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Number of freelancers worldwide

As we see a big shift from traditional jobs to freelance, one thing becomes clear: the gig economy is surely taking over the world. As freelance statistics show, those who started working for themselves don't plan on going back to the standard 9-to-5 routine. Scroll down to discover more fascinating facts and statistics on freelance work; how freelancers feel about working this way, how much they earn, how it compares to traditional employment, and more. Freelance statistics (Editor's Choice)Nearly 30 million freelancers are long-term oriented.31% of freelancers earning \$75,000+ a year. There are 57 million freelancers in the US. Working from home improved performance by 13%.30% of freelance writers making under \$10 an hour during their first year. Men make 4 times more money than women.91% of freelancers think the future of the profession is bright. Half of the working U.S. population will turn to freelance jobs over the next five years. The State of Freelancing1. 57 million Americans are part of the gig economy. The rapid progress of companies such as Uber, eBay Freelancer.com government has given people the opportunity to work part-time or do side hustle. In essence, these workers have become part of the global gig economy that offers greater flexibility than traditional jobs. The popularity of freelance jobs has increased in recent years and today more than 36% (or 57 million) of American workers are part of the free-market system.2. Freelancers are the most popular in Europe.So, how many freelancers are there in the world? Although there is no exact number, the statistics show that this type of work is the most popular in Europe where 35.5% of the freelance community is located. Next, Latin America and Asia come with 29.2% and 28% concentration of freelancers respectively. The African continent accounts for 10.1% of freelancers worldwide.3. 73% are looking for a job on dedicated internet platforms. The majority (73%) freelancers are looking for and finding work on some of the internet platforms specially made for this. Freelance statistics further show that with a total of more than 50 million users, Freelancer.com, Upwork and Fiverr are the most popular platforms to find a job. Another 33% of freelancers find work through referrals, 15% use social networks, and 14% do so through business-oriented networking sites like LinkedIn.4. Nearly 30 million freelancers are long-term oriented. Freelance is not only a side hustle but a career choice. In fact, 28.5 million U.S. freelancers are now long-term oriented. This marks a 2014 rise when only 18.5 million freelancers considered working for themselves a career option.5. 30% of Fortune 500 companies hire through Upwork.With about 12 million people looking a job and more than 5 million more that are there for freelance job placements and looking for workers, Upwork is one of the largest largest bases in the world. The latest metrics suggest that many large companies (30%) looking to find skilled people for their needs and often hire the perfect candidate on Upwork.6. Access to affordable health care is the number one concern for freelancers. Access to affordable health care is the overriding concern for 22% of freelancers. Unpredictable income and retirement savings are major issues for 19% of freelancers. Other notable concerns are paid a fair rate, high taxes and the possibility of going into debt.7. Half of the U.S. freelancers are paid on a fixed amount. As freelance statistics show, about 48% of all the completed gigs were paid after both parties agreed on the amount in advance. 29% were paid by the hour and the balance was a combination of both categories, hourly and based on a fixed amount.8. 30% of freelance writers make under \$10 an hour during their first year. Freelance statistics suggest authors are earning low rates. One-third of them earn less than \$10 an hour. 31% of freelance writers, meanwhile, make between \$11 and \$25 per hour, while 20% earn \$26-\$40 per hour. Only 10% make \$50-75 per hour and 9% earn \$75-\$100.9. 31% of freelancers earn \$75,000+ per year. Freelance can be an excellent source of income. In fact, a third of U.S. freelancers earn \$75,000 or more that's up from 16% in 2014.Freelance Workforce Statistics10. There are 57 million freelancers in the US. A recent report showed that there are 57 million freelancers in the U.S., representing 35% of the country's workforce. At the moment, freelance income is \$1.3 trillion and accounts for 4.8% of the entire U.S. GDP. That's pretty impressive.11. Every seventh freelance in the UK is a mother. A freelance industry report shows that more than 300,000 moms in the UK work as freelancers. That makes every seventh person working in the industry a mother of at least one child. This type of work makes it ideal for parents as they get to take care of their kids and work at the same time.12. The gender gap is present: Men make 4 times more than women. Female freelancers make less money than male freelancers. A SlashWorkers study showed that while women make \$25000 on average, men can go about \$150000 a year for the same position. That's a difference of 4.5 times in favor of men.13. 24% of freelancers have a bachelor's degree. Freelance statistics furthermore show that 24% of freelancers have a BA, while another 16% also have a postgraduate degree. This makes up 40% of highly educated professionals, compared to 39% for traditional workers in both of these categories. The number of freelancers and traditional workers with some college or Associate degree, and is 26% and 34%, respectively. The share of full-time freelancers is 28%. Freelance becomes an increasingly popular long-term career choice as opposed to just a solution for some extra cash. As of 2019, 28% of freelancers work full-time, with a marked increase of 17% in 2014.15. Nearly half of the full-time freelancers participated in extra education programs. As freelancers show, about 45% of full-time freelancers who quit their jobs in traditional work environments participated after some sort of training and education to expand their skills and knowledge.16. 66% of freelancers re-edited to stay relevant to the market. More than 66% of full-time freelancers are constantly looking for extra education so they can stay relevant in the market. On the other hand, 53% of traditional workers consider standing up as an important practice to stay relevant.17. 45% of freelancers provide skilled services. Freelance facts from Upwork's most recent study show that nearly half of freelancers are skilled professionals who provide services in marketing, programming, IT, and business consultancy.18. Generation Z is more likely to freelance. Freelancers employment is a thing for younger workers. In fact, Generation Z is the largest freelance workforce group – 53% of those aged 18-22 freelance in 2019, Millennials (aged 23-38) are next by 40%, while Gen X workers (aged 39-54) follow by 31%. The smallest generation group among freelancers is Baby Boomers (55+) with 29%.19. Most American freelancers work in the Art and Design field. According to freelance artist statistics, 75% of American workers in the Arts and Design field are freelancers. The Entertainment Field, meanwhile, has 55%. Construction is another industry where the majority of workers (52%) are freelancers. Benefits of Freelance Employment20. 64% of people think that freelance has given them better jobs. Freelance work is an excellent option, especially for those who might otherwise not be able to work a traditional job due to circumstances. 64% of freelancers say the work has given them the opportunity to work and make money living just like the rest of the working world. Freelance gave them the chance to make their lives better.21. Freelance work helps with improving the work-life balance. Remote work statistics show that an impressive 77% of all those who started freelance felt an improvement from their work-life balance. They say they have more time for friends and hobbies, and are generally able to do more in their lives. More than half admit that under no circumstances will they go back to the traditional work path. While the latter is a more stressful option for many, it doesn't have to be — at least not with the right employee engagement software, which helps boost office morale and keep track of employees' satisfaction levels at all times.22. Employers make profits by hiring freelancers. Profit is the number one reason more and more companies are hiring outside workers these days. The say that the average cost for workers benefits is about \$11 per hour. With a freelance, this money can be rolled out elsewhere. Freelance economics statistics further show that the employer will pay with freelancers for the work done that will save them money in the long term. Moreover, there are no expenses for health care, paid leave, life insurance and other benefits.23. Working from home improves working performance by 13%. The convenience and sense of relaxation that has freelance when working from home leads to improved productivity. This is supported by the fact that companies that rely on freelancers saw a profit increase of \$2,000 per freelance worker.24. Freelance equals less stress. Freelance statistics show that people who work from home at least once a month are 24% more likely to feel less stressed about their work. The sense of greater control over the work environment and schedule, as well as the lack of a commute, are some of the factors that help freelancers feel more relaxed. As a result, these employees are more motivated and have a higher morale. Traditional vs. Remote Freelance Jobs25. Freelancers are 21% more satisfied with their position than traditional workers. The average traditional American freelancer is satisfied 63% of the time, while freelancers who work long-term are satisfied with the position they are at 84%. In addition, 61% of those who say freelance say that there is no money that will make them do the standard 9 to 5 work ever again.26. Traditional employment has a higher chance of getting you sick. Working at home statistics suggests that 64% of people who freelance have noticed a health improvement when they quit their standard job. It's not a surprise considering that freelancers are freed from exhaustive commuters, the stress of corporate life, and more.27. Freelancers are more successful in living the lifestyle they want. Freelance provides flexibility and opportunities traditional jobs don't. A recent survey showed that 84% of full-time freelancers live the lifestyle they want as opposed to 63% of full-time traditional workers.28. Freelancers who have left their traditional jobs deserve more. According to the freelance statistics for 2020, 1 in 4 freelancers left their jobs to start freelancers. 60% of them earned more than when they had an employer. For 24% of them, it took less than six months to start earning more while it happened for 33% immediately. The future of Freelance29. Estimates say that half of UK workers will be self-employed by the end of 2020. More and more people enjoy completing tasks at their own pace.

They also tend to be valued more in the workplace for their extensive networks and This is one of the main reasons why by the end of the next decade, more than half of the entire working-age population in the UK will be self-employed.30. More than 50% of the working U.S. population population turn to freelance work over the next five years. The U.S. will see an expansion of freelancers with 50% of the working U.S. population expected to either try or transition to freelancing by 2024. Statista's freelance forecasts show that this trend will continue and by 2028 there will be 90.1 million freelancers compared to 57.3 million in 2017.31. 91% of freelancers think the future of freelancers is bright. The vast majority of freelancers feel optimistic about the future. 67% of full-time freelancers expect their incomes to increase in the next 12 months, while 91% are confident the best days are yet to come. In 2014, 77% of freelancers felt that the freelance future is bright. ConclusionDriven by the younger generation, the future of the freelance industry is certainly bright. These freelance statistics clearly show that people involved in it also show interest in its growth. Freelancers are happy with their position and enjoy the flexibility, while customers love the boost in productivity and savings. That said, there is still work to do on improving rights and closing the gender gap. Webinar metrics will help you decide which day of the week works best for invitations, when to start promoting, how to choose the right date, and how to engage your audience. Page 3 The inbound marketing statistics for 2020 show how digital strategies like SEO, blogging, and social media marketing are better suited for the mindset of the modern consumer. Page 4 As the latest Twitter metrics show, while the platform's user growth has declined lately, its global reach and unique format have kept it relevant to marketers. Page 5 Covering a wide range of media are the extensive advertising statistics you find here, ideal for understanding the changing dynamics of global advertising. Page 6 This extensive collection of customer service statistics covers the benefits of excellent customer support, the risks of not delivering on customer support, and more. Marketing is a process that is constantly evolving, using new forms of media and technology – from radio, magazines and newspapers to television, mobile phones and the internet. Page 8 If you're wondering if marketing on this platform is a good idea, read on – we answer some of the questions most frequently asked about how many people use Snapchat. Page 9 To help you with the most comprehensive set of insights you need to shape your strategies, we've compiled the most relevant mobile marketing statistics for 2020 page 10 billions of people accessing the internet, accompanied by the social media boom, made for a perfect storm to turn marketing into an industry worth billions of dollars. Page 11 is one of the most popular instant messaging apps in the world, available on all major mobile devices and Systems. According to Viber metrics, the app is one of the rare services with more than one billion users worldwide. Have you ever wondered how and when it was born? Or who owns it? Below we offer the essential Viber data for 2020 and beyond. Numerous companies around the world are doing their best to find a way into the mobile marketplace and discover a new niche on time before it explodes and becomes popular among smartphone users. A few years ago, those niche were free instant messages. As companies strive to create the most popular messaging app in the U.S. and worldwide, dozens of applications for both Android and iOS are basically launched at the same time, flooding the market with multiple options. We have Facebook Messenger, WhatsApp, Slack, Google Alo and the focus of this article – Viber. Viber has been offering free call and messaging service to mobile users for nearly a decade now, and the company's business model has not changed. All you need to make a call or send a text, image, or a video is internet access. By going through the extensive catalog of Viber metrics listed below for 2019, you'll be able to understand the company better, as well as the journey to fame. Top Viber Statistics for 2020 (Editor's Choice)Viber has more than one billion users.30% of Viber users send stickers through the platform on a daily basis. Viber was used in 193 countries. Viber is partially banned in Tajikistan.More than 500 million downloads coming from Google Play Store.7 million interactions happening every minute on Viber.1 in 4 customers tapping the buy button. Viber's CEO generated \$5 million in revenue. Viber Use Stats and Facts1. Viber has more than one billion users. No tech company is considered a serious one unless it has reached the crucial milestone of reaching a billion users. This is mostly true for the tech industry, especially for applications aimed at social interaction, regardless of whether those interaction are messages, dating or posting photos. In March of 2018, Viber finally reached the one billion user point. By the time September came, the messaging app had gained another 50 million users.2. The top country in Viber usage is Ukraine.Some Viber statistics by country are as follows. Viber isn't that popular in the U.S. The majority of the western world prefers other messaging apps like WhatsApp.How, Ukrainians happen to love Viber, with 24.24% of the app's traffic coming from this country. Russia is the second most common home for Viber users, with 18.59% of traffic coming from Putin's homeland. Vietnam and Belarus take third and fourth place on the list, while Bulgaria is the fifth, with 3.49% of Viber's total traffic.3. Viber has 14,000 employees. If you have a On internal Viber statistics, 2018 was the year when more than 14,000 employees took care of the one billion users who have Viber. In May 2013, the had only 130 employees, mostly in the programming department.4. 30% of Viber users send daily stickers through the platform. Back in 2012, Viber decided to introduce stickers, a colorful way for users to express themselves in chats. There are numerous free stickers, but users can also create their own and get paid. Nearly a third (30%) of Viber users send stickers through the network on a daily basis.5. Viber stats for 2019 show that 50% of Viber users share photos and videos through the platform daily. As with most other messaging apps, users have the option to share photos and videos among themselves. Half of all Viber users use the platform to send photos and videos to their friends every day.6. Viber was used in 193 countries. So far, Viber has been used in 193 countries around the world. Some decided to ban the program, but most of the ban was revoked. The app is available in dozens of languages to accommodate the global audience.7. There are 260 million monthly active users as of January 2019.Have you ever wondered how many people use viber? If you have, here's the answer. Although Viber currently has 1.05 billion users, only 260 million actively use the network. In order for users to be actively considered, they must access the application at least once a month. 63% of Russian users do not have connection, 32% have problems with messaging delivery, and 3% have problems with statuses. Viber's users of Russia have common complaints about the app, but most of them can be attributed to the poor internet infrastructure in the country. More precisely, 63% of Russian users can barely connect with the app, 32% report problems with the messaging delivery system, and 3% of them see that their status is not displayed correctly.9. Rakuten paid \$900 million to buy Viber on February 13, 2014. Rakuten, the famous Japanese e-commerce and Internet service company, decided to spend \$900 million and buy Viber. The acquisition went public on February 13, 2014. Rakuten is the largest ecommerce site in Asia, and one of the largest in the world when it comes to sales numbers.10. More than 500 million downloads come from Google Play Store.Viber statistics show that the Android version of Viber has been downloaded more than 500 million times from Google Play Store. This app has held a number two spot in the Top Free category for years and can never overtake Facebook.11. 7 million interactions happen every minute on Viber.Viber's data storage centers are under constant surveillance because there are more than 7 million interactions happening every minute on the network. The users are constantly sending messages, photos and videos, and the company needs to traffic the insane with Manage. Average Viber user launches the app 12 times every day. The average Viber user opens the app to for new 12 times during a single day. This number seems to be consistent about the similar programs. Facebook Messenger, for example, is opened an equal amount of times on average.13. 668 million sticker packs were downloaded in 2017. Statistics from 2017 show that nearly 670 million sticker packs were downloaded during the year. Although most packs are free, some users want a little more customization options and are willing to pay for the privilege. Close to a third of all downloaded sticker packs were paid, according to Viber usage statistics for 2018.14. In 2013, Viber posted a net loss of \$29.5 million while earning \$1.5 million.During 2013, Viber reported an income of \$1.5 million and a loss of nearly \$30 million. The year before was a little less devastating, with the reported loss of \$15 million. The losses from 2012 and 2013 were mostly due to the company's strict policy of denying to run ads, which significantly reduced its potential for earning and turning a profit. The History of Viber15. Viber's founder, Talmon Marco, was a key technologist in the Israeli army. Talmon Marco, born in Israel, the founder of Viber, Talmon Marco, spends his mandatory military service as Chief Information Officer (CIO) for the Israeli Defence Force. After serving in the Army, he graduated from Tel-Aviv University and moved to the U.S. where he lives today.16. Back in 2013, Bkav (an Antivirus company) announced it had found a way to get complete access to Android phones through Viber.In 2013, more than 50 million smartphone users around the world were exposed to a potential threat due to the critical flaw in the Viber app, mobile messaging apps statistics show. Apparently, all it took for the information to be compromised were two phones running Viber and a separate phone number. The error was discovered during the test, and the process of hacking the phones was explained in this video.17. Viber had more than 750 million users worldwide bereik.Net two years after the company launched by 2015 and a year after Rakuten acquired it, Viber managed to reach 750 million users around the world.18. Viber had more than 11 million downloads when Rakuten acquired it. According to Viber metrics, when Rakuten bought Viber in 2014, the messaging application had just over 11 million registered downloads on Google Play Store.19. In 2014, NH Cyber Forensics Research & Education Group found that Viber stores user data in an unencrypted cloud environment. A new case of Viber's negligence was reported less than a year later when NH Cyber Forensics Research & Education Group broke the news that Viber was storing its data unsafely. According to the report, use an unencrypted cloud environment to store users' data, comasing the privacy of more than 150 million users at risk.20. Viber first appeared on Android platform in 2012, followed by BlackBerry and Windows phone. The beta beta Viber was available for download for the first time in 2012. The first marketplace to host the free app was Google Play Store. Later, it made its way into the BlackBerry and Windows phone stores. BlackBerry World, the app store for BlackBerry phones and tablets, is somehow still alive and kicking, while the Windows phone store is slowly suffocated and closed.21. The number of unique user IDs rose from 11 million in June 2011 to 858 million in December 2016.From June of 2011 to December of 2016, Viber managed to increase the number of unique user IDs more than eightfold. From 11 million users to nearly 860 million in just 5 years, the company has managed to reach the top of all popularity charts.22. Viber was founded by four Israeli partners: Talmon Marco, Igor Mezginik, Sani Maroli and Ofer Smocha.Viber Media were founded in Tel-Aviv in 1998. The company's founders were Talmon Marco and Igor Mezginik who met each other during their mandatory military service. They ran the company from Israel, but the development workforce was hired remotely from Belarus because of cheaper labor prices. Sani Maroli and Ofer Smocha joined the company soon after and it took nearly 15 years for the four partners to get the program noted and big.23. Viber with voice call option was officially released for Windows Phone 8 devices on April 2, 2013. Windows Phones were considered the next big thing in the tech world. With the U.S. government switching to them because of the levels of safety they offered, everyone wanted to buy one. Viber released the Windows version of the program early and added the voice call feature on April 2, 2013. Unfortunately, not many developers found it profitable to maintain support for Windows apps, which is why Windows phones slowly wilted.24. Viber's support system was defeated by the Syrian Electronic Army on July 24, 2013. On July 24, 2013, Viber's support system was dropped off by the Syrian Electronic Army. According to the official statement issued by Viber after the incident, no sensitive user information was obtained, and the users' privacy remained unsharmed.25. When Viber was sold, Israel's Shabtai family earned \$500 million from their 55.2% stake in the company. The question of how much is Viber worth? can be answered with an anecdote. According to the Viber's founders, the company was funded by family and friends. Fortunately for Viber, the family and friends in question were wealthy and invested \$20 million. When the 2014 acquisition happened, the Shabtai family, Viber's largest investor, sold its 55.2% stake for nearly \$500 million.26. Viber had 13 million users between 2010 and 2013. According to Viber users list Viber has only 13 million users between 2010 and 2013. During 2014, that number nearly tripled, with the company reaching the 35 million user mark. The significant oblique in user numbers was mostly to decent marketing, as well as the company's policy of not allowing ads, which contributed to higher user retention numbers.27. Launched Viber Out officially in December 2013.In December 2013, Viber introduced Viber Out, a service that allows users to call their phone contacts that did not install the app. The service enabled both calls to mobile and landline numbers using the Voice over Internet Protocol (VoIP) technology. Today, Viber Out offers different plans, ranging from \$0.99 for 5 minutes of calls in the country, to \$9.99 unlimited plans for global calls.28. Viber has seen a 15% increase in overall messaging for its one billion global users since collaborating with Mixpanel in 2015. Ever since Viber collaborated with Mixpanel in 2015, the company has been able to use the insight provided by the product and user analysis company in the partnership. According to Viber metrics, the interaction among its users improved by 15%. Viber facts you didn't know29. Customers often browse and engage with brands and products. Viber users often interact with products and brands on the network. According to official Viber metrics, an average user considers 28 products in a month.30. 1 out of 4 customers tap the buy button. Every fourth Viber user who sees a product advertised on the platform actually continues to buy it. The 25% buy rate is insanely high and many advertising experts have already started tapping the platform's potential.31. 13 different product Likes per month per customer. We've already mentioned that the average number of products views per user is 28. Out of that number, 13 products are generally kept by customers, so the advertiser lets it be known that the ad has reached its goal.32. Viber has 9.5 million fans on Facebook and about 514,400 followers on Twitter.Many people wonder, is Viber owned by Facebook? The answer is no, but the company does advertise on Facebook.The official Facebook page of Rakuten Viber has 9.5 million fans, while the company's official Twitter account has close to 515,000 followers. The data on offer is pretty fresh, dating from July 2018.33. Viber presents group companions with up to 250 people. Due to popular demands, the amount of people who can participate and be added to a chat group has been increased. Users have the ability to start a group companions with up to 250 participants. Who could ever keep up with the number of messages sent by so many people is another question, but the option to add that many people are readily available nevertheless.34. Viber public chat for FC Barcelona has 4.5 million followers. Viber and FC Barcelona's official partnership is crowned a public which has more than 4.5 million followers. The club publishes relevant news and data on the channel, and sometimes even the players appear. Digital marketing specialists will agree that this one of the best ways for the fans to communicate with their favourite football club.35. Viber Out prices can save you up to 50% when calling Vietnam and Australia.For those who are still unclear about what Viber and how does it work, as well as whether it can be used to call regular phone lines, here's the answer. Because of its function of connecting to the users' phone book, Viber lets you enable calls not only to other Viber users, but also to mobile phones and landlines. Viber Out is the name of this service, and in some cases, such as calling Vietnam and Australia, for example, it can save your mobile carrier expenses by up to 50%, compared to standard fees.36. Viber Out India has a plan that gives users up to 200 extra calling minutes compared to Skype's plan. Viber Out has an excellent plan for the Indian market. It offers the Indian users up to 200 more calling minutes compared to the similarly priced Skype plan, which is why this service is considered one of the most popular Viber trends.37. 59% of Southeast Asia's smartphone users installed Viber. Just like many other free messaging apps, Viber is very popular in Asia. The Asian mobile carriers are notorious for ripping off their customers, especially when it comes to international calls and messages. This is why 59% of smartphones in Southeast Asia installed Viber on them.38. Available in more than 32 languagesDue to its popularity across the planet and the general inefficiency of a program in just one or a few languages, Viber is currently available in 32 languages. More is constantly being added as demand for the free messaging platform increases. Viber metrics and data show that the number of languages has yet to increase even intensively.39. Companies that use Viber's messaging technology can send rich content with images, buttons, and up to 1000 text characters in any language. Viber decided to improve its B2B service by offering companies that use the platform to have with their users the ability to send messages with up to 1000 characters, with all other amenities experienced by standard users, such as images, stickers, and buttons.40. Viber desktop version uses specific TCP and UDP ports and the standard HTTP/HTTPS ports 80 and 443.For tech-savvy users, here's an important piece of Viber data. In order to access and fully use the desktop version of the app, the following ports must be open to all addresses for both TCP and UDP: For detailed instructions on how to open the ports on your desktop, you must check Viber's support page.41. Viber saw a world-class ROI with a CPI at less than \$10, and an 11% increase in app downloads among targeted demographics. After going on the Available, Viber managed to obtain an incredible ROI with a CPI at less than \$10. During the Period, Viber messenger statistics show that the ROI wasn't the only thing growing. The app managed to maintain a steady increase of 11% in app downloads from the targeted demographics.42. Coca-Cola was able to drive more than 680,000 users to interactions on Viber, 29,000 under-the-cap code redemptions, and a 30% conversion rate. In just three months, Coca-Cola has managed to improve its mobile footprint as a brand by launching a new Viber account, stickers and numerous product codes, as well as a new chatbot service. The company brought more than 680,000 users to its Viber chat room, with 30% of the number regularly communicating with its chatbot.43. Viber is partially banned in Tajikistan.Sorting Viber users by country, we can see that some governments don't particularly love the app. Viber was partially blocked in the Republic of Tajikistan back in January 2018, and the ban has yet to be lifted. The users of this country cannot send or receive video calls, but can only communicate in text format. Viber was previously the most popular communications app in Tajikistan, and since the ban was introduced, its popularity has dropped slightly.44. Viber allows easy integration with the user's contact list, and people can look forward to the best quality calls using 3G or Wi-Fi.One of the most attractive aspects of Viber is the user-friendliness of the app offers. Users only need to download the app and automatically sync it with their contact list, so they can easily message or call someone who installed the app for free, provided they are currently connected to Wi-Fi, 3G, or 4G network.45. Viber CEO Djamel Agaua currently has a CEO score of 70.Owler publications and is keeping track of several metrics related to tech companies, one on the list that are CEO counts. Viber has one of the highest CEO scores under the competition, with company CEO Djamel Agaua reaching the 70/100 mark. The criteria for the score are unknown, but we know that factors such as annual income, the number of employees, and the total amount of funding received under the CEO are all included in the final score calculation.46. Viber's CEO generated \$5 million in revenue. Although Viber revenue still didn't reach its peak, its CEO Djamel Agaua managed to bring a beaming sunshine to the company's gloomy revenue number. We mentioned before that the company lost millions of dollars each year. Under the new leadership, the company is working with a slight profit of \$5 million that wants to increase significantly in the years to come.47. Viber users can top-up their Viber Out account by using pay. Viber users who don't have credit cards or avoid using them because of fraud can pay for the Viber Out service in cash. Greece, for example, has more than 4,000 Netlink locations that can be used to top up Viber Out accounts. Viber users are The GAMEE Chat Extension an average of 34 gameplay per day, which is 30% higher than on other platforms. In March 2018, GAMEE, a platform dedicated to customizing popular games for use and sharing on social media, publicly announced its partnership with Viber.GAMEE chat expansion enabled Viber users to incorporate gameE games into their Viber conversations, increasing the popularity of both companies significantly. Viber users loved the new option to play games with friends, which led to an average user engaging in 34 gameplay a day; 30% more than on any other platform.49. Viber users spend about 20 minutes a day on GAMEE chat expansion. GAMEE chat expansion's popularity among the Viber population is rapidly on the rise. According to Viber marketing stats, 2018 shows that an average Viber user