

New Media Insights for Local Advertisers



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In Pursuit of the Online Shopper

Online shopping continues to mature and has become as much as a place for consumers to buy what they need as physical stores. A new Adobe Commerce US consumer survey found 93% of respondents said they shop online. Understanding the evolution of the online shopping trend is critical for businesses of all sizes.



The results of a May 2022 Digital Commerce 360/Bizrate Insights survey add to that understanding. Although it is one of the oldest digital communication tools, “general email” was first among survey respondents at 44% for the “marketing effort influencing your decision to make online purchases.” Many other tools and platforms didn’t fare as well: social media at 18%, advertising on search engines at 17%, text messages at 12% and influencers on social media at 7%.

Of the surveyed online shoppers, 43% said they open email advertising from retailers daily, but that open rate doesn’t convert to frequent purchases. Only 1% said they make a purchase daily after reading an email and only 10% weekly. The largest category was monthly purchases at 60%.

Top 5 Types of Retailers’ Emails Online Shoppers Were Most Likely to Open, May 2022

Type	Percent
#1: Promotions/Discounts currently available	62%
#2: Shipping confirmations	52%
#3: Order confirmations	52%
#4: Delivery confirmations	43%
#5: Offers tied to loyalty programs	40%

Digital Commerce 360 (Bizrate Insights), May 2022

Two-thirds (67%) of online shoppers said they use social media regularly. At 65%, Facebook visits most often resulted in a purchase, followed by YouTube at 45%, Pinterest at 33%, Instagram at 26% and Twitter at 13%.

The survey also revealed slightly less than half (48%) of respondents said they shop on a social media platform. The discovery of new products and services was the top reason (at 23%) these shoppers explore new social media platforms and another 22% were in search of marketing promotions to save money.

Most local businesses, especially retailers, must have an e-commerce presence to succeed, and these insights are invaluable to help them target their online shoppers effectively and maximize their spending.



Major Social Media Platforms' Poor Reputations



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Life is full of contradictions. One of the latest is the poor reputations of major social media platforms although they are very popular and attract millions of users daily. In the 2022 Axios/The Harris Poll Reputation Rankings, TikTok was #94, Meta was #97 and Twitter was #98 among the top 100 companies.

The Reputation Quotient is based on trust, vision, growth, product/service, culture, ethics and citizenship.

Among the top 10 companies with the best Reputation Quotients, Trader Joe's was first at 82.4, followed by HEB Grocery at 82.0, Patagonia and The Hershey Company tied at 81.8 and Wegmans at 80.6%. Interestingly, the only solely online company in the top 10 was Amazon at #8 with a Reputation Quotient of 80.3.

More results from Axios/The Harris Poll found Samsung, Sony and Apple based on their hardware businesses had reputation rankings of #4, #9 and #5, respectively, compared to Google at #17 and Spotify at #47.

The Disturbing Influence of Twitter on Journalists

Twitter's reputation has been tarnished for various reasons, which is why it was #98 of the 100 companies in the Axios/The Harris Poll survey in the article above. A March 2022 survey from Pew Research Center reveals journalists are using Twitter more than any other platform for work-related tasks.

Top 5 Social Media Sites Journalists Use for Work-Related Tasks, March 2022

Social Media Site	Percent
Twitter	69%
Facebook	52%
Instagram	19%
LinkedIn	17%
YouTube	14%

Social Media Today (Pew Research Center), June 2022

Unsurprisingly, it's the youngest journalists who use Twitter the most: 18–29 at 83%, but even a majority of those 50–64 at 66% and a substantial percentage 65+ at 45%.

By contrast, a separate Pew Research Center survey found 31% of US adults obtain their news on Facebook at 31%, followed by YouTube at 22% and Twitter at 13%.

Given Twitter's reputation for a significant amount of misinformation and inflammatory content, the fact journalists' reporting is influenced by what they read there is quite disturbing.



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InsightBrief: Night Owl Facebook Posts Are Best

You'll have to rise very early to maximize your Facebook posts. Sprout Social's newest recommendation for Facebook is 3:00 am CST, Monday–Friday. Few people are posting at that hour, so your post is more likely to be seen by early-morning users.



InsightBrief: More Gen Zers Flock to Social Media

According to data from eMarketer, 8.4% more Gen Zers will become social media users during 2022 as more age from teens to young adults. Conversely, the number of Gen Xers, mostly their parents, will decrease 0.9% for the first time.



InsightBrief: Emotional Responses to Cost of Living

Brandwatch Consumer Research is constantly monitoring social media posts. Of the 16.86 million posts between 11/1/21 and 5/1/22 about the cost of living, "disgust" was the top word used, increasing 155%, followed by "sadness" at 122% and "anger" at 113%.



InsightBrief: Peacock Is First in Ad-Supported Streaming

Although plenty of streaming video viewers like ad-free content, millions are also happy to watch ads to pay less. Hub Entertainment Research reports 73% of Peacock subscribers pay \$4.99/month to watch ads while just 20% pay \$9.99 monthly for no ads.



Sources: Unsupervised Website, 6/22 Vidyard Website, 6/22 Industry Dive (Social Media Today) Website, 6/22; eMarketer Website, 6/22; NextTV Website, 6/22; MMediaPost Website, 6/22; Westwood One Website, 6/22

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