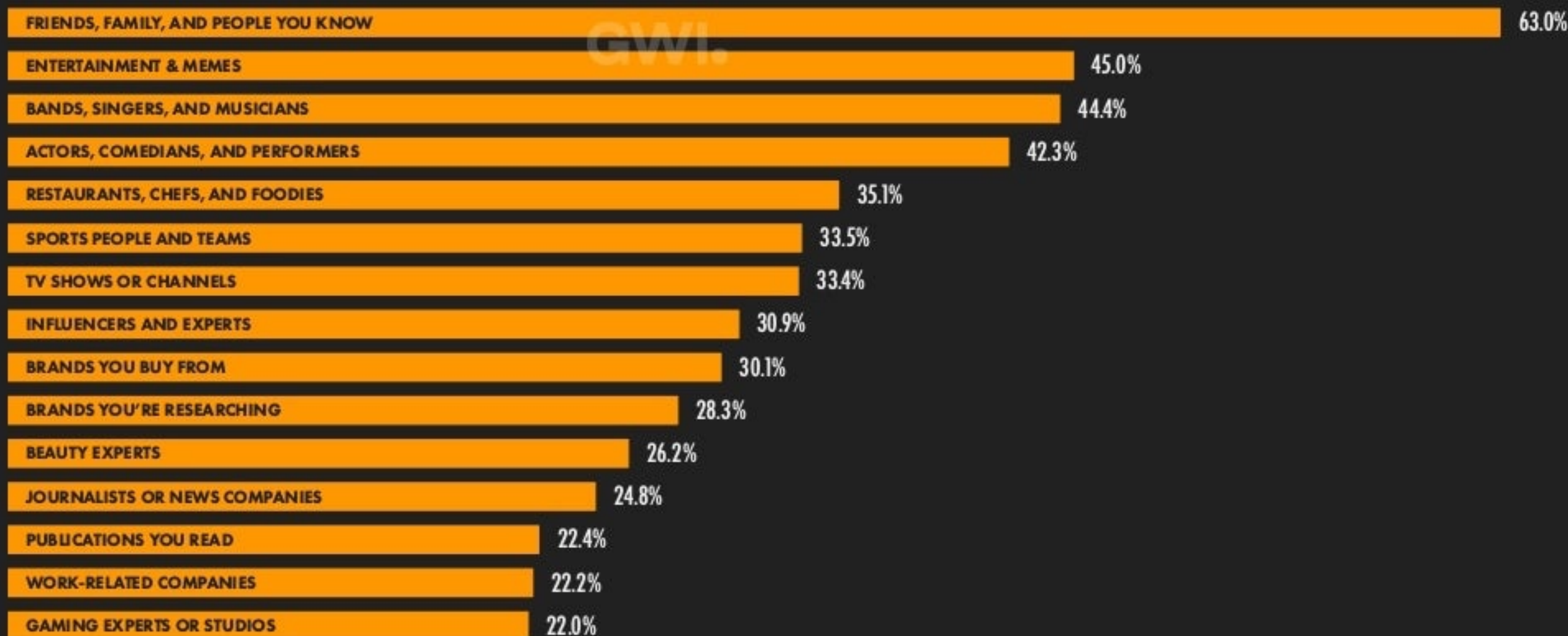
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TYPES OF SOCIAL MEDIA ACCOUNTS FOLLOWED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO FOLLOW EACH TYPE OF ACCOUNT ON SOCIAL MEDIA



MEXICO



TIPO DE CUENTAS QUE SIGUEN

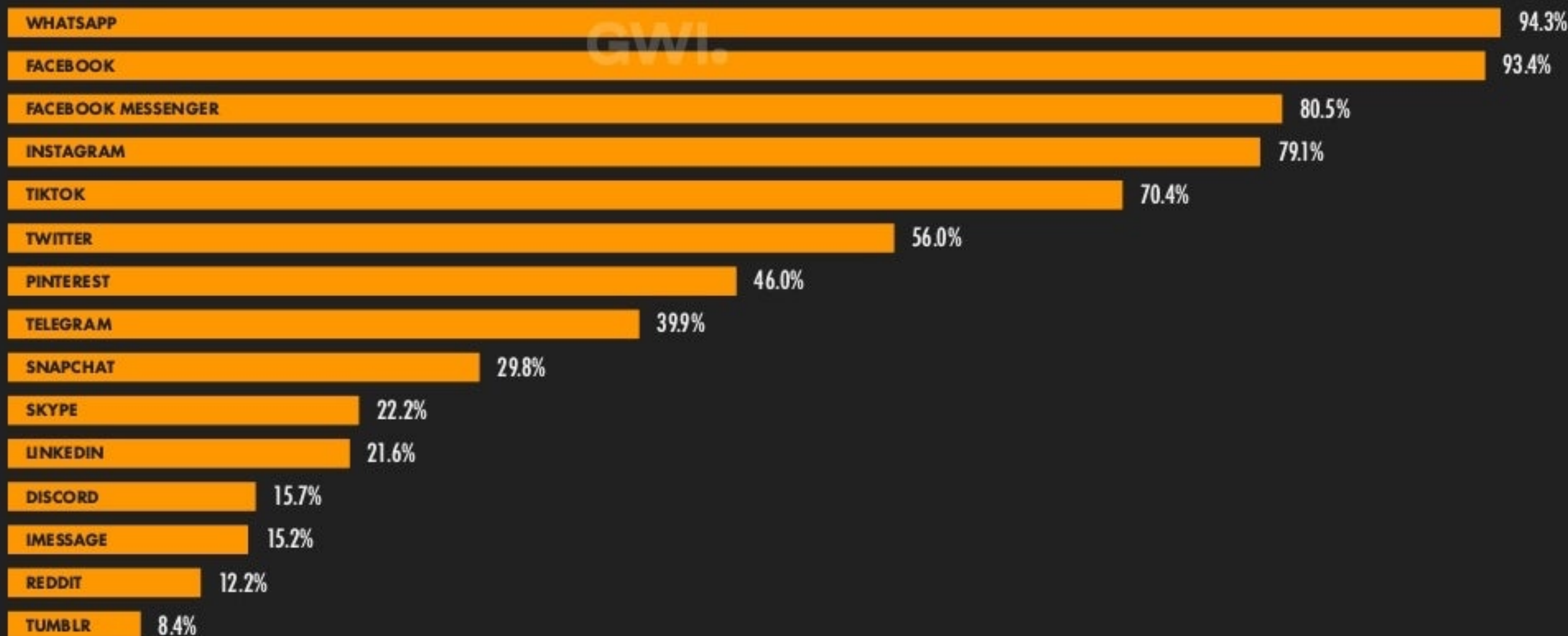
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MOST-USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH



MEXICO

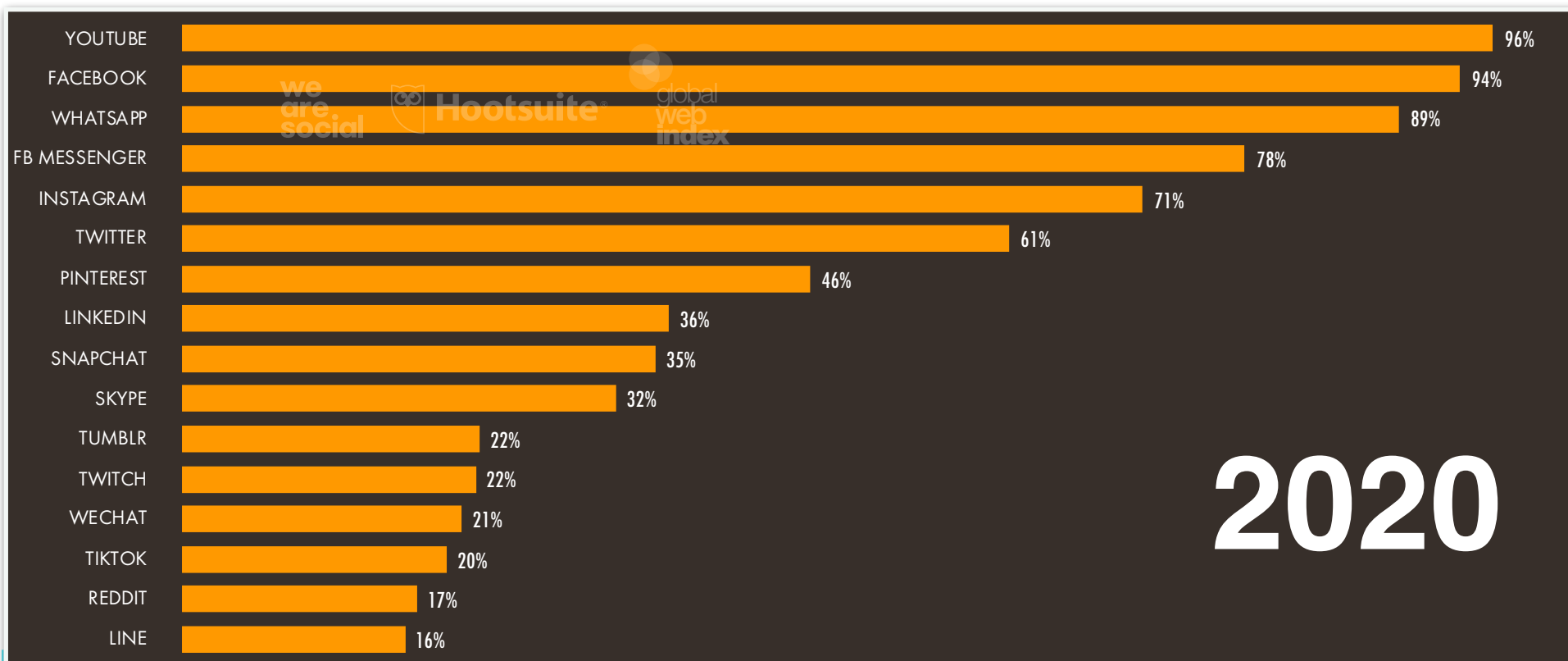
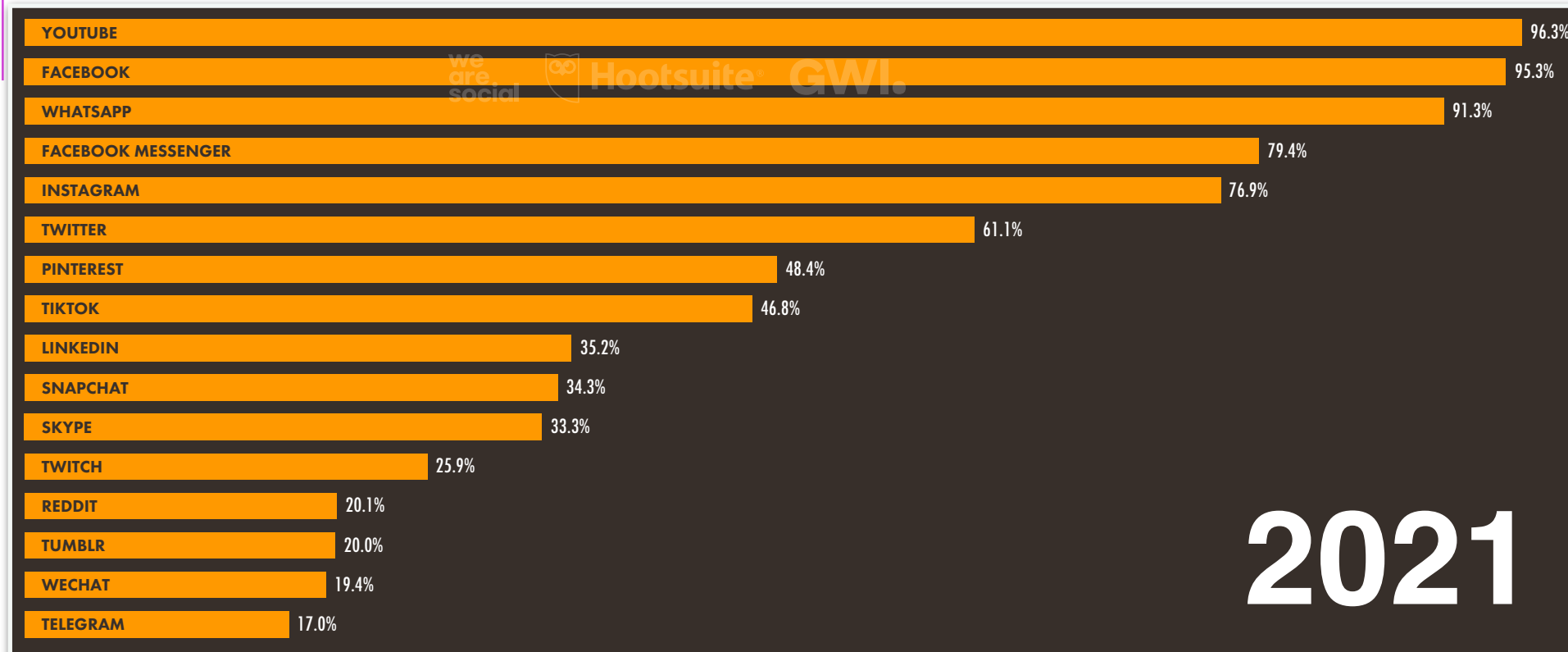


SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS **NOT** OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES **NOT** INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

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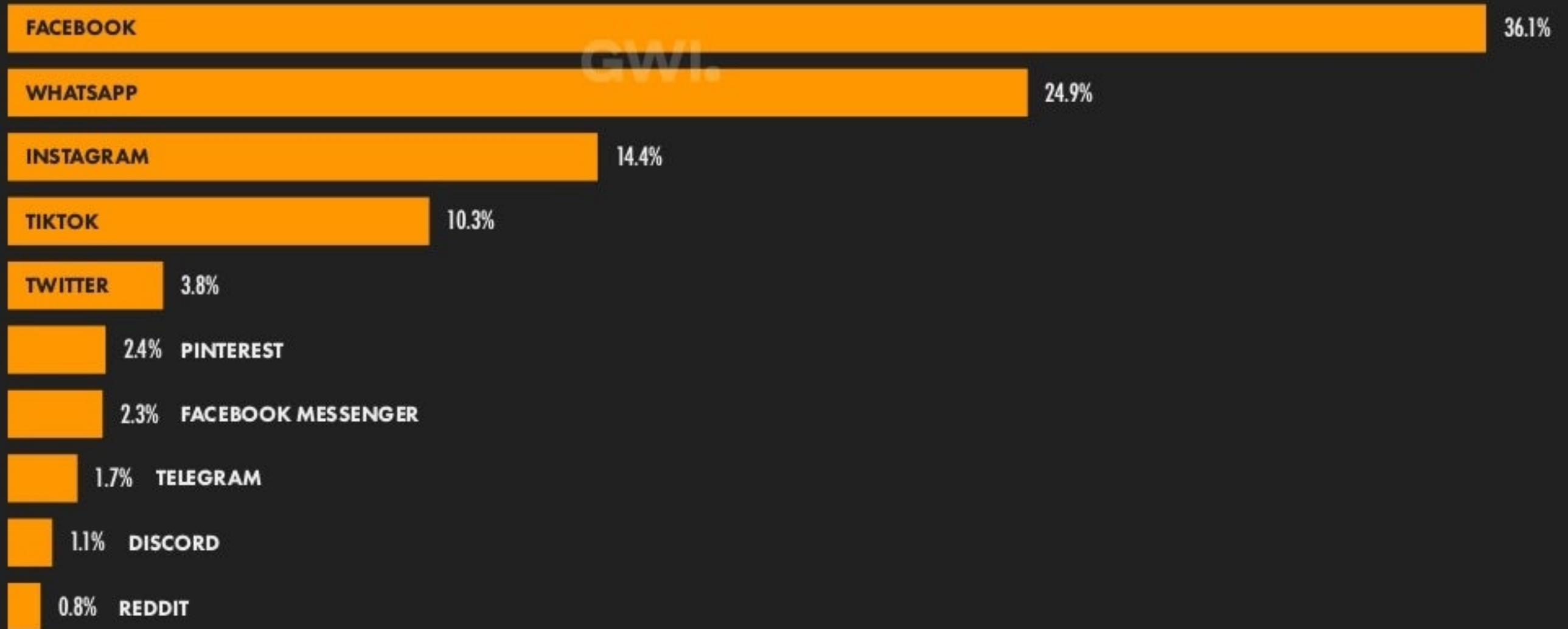
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FAVOURITE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO SAY THAT EACH OPTION IS THEIR "FAVOURITE" SOCIAL MEDIA PLATFORM



MEXICO



55

SOURCE: GWI (Q3 2021). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY.

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TIME SPENT USING SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP



FACEBOOK



26.2

HOURS / MONTH

YEAR-ON-YEAR CHANGE

-12%

YOUTUBE



22.8

HOURS / MONTH

YEAR-ON-YEAR CHANGE

-6%

WHATSAPP



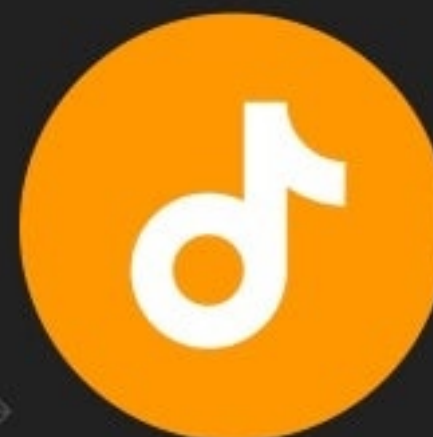
20.0

HOURS / MONTH

YEAR-ON-YEAR CHANGE

-2%

TIKTOK



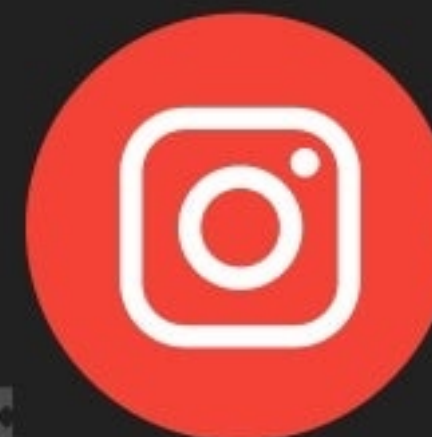
23.4

HOURS / MONTH

YEAR-ON-YEAR CHANGE

+37%

INSTAGRAM



6.7

HOURS / MONTH

YEAR-ON-YEAR CHANGE

0%

56

SOURCE: APP ANNIIE. SEE [STATEOFMOBILE2022.COM](https://stateofmobile2022.com) FOR MORE DETAILS. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES THROUGHOUT 2021.

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TIEMPO EN LAS APP DE SOCIAL MEDIA

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WATCHING ONLINE VIDEO CONTENT

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO WATCH EACH KIND OF VIDEO CONTENT VIA THE INTERNET EACH WEEK



TIPO DE CONTENIDO EN VIDEO

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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK



POTENTIAL AUDIENCE
THAT META REPORTS
CAN BE REACHED WITH
ADS ON FACEBOOK



89.70
MILLION

FACEBOOK'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL POPULATION



68.5%

FACEBOOK'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
POPULATION AGED 13+



87.6%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE



51.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE



48.3%

SOURCE: META'S ADVERTISING RESOURCES. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. META'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". **COMPARABILITY:** META HAS SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE



MEXICO

POTENTIAL REACH OF
ADS ON YOUTUBE



80.60
MILLION

YOUTUBE AD REACH
vs. TOTAL POPULATION



61.6%

YOUTUBE AD REACH vs.
TOTAL INTERNET USERS



83.2%

YEAR-ON-YEAR CHANGE
IN YOUTUBE AD REACH



+8.8%
+6.5 MILLION

YOUTUBE'S ADVERTISING
REACH: USERS AGED 18+



62.10
MILLION

YOUTUBE'S AD REACH AGE 18+
vs. TOTAL POPULATION AGE 18+



68.0%

FEMALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



49.8%

MALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



50.2%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR USERS AGED 18 AND ABOVE, AND ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". FIGURE FOR POTENTIAL REACH AGE 18+ USES A DIFFERENT AUDIENCE TOTAL TO THE ONE USED FOR REACH OF TOTAL POPULATION.

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PUBLICIDAD EN YOUTUBE

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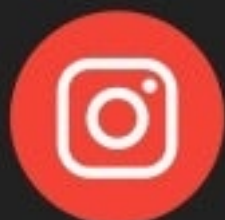
INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM



MEXICO

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



37.85
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



28.9%

QUARTER-ON-QUARTER CHANGE
IN INSTAGRAM AD REACH



+4.3%
+1.6 MILLION

YEAR-ON-YEAR CHANGE
IN INSTAGRAM AD REACH



+18.3%
+5.9 MILLION

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



39.1%

INSTAGRAM AD REACH
vs. POPULATION AGED 13+



37.0%

FEMALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



55.1%

MALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



44.9%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MID POINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES SHOWN HERE MAY NOT BE COMPARABLE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

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PUBLICAD EN INSTAGRAM

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TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK



MEXICO

POTENTIAL REACH OF ADS
ON TIKTOK (AGE 18+ ONLY)



46.02
MILLION

TIKTOK AD REACH AGE 18+
vs. TOTAL POPULATION



35.2%

QUARTER-ON-QUARTER
CHANGE IN TIKTOK AD REACH



+10.5%
+4.4 MILLION

YEAR-ON-YEAR CHANGE
IN TIKTOK AD REACH



[N/A]
[NEW DATA POINT]

TIKTOK AD REACH AGE 18+
vs. TOTAL INTERNET USERS



47.5%

TIKTOK AD REACH AGE 18+
vs. POPULATION AGE 18+



50.4%

FEMALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



60.5%

MALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



39.5%

SOURCES: BYTEDANCE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALLOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. FIGURES USE THE MIDPOINT OF PUBLISHED RANGES. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH AUDIENCE DATA FOR USERS AGED 18 AND ABOVE, BUT ALLOW MARKETERS TO TARGET ADS TO USERS AGED 13 AND ABOVE. BYTEDANCE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE".

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PUBLICIDAD EN TIKTOK

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN



TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



17.00
MILLION

LINKEDIN AD REACH
vs. TOTAL POPULATION



13.0%

QUARTER-ON-QUARTER CHANGE
IN LINKEDIN AD REACH



0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE
IN LINKEDIN AD REACH



+6.3%
+1.0 MILLION

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



17.5%

LINKEDIN AD REACH
vs. POPULATION AGED 18+



18.6%

FEMALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



43.0%

MALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



57.0%

SOURCES: MICROSOFT'S LINKEDIN ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE OR REGISTERED MEMBER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTE:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** THE FIGURES PUBLISHED IN LINKEDIN'S ADVERTISING RESOURCES REFLECT TOTAL REGISTERED MEMBERS (NOT ACTIVE USERS), SO FIGURES SHOWN HERE ARE NOT DIRECTLY COMPARABLE WITH OTHER PLATFORMS.

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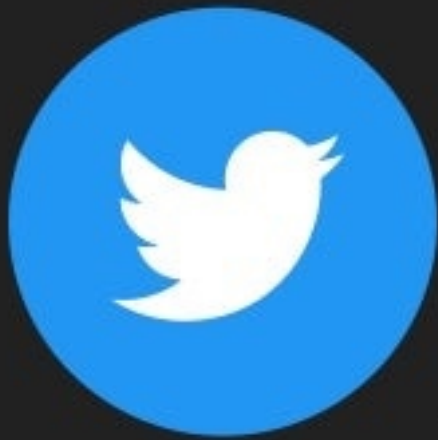
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TWITTER: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON TWITTER

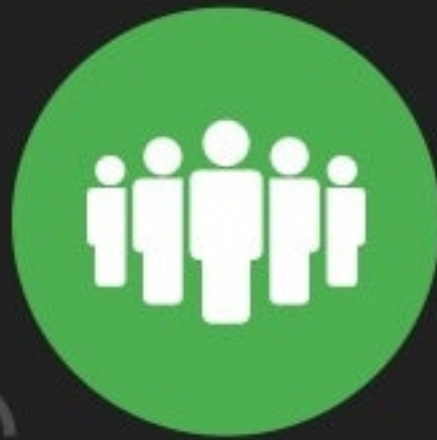


POTENTIAL AUDIENCE
THAT TWITTER REPORTS
CAN BE REACHED WITH
ADS ON TWITTER



13.90
MILLION

TWITTER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL POPULATION



10.6%

TWITTER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
POPULATION AGED 13+



13.6%

TWITTER'S POTENTIAL
ADVERTISING REACH
AS A PERCENTAGE OF
TOTAL INTERNET USERS



14.3%

QUARTER-ON-
QUARTER CHANGE IN
TWITTER'S POTENTIAL
ADVERTISING REACH



-0.7%
-100 THOUSAND

SOURCES: TWITTER'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. FIGURES PUBLISHED IN TWITTER'S ADVERTISING RESOURCES ARE SUBJECT TO SIGNIFICANT FLUCTUATION, EVEN WITHIN SHORT PERIODS OF TIME. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. DUE TO ANOMALIES IN SOURCE DATA, WE ARE CURRENTLY UNABLE TO OFFER DATA FOR TWITTER USE BY GENDER. **COMPARABILITY:** BASE CHANGES.

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PINTEREST: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON PINTEREST



TOTAL POTENTIAL REACH
OF ADS ON PINTEREST



17.86
MILLION

PINTEREST AD REACH
vs. TOTAL POPULATION



13.6%

QUARTER-ON-QUARTER CHANGE
IN PINTEREST AD REACH



+7.3%
+1.2 MILLION

YEAR-ON-YEAR CHANGE
IN PINTEREST AD REACH



[N/A]

PINTEREST AD REACH
vs. TOTAL INTERNET USERS



18.4%

PINTEREST AD REACH
vs. POPULATION AGED 13+



17.4%

FEMALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



74.0%

MALE PINTEREST AD REACH
vs. TOTAL PINTEREST AD REACH



19.2%

SOURCES: PINTEREST'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY, USING MIDPOINT OF PUBLISHED RANGES. PINTEREST'S TOOLS ALSO PUBLISH DATA FOR USER OF "UNSPECIFIED" GENDER, SO VALUES FOR "FEMALE" AND "MALE" REACH SHOWN HERE MAY NOT SUM TO 100%.

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SNAPCHAT: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON SNAPCHAT



TOTAL POTENTIAL REACH
OF ADS ON SNAPCHAT



16.95
MILLION

SNAPCHAT AD REACH
vs. TOTAL POPULATION



12.9%

QUARTER-ON-QUARTER CHANGE
IN SNAPCHAT AD REACH



+2.4%
+400 THOUSAND

YEAR-ON-YEAR CHANGE
IN SNAPCHAT AD REACH



-5.6%
-1.0 MILLION

SNAPCHAT AD REACH
vs. TOTAL INTERNET USERS



17.5%

SNAPCHAT AD REACH
vs. POPULATION AGED 13+



16.6%

FEMALE SNAPCHAT AD REACH
vs. TOTAL SNAPCHAT AD REACH



74.6%

MALE SNAPCHAT AD REACH
vs. TOTAL SNAPCHAT AD REACH



24.2%

SOURCES: SNAP'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE DATA ONLY, USING MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS, BUT GENDER AUDIENCE VALUES MAY NOT SUM TO THE TOTAL AUDIENCE FIGURE, SO GENDER PERCENTAGES MAY NOT SUM TO 100%.

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VALUE OF THE DIGITAL ADVERTISING MARKET

ANNUAL SPEND ON DIGITAL ADVERTISING, WITH DETAIL BY ADVERTISING FORMAT (U.S. DOLLARS)



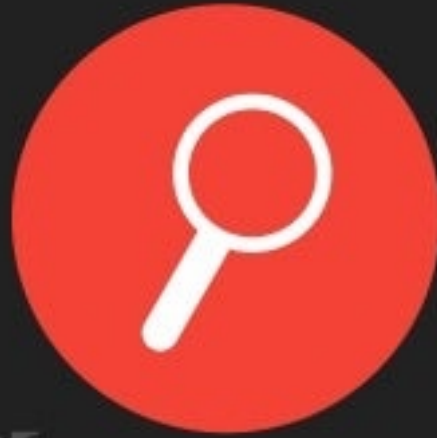
TOTAL



\$3.03
BILLION

YEAR-ON-YEAR CHANGE
+23% (+\$562 MILLION)

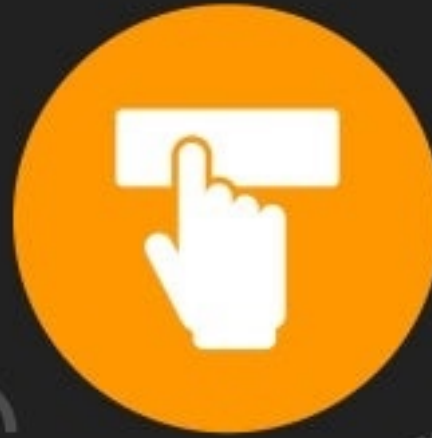
SEARCH ADS



\$791.6
MILLION

YEAR-ON-YEAR CHANGE
+37% (+\$213 MILLION)

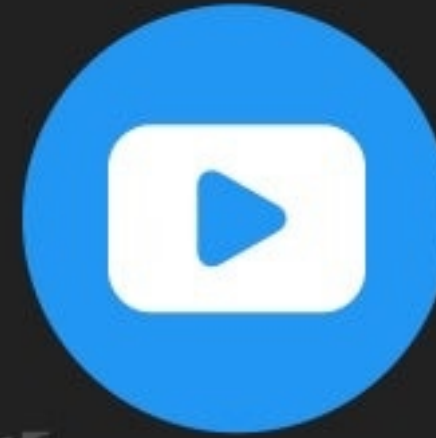
BANNER ADS



\$1.46
BILLION

YEAR-ON-YEAR CHANGE
+14% (+\$174 MILLION)

VIDEO ADS



\$677.9
MILLION

YEAR-ON-YEAR CHANGE
+32% (+\$165 MILLION)

CLASSIFIEDS



\$103.6
MILLION

YEAR-ON-YEAR CHANGE
+10% (+\$9.5 MILLION)

statista



statista



100

SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** FIGURES REPRESENT ESTIMATES FOR FULL-YEAR SPEND IN 2021 IN U.S. DOLLARS, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. DOES NOT INCLUDE ADVERTISING REVENUES ASSOCIATED WITH EMAIL MARKETING, AUDIO ADS, INFLUENCER MARKETING, SPONSORSHIPS, PRODUCT PLACEMENT, OR COMMISSION-BASED AFFILIATE SYSTEMS. **COMPARABILITY:** BASE CHANGES. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS.

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WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



FACEBOOK



77.13%

YEAR-ON-YEAR CHANGE
-7.1% (-590 BPS)

TWITTER



10.62%

YEAR-ON-YEAR CHANGE
+35.8% (+280 BPS)

PINTEREST



6.73%

YEAR-ON-YEAR CHANGE
+86.9% (+313 BPS)

INSTAGRAM



1.83%

YEAR-ON-YEAR CHANGE
+315.9% (+139 BPS)

YOUTUBE



3.14%

YEAR-ON-YEAR CHANGE
-36.3% (-179 BPS)

REDDIT



0.29%

YEAR-ON-YEAR CHANGE
+314.3% (+22 BPS)

TUMBLR



0.20%

YEAR-ON-YEAR CHANGE
+150.0% (+12 BPS)

LINKEDIN



0.04%

YEAR-ON-YEAR CHANGE
+100.0% (+2 BPS)

VKONTAKTE



0.01%

YEAR-ON-YEAR CHANGE
[FROM 0%] (+1 BP)

OTHER



0.01%

YEAR-ON-YEAR CHANGE
[FROM 0%] (+1 BP)

SOURCE: STATCOUNTER. **NOTES:** SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE NUMBER OF WEB PAGE REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL WEB PAGE REFERRALS ORIGINATING FROM THE AVAILABLE SELECTION OF SOCIAL MEDIA PLATFORMS ON ANY DEVICE IN NOVEMBER 2021. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE THE ABSOLUTE CHANGE. FIGURES MAY NOT SUM TO 100% DUE TO ROUNDING.

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Conclusiones!