now spends 20 minutes of her day playing games on GAMEE chat expansion.50. Swelly, Viber Chatbot, enables users to create crowdsourcing tests or Swells. We've all noticed the recent trend of websites and apps adding polls to their interfaces. Facebook did it years ago, YouTube just got into it, and Viber also had to follow the trend. Swelly, the bot that helps users create and vote polls with two options, was introduced in 2017 and it managed to become an instant hit with the Viber crowd.51. Viber has a plan to launch Cryptocurrency in Russia in 2019.Another trend that Viber intends to follow is the popularity of cryptocurrencies. Rakuten plans to start its own cryptocurrency through Viber, likely during 2019. The coin the company plans to start should serve as a payment method for different services based around ecommerce that this company offers. Russia should be the first country to see the new cryptocurrency.52. During its first two years of existence, Viber did not generate income. Viber could not generate any income during the first two years of its existence. It even struggled in 2016 and only managed to gain a slight traction when it came to making money just last year.53. The corporate name of Viber Media was changed a final touch to this extensive list of Viber metrics and facts in July 2017.As, it should be mentioned that the company refused to change its name for a long time even after being acquired by Rakuten. Although the acquisition happened in 2014, Viber changed his name to Rakuten Viber in 2017, waiting more than three years to do so. Page 12 Although we may not be willing to acknowledge it, our creators have been driven by the desire to appear more successful than our peers. This fact led to the rapid rise of numerous which makes us possible in our vanity; one on the list is Snapchat. Snapchat stats show that its rise has no intention of slowing down. Snapchat was first introduced as a photo and messaging sharing platform, with its main selling his the fact that everything you share disappears after a period of time. Over time, the app has evolved into a full-on social network that millions of people use daily. Snapchat Stats (Editor's Choice)Snapchat's average revenue per user is \$1.53.Snapchat is the 6th most popular app in the U.S. Snapchat videos get more than 10B daily views. The longest Snapchat streak is 1,120 snaps. Snapchat was the preferred social network for 45% of U.S. teens in 2018.Snapchat has 188M daily active users. Snapchat users send about 34.1 messages per day.70% of Snapchat users are female.78% of Internet users aged 18-24 use Snapchat.64% of marketers are on Snapchat.General Facts & Stats About Snapchat1. Snapchat founders failed 34 times before creating Snapchat.Success doesn't come easy, and Evan Spiegel and Bobby Murphy, the founders of Snapchat, can attest to that. The two of them failed on 34 other projects before hitting it big with Snapchat. (EconoMaldives) 2. Snapchat was introduced as an iOS-only app and called Picaboo.The start was rough for Snapchat, or Picaboo as it was first known. It was presented as the group's project at Stanford, where their peers examined the concept of self-reproving messages and found it redundant. Fortunately for the two of them, the market and the general public thought otherwise. In 1994, Die Burger and Volk 3. The inspiration for Snapchat was born when Spiegel and Murphy's friend regretted posting a photo. Interesting facts about Snapchat start at the company's beginnings. While at Stanford, Spiegel and Murphy's brother, Reggie Brown, mentioned he regretted sending a photo. He also supposedly said that he wished there was an app that automatically deleted shipping photos after a while. That's how Snapchat came to be. Spiegel and Murphy took on the CEO and CTO roles, with Brown as chief marketing officer. (Forbes) 4. Snapchat paid its third co-founder (Reggie Brown) \$158M in cash to disappear. Back in 2014, Spiegel and Murphy were sued by their third partner, Reggie Brown, after being denied an equal stake in the company and basically forced out. After filed a lawsuit against his two former partners, Brown agreed to settle for \$158M in cash, denying him the entry into the billionaire club with his former colleagues. (Business Insider) 5. The mascot on the logo of Snapchat known as Ghostface Chillah was Brown's idea, too. Inspired by Wu-Tang Clan's Ghostface Killah, Brown called their new, haunting emoji logo Ghostface Chillah. Even if Ghostface Chillah is cool, you'll never find him on the Staten Island rapping with Method Man and Inspectah Covers. In 1994, Die Burger and Volk 6. Snapchat has \$825M in in 2017.Snapchat has taken a slight dip in revenue during the past two quarters. However, the things seem to be improving, and the company appears to be on track to beat the last year's numbers. Snapchat grows growth the previous years were so terrific they could easily take a hit this year, with no serious consequences. (Nasdaq) 7. Snapchat's average revenue per user is \$1.53.As per official government data, Snapchat made \$1.53 per user, last year. With the number of companies advertising on the platform, the most implausible ad feature, and the number of users there to see their ads, that number is expected to more than triple this year. (US Securities and Exchange Commission) 8. Snapchat has 3,069 employees. Snapchat facts also include some not so lucky ones. As of the end of 2017, Snapchat employed 3,069 people. The reports for this year are likely to show a decline in the number of employees as the company recently had to let more than 100 members of their staff go. (Variety) 9. There's an app for kids under the age of 13 called SnapKidz.For those who haven't entered their teens yet, there's a special feature in the app called SnapKidz where they can take photos and add captions to them as well as draw images. Due to the age of users, there is no option to share images or videos with SnapKidz. (Forbes)10. Google was interested in buying Snap for at least \$30B in 2016/17.Early 2016, rumors began spreading about Google's offer to buy Snap for \$30B. Sources from within both companies confirmed these rumors, and Snap's regret about not taking the deal as it was later evaluated at a lower price. Considering the unstable state of the market, it could prove to be a mistake on Snap's part in not taking the deal. Snapchat account metrics show a weakened rise in the number of new accounts, as well as a slight decrease in the number of daily visits. (Business Insider)11. Snapchat's founders are worth about \$4B; more than Facebook hosted for the company 5 years ago. Back in 2013, the founders of Snapchat were offered \$3B for the company through Facebook. They declined the offer and made one of the best decisions of their lives, as each of their interests in the company was valued at \$4B once the company went public. The company received a \$24B valuation, the second-largest IPO ever in the U.S. According to the most recent Snapchat metrics, the value of the company has been on a steady rise since then. (Business Insider)12. Evan Spiegel, Snapchat's CEO, was the youngest billionaire in the world in 2015. Back in 2015, after the IPO was released for Snapchat, one of the founders proudly gained the title of the world's youngest billionaire. Spiegel holds about 18% of Snap's shares. Spiegel is still near the top when it comes to young billionaires, holding the 4th at age 27. (Business Insider)13. Snapchat's shares were worth \$12.34 on August 14, 2018. After reaching their peak on February 16 this year, at \$19.84, Snapchat's shares were on a slow and steady decline. On August 14, they were down at \$12.34, and they dropped below the \$10 Since. (Yahoo Finance)14. Snapchat is the 6th most popular app in the U.S. Ranked by the number of monthly users, Snapchat is the 6th most popular app, trailing behind Pinterest, Twitter, Facebook Messenger, Instagram, and Facebook. If it doesn't make clear how many people use Snapchat, the answer daily is nearly 200 million. (Statista)15. The longest Snapchat streak is 1,120 snaps. Snapchat stripes are one of those things that makes no sense, but is so much fun. The idea is simple; two friends snap each other every 24 hours and try to keep the streak going for as long as possible. You get special flairs from day 3, and these flairs are some of the most treasured items a Snapchatter can keep. (Herald Magazine)16. Snapchat videos get more than 10B daily views. Talk about fascinating Snapchat facts! With the amount of puppy-eared videos people have posted on Snapchat in recent years, it's no wonder this number of views are reached daily. Smart glasses with a camera, called Spectacles, were released by Snap Inc last year, aiming to increase the number of videos on Snapchat. However, the product sold just over 200,000 units and was considered a failure. (Statista)17. With 28.7% reached in May 2018, Snapchat is ranked as the second most widely used mobile messaging app. Whatsapp, Viber, Skype and numerous other apps are available to us for free messages. Snapchat was the second most popular one in May 2018, just behind the Facebook Messenger, which once again proved how even short-term storage can overtake the conventional message. With nearly 200 million Snapchat active monthly users, 2018 is looking to be a good year for the company. (Statista)18. Snapchat was the preferred social network for 45% of American teens in 2018.In the spring of 2018, teenagers in America are canvassed about their social media preferences. 45% of them said that their preferred one is Snapchat, while 26% listed Instagram as their second choice. Twitter, Facebook and Pinterest followed, with 9%, 8%, and 1% of American teens using them as their primary media. (Statista)19. Snapchat lost 3M daily active users in Q2, 2018.Snapchat saw a loss of 3 million active users at the start of the second quarter of this year. Despite the loss to users, however, the company reported an increase in revenue. Recent Snapchat metrics show that, compared with the same period in 2017, the company's revenue has increased by 44%, reaching \$626M in revenue. The loss of active users was blamed on the redesign that occurred during this period, and the company worked hard to draw more users in the last two quarters of 2018. (ZDNet)20. 83% of users have negative reviews to the Snapchat app given. Snapchat decided to introduce a redesigned app earlier this year, and some of its features haven't been met with as much joy as others. Snapchat metrics include this piece of negative data, in, that 83% of their users initially don't like the redesigned app. Since many users weren't willing to sit through ads, Snapchat recorded a new feature: short, unacceptable ads. Fortunately, people realized that Snapchat has to make a profit somehow and that giving advertisers 6 seconds of their time isn't too much to suffer through. Especially if advertisers make an effort to make those ads entertaining and smart. (Gizmodo)21. Snapchat received 5,094 user data requests from federal authorities in the second half of 2017.Federal agencies and courts have issued 5,094 subpoenas for data from Snapchat users, in the second half of 2017 alone. Although Snapchat messages are deleted after 24 hours, there is leftover metadata from which messages can be retrieved and used as evidence against those under investigation. During previous years of Snapchat's existence, the government requested the data of significantly fewer people than they did last year. (Statista) Snapchat User Stats22. Snapchat has 188M daily active users. For those of you wondering how many users Snapchat users are there? The answer is - a lot. The number of people using Snapchat on a daily basis might seem high, but it's still not enough to put the app on the list of 1000 most visited in the world. In fact, it comes in 1,618th. Snapchat's user numbers actually dropped in the last quarter; an alarming appearance that management is working hard to correct. (Statista, SimilarWeb)23. 78% of Internet users aged 18-24 use Snapchat.It is interesting to know that nearly four-fifths of young(er) internet users in America are on Snapchat. Snapchat's demographics include people of all ages, including 5% of all internet users in the United States who are over the age of 75. The number of seniors using the app seems to be at an, ever so soft, rise, as they try to keep up with the new-age technology. (Statista)24. 37% of Internet users living in urban areas use Snapchat.Snapchat usage are slowly becoming more prominent among rural Internet users, even though urban internet users are still leading in this category. While 26% of Internet users in the U.S. who come on Snapchat come from rural areas, 37% are located in urban environments. (Statista)25. Daily active Snapchatters spend 30+ minutes using the app every day. The number of daily active users of Snapchat is huge, and it approaches 200 million people, as mentioned in the last paragraph. The average of those people spends more than 30 minutes each day in the app and opens it 25 times a day. (Snapchat)26. Snapchat users send more than 3.5B snaps every day. Although a trend of strikingly in Snapchat's metrics is the number of snaps sent each day, since the start on an upward trend. In 2016, the number of snaps sent each day was around 2.5B, in the first quarter of 2017 the number was 3B, and now, now, number has a peak at 3.5B. (Statista)27. Snapchat users send about 34.1 messages a day. Snapchat users in 2018 don't appear to be a diverse crowd when it comes to their age, since most of them are teenagers and young adults. It's no wonder the average number of messages sent per day is over 30. When young people are offered a way to message someone, and then that message disappears after 24 hours, you can bet they're taking that offer. Although most will ever use the app to message friends, some take the opportunity to express their feelings and share embarrassing moments, or share photos with not that many clothes. (CNBC)28. Snapchat users share 2,083,333 snaps every minute. Minutes go by, and Snapchat users send millions of messages that will disappear in a day. While Snapchats see more than 2 million messages shared every minute, Twitter gets 473,400 new turns, Skype users send and receive 176,220 calls, and nearly 100000 hours of video is streamed on Netflix. (Statista)29. 528K snaps are sent every minute. More data-related facts about Snapchat: Snapchat users send 528,000 messages every minute, and this trend doesn't appear to be slowing down. With nearly 300 million people using the app each month, Snapchat manages to hold the top position when it comes to the number of messages sent in a minute. (arxye)30. 60% of daily active Snapchatters use the Snapchat camera every day. Whether they want to add a flower crown to their face, puppy ears and tongue, or puke rainbow, nearly 95 million people use the Snapchat camera every day. The size of data going through the app is significant, causing Snapchat to get into a \$2B deal with Google for their cloud storage. Fortunately, all the data remains temporarily on the servers and keeps the cost semi-reasonable. (Snapchat)31. 19M users check Snap Cards daily. One of the new features of Snapchat that came with the redesign is Snap Maps. This feature allows Snapchat users to share their location with friends, as well as see their Bitmoji on a map. A heat map is created for specific areas, and stories can be created for special occasions. The purpose of this feature is to easily track your friends, see what's happening around your area, and explore museums, sporting events and more. This feature has shown that it's one of the more important things to restore customers, as well as get back on track with Snapchat growth. (The Edge)32. There are 70M daily active Snapchat Lens Studio users. As virtual and augmented reality apps began to gain popularity, Snap jumped in on the train with its own AR feature called Lens Studio. With this feature, users were able to create life-like, 3D emojis. Later the company Introduced Snapchat World Lenses that allowed users to place those emojis in an actual environment using just their phone's camera. (The Rand)33. 50% of Snapchat users are 18-30 years old. When it's it to Snapchat demographics, most of them are young. The app is geared toward younger audiences, as evident by those silly filters we all had to witness and endure. Of course, that doesn't mean more adult people don't enjoy what the app has to offer. (Digital Vydia)34. 79% of teens and young adults prefer Snapchat to other social networks. The reach of Snapchat among the teens and young adults in the U.S. is 79%, which is 3% higher than Facebook. Similarly, the latest Instagram marketing statistics show that this photo and video sharing social media platform has a 6% lower reach than Snapchat. Although it looks like the company's growth has slowed in the last quarter, these numbers are impressive. (Statista)35. 53.28M mobile users have access to the app in May 2018.Snapchat statistics show that 53.28 million of the app's users used their mobile phones to access the app. Those in the industries that revolve around online media are familiar with the importance of customising your product and spreading it to the smartphone marketplace. Snapchat's marketplace is mostly mobile users, and the app is well-tailored to its use, which is notable in the number of mobile visits where Snapchat is once again 6th. (Statista)36. 33% of male and 35% of female U.S. Internet users use Snapchat.Official Snapchat statistics show that more than a third of the U.S. population uses this information. The female population leads by a few percentage points, but it's by no means indicative of the gender equilibrium on Snapchat. Although Snapchat's numbers dropped in the first quarter of this year, the one constant the drivers could rely on was this noted changing piece of data. (Statista)37. 70% of Snapchat users are female. Snapchat user demographics may appear even out when it comes to gender, according to the previous paragraph. However, same as with Instagram and other similar platforms, the female gender dominates Snapchat too. Although Snapchat's officials refuse to reveal the exact number of users by gender, sources from within the company assure us that this number is correct. (Daily Animal)38. Snapchat's average daily user creates more than 20 snaps a day. Is there a more perfect app for those who want to send a private message, photo or video, than the one that will make the sent item disappear after 24 hours? You can discover your friends some secret message, or message your loved one some naughty photos, all without the risk of them later. (Adweek)39. 18% male Snapchat users access the app at least once a day. One might expect this number to be higher, but it turns out that not even one-fifth of all men on Snapchat use the photo-sharing app on a daily basis. According to the latest Snapchat women are more prominent daily users, and they share more photos, compared to their male counterparts. (Statista)40. 47% of US users aged 18-29 access the app at least once a day. This age group is the one that drives Snapchat since most of its users belong in it. Sorting Snapchat users by country leads us to conclude that the U.S. is its leading market, and according to data, 22% of young adults from the U.S. never use the app. Interestingly, people over the age of 65 only make up for 1% of Snapchat's daily users. (Statista)41. 93% of users send a leap from their beverages. Grabbing a quick Snap of their food or drink has become a tradition for millions of people. This popular Snapchat activity is one of the leading causes of the famous dirty; Snapchat vs. Instagram. While some people prefer to turn their feed into a food blog, others would rather just send their friend a picture of what they're about to eat, and not think about it again. (Laudco Media)42. 15% of users send Snaps of their private parts. You might think this number is larger, but only 15% of Snapchat users use the platform to send nudity, or at least that's how many of them admit to it. We live in the age of sexual revolution and openness, and more and more people are confident with their bodies and sexuality, giving them the courage to send other pictures of their private bits. (Laudco Media)43. 59% of users have received an inappropriate Snap.Unsolicited nudity is never a good thing, especially when nearly 100 million people receive them. One of the main concerns of women everywhere is receiving photos of genitals you didn't want to see, and this phenomenon seems to be turned into an epidemic on Snapchat. Snapchat stats on this topic are disappointing, to say the least, and the company seems to have little to do with fixing the situation. (Piktochart) Snapchat's commercial Use44. 64% of marketers are on Snapchat.As with any popular medium, advertisers and digital marketing companies have found ways to use Snapchat to their advantage. With the addition of the Discover feed, brands were allowed to introduce their products and content to the users, bringing in a ton of revenue for Snapchat. Among companies that use Snapchat for marketing, you can find big names like Audi, Cisco, Nike, and countless others. (Adweek)45. Snapchat reaches 11% of the total U.S. digital population. When it comes to Snapchat ad statistics, the company seems to be doing an excellent job at reaching the population. The rising number of people reaching Snapchat is the main reason companies want to advertise their products on it. In no way can a company afford to achieve that with many people on TV, or any other media, as the marketing campaign would have hundreds of millions of dollars Production costs are low for a 6 seconds video, the audience is greater than anyone might think, and the cost of running an ad is neglectable, especially for a multi-billion company. (Comscore)46. Snapchat use among global sportswear brands was up 90% (as of September 2016). Major sportswear brands, such as Nike, Reebok, Adidas and Asics, were among the first to realize the potential of ads on Snapchat. With nearly 200 million daily visits, Snapchat is where every major brand wants to be, especially since the new ad methods like the Discover feature have been introduced. (Statista)47. Video accounts for 57% of branded posts on Snapchat.An interesting piece snapchat metrics show using the video feature suddenly became the preferred method of advertising by most brands on the platform. As brands tried to adapt to the new Snapchat, they began experimenting with the video feature. This is why the video format went from a 46% minority to a 57% majority of all brand posts. (Statista)48. 11% of marketers used Snapchat video, and only 27% found it to be an effective strategy. Most marketers and social media marketing companies haven't managed to use their Snapchat video-based campaigns, as users tend to find them unpleasant and annoying, especially as brands try to appeal to younger generations by using memes and overall cringey. However, some marketers, such as The Washington Post, have managed to get the best of this platform and use the video feature to maintain and improve their brand's status of a news source with authority. (Wyzowl)49. Implausible ad was introduced to the platform in May 2018.In to increase its ad revenue, Snapchat introduced this new ad, triggering a minor epidemic of freakouts among its users. Snapchat user numbers started to decline, but not for long. Once the dust was established, users learned to accept the new feature as they understood the company's need to actually make a profit. (Engadget)50. 20% of Snapchat users look at Discover daily. Although the data shows that most users prefer to messaging or using the video feature on Snapchat, it's estimated that a fifth of all users, who are about 35 million people, check their Discover feed every day. Advertising a brand on Snapchat is not only more affordable than other, more traditional mediums, but it's also more likely to reach more people. (Business Insider)51. The three most popular brands on Snapchat are

Buzzfeed, Comedy Central, and iHeartRadio.Snapchat statistics show that 54% of users see BuzzFeed content on the Discover feed regularly, while 44% of youth and teens see Comedy Central on Snapchat. iHeartRadio's content is also discovered by 32% of them. 2017 Featured is followed by the Food Network, ESPN, CNN and other famous names. These numbers tell us that some things, like top 10 lists and South Park, will always be popular. (Statista)52. 70% of Snapchat users skipped ad before the redesign. Snapchat facts and data data we that, before the redesign, 70% of Snapchat users skipped the ad. According to a 2017 study, dozens of millions of Snapchat users never felt like watching the ads that appeared on their feed. Snapchat then decided to rectangle this situation by introducing 6 second-long, implausible ads, which the users eventually embraced. (Digital trends)53. 54.8% of Snapchat users enjoy seeing stories from brands they follow. Smart ads, whether in the form of a short video or a series of photos, are the way advertisers attract the attention of Snapchatters. Come to think of it, Snapchat is the perfect platform to draw in new customers since most people simply won't sit through a commercial that's longer than 30 seconds. Keeping in mind the number of active users, you can easily see how profitable this platform can be for brands. (Digital Vydia)54. 88% of users enjoy viewing the whole story made by advertisers. Short attention spans, combined with boredom and the shire amount of time we waste staring at our phones is the bread and butter of every Snapchat advertiser. Snapchat ad statistics show that 88% of all Snapchat users enjoy the ads they discover. (Digital Vydia)55. 50% of all stories brands post has 6 snaps or less. Again, we return to the same point: keep it short and sweet. Brands that do their best to keep their content concise generally do better than those who prefer their marketing strategies to be more complex. While this may have been the way to do things in the past, new media, as well as new generations, require new methods. (Digital Vydia)56. 61% of Snapchatters don't follow news organizations. Snapchat doesn't appear to be a friendly platform for news organizations to advertise on, as nearly two-thirds of its users simply aren't interested in what they have to offer. We're still waiting for the data that includes new, unacceptable ads, but the situation doesn't look promising for the advertisers in the news business as the Snapchat user demographics are more celebrity-oriented. (Social Media Examiner)57. 51% of Snapchatters don't follow sports. More than half of Snapchatters don't appear to be interested in sports. However, that doesn't prevent the NFL, NBA, MLS and other major leagues and teams from advertising on Snapchat, along with well-known clothing brands sponsoring some of the teams. After all, Snapchat is a market of a hundred million people. (Social Media Examiner)58. 57% of Snapchatters don't follow entertainment outlets. We determined earlier that most of the Snapchat's users are young adults, these days commonly referred to as millennials. What millennials like are tight jeans, hats, and new technologies. What they don't like is shaving and TV. That's why Snapchat might not be the best place to advertise those services. On the other hand, some some outlets have found success through ads on Snapchat. One of the examples is the movie industry and its miraculously successful marketing campaign for Deadpool. Snapchat ad statistics prove that there is a bias for this type of content. (Social Media Examiner)59. The NCAA determined that coaches could use Snapchat for recruiting purposes in 2014.Na a long debate the NCAA ruled that colleges and coaches could use tools like Facebook, Twitter and Snapchat to contact potential student-athletes. The reasoning behind the decision is that we simply have to keep up with the times. Using snapchat, coaches can not only message and receive prospective students while maintaining confidentiality. (CBSSports) Conclusion If this seemingly endless list of Snapchat stats ends, we may conclude that the app has come a long way from its beginnings. Warmly embraced by the young generations, Snapchat has grown into a major social media platform and become a savvy advertising tool for both brands and marketing companies. We'll still need to see the improvements this popular app will introduce in the year to come. Page 13 No matter what your online marketing strategy, Facebook should be a big part of it. With nearly 1.5 billion active users, Facebook is by far the largest social media platform in the world. But you already know it, don't you know?! You're probably more interested in another, more exciting and more essential Facebook metrics, which is why you're here. With that in mind, we've prepared a list of metrics that will interest you, astonish you, and most importantly, help you improve your digital marketing strategy. Facebook Statistics (Editor's Choice)74% of U.S. Facebook users are on the website.83% of women daily and 75% of men use Facebook.45% of all U.S. adults get news from Facebook.500 new users sign up for Facebook every minute. For 67% of marketers, Facebook is the main social platform. More than 270 million profiles on Facebook are fake. Facebook had its one millionth-registered user in December 2004.Facebook ad spending increases between 1 p.m. and 3 p.m.93% of social media advertisers used Facebook Ads.Facebook Use Stats & Demographics1. A total of 22% of the world uses Facebook.It's nearly a quarter of the entire world's population, making Facebook truly the largest social media platform ever. If you see this figure, it's no surprise that social media marketers are making it a big part of their overall marketing strategy, and so on. So if you've wondered how many people are on Facebook, you now have the answer. (Aayushi IT Solutions) 2. Over 270 Million Profiles on Facebook False. Facebook has recently been cleaning house but being such a large platform, it's challenging to find and remove this massive number of fakes At least they acknowledged that there are these many (a number close to the population of Indonesia). So it's almost impossible to know for sure how many people are using Facebook. (Mashable) 3. 53% of Americans use Facebook several times every day. This number is the largest in the U.S. All other social media platforms are less used, with Facebook-owned WhatsApp closest to number at 44%. (Statista) 4. As of Weather 2018, 68% of U.S. adults used Facebook. With nearly half the nation being on Facebook every day, it's no surprise that an overwhelming number of all adults in the U.S. have and use a Facebook account. (PewInternet) 5. 74% of US Facebook users are on the website daily. Considering the previous Facebook user statistics, it's pretty impressive considering how consistent its users are on the platform. (PewInternet) 6. Facebook is available in 142 different languages. The list of these languages covers all the world's most important languages — most of the languages spoken by a few million people. Admittedly, some of these languages are also just different variations of the same one, which is why there are some English languages on the list. (Quora) 7. 64% of adults aged between 50 and 64 use Facebook.People usually assume that most Facebook users belong to the younger generations and that they are the most active users. However, these Facebook user statistics prove that older people are also very present on this social network. (PewInternet) 8. 88% of U.S. adults aged between 18 and 29 use at least one social media site. In other words, 9 out of every 10 people in the world in this age group communicate on social media. Since Facebook is the king of social media, we all know where to find the majority of them. (PewInternet) 9. 83% of women and 75% of men use Facebook.Looking after some more detailed Facebook user demographics, it seems that women are slightly more interested in the platform. Men aren't far behind, but still the numbers point to some interesting facts to be considered in any marketing strategy targeting Facebook. (Social Sprout)10. 83% of Facebook users worldwide are 45 or younger. This might not surprise a lot – when it comes to age demographics on Facebook, you've probably already expected this number to be quite high. (Marketing Wire)11. Facebook Lite has 200 million users worldwide. Facebook Lite is Facebook's smaller app, which runs similarly but uses less space or data, making it ideal for people who don't want to spend too much of their monthly data package on Facebook. These 200 million users prove that this version of Facebook's app is still very useful and not the of the overall experience. (Engadget)12. Facebook had 30,275 employees by the end of June 2018. Keeping up with a fifth of the world's population is no easy feat to achieve, which is why Facebook uses Facebook a large number of people. These employees are spread around the world, as Facebook demographics point out that the platform is used in almost every country in the world. There have been some accusations that Facebook needs to employ more people for the various services they provide, but it remains to be seen if they wish. (Newsroom) Facebook Growth & Earnings13. Instagram accounts for 20% of Facebook's mobile ad revenue. Instagram belongs to Facebook, and since Facebook acquired it, it's growing steadily, as shown per the latest Instagram marketing statistics. Instagram is being used in more and more marketing campaigns, so Facebook stats like this shouldn't be too surprising. (Emarketer)14. Facebook's total revenue was \$13.23 billion in 2018's second quarter. This number is a 42% increase since 2017. Even with all the scandals, accusations and negative press after Zuckerberg's company, Facebook continues to grow, and it does so quickly, despite everything. With these numbers, Facebook is one of the largest IT companies in the world and also one of the richest. Right now, though, it's still in 274th place on the Fortune Global 500 list. (Facebook Investor)15. Per Facebook metrics for Q2 2018, the platform's total cost and expenses were \$7.36 billion. This number is a 50% increase compared to 2017. Considering this was a time when Facebook had some of the key issues in its existence, the number is not surprising. (Facebook Investor)16. Facebook's net income is estimated at \$5.1 billion as of Q2 2018.This is an increase of 31% since last year, showing that the company is experiencing even more than just good growth. These Facebook statistics also point to the fact that no matter what happens, the juggernaut doesn't slow down in its growth. (Facebook Investor)17. 2018's Q2 capital expendor has reached \$3.46 billion. Facebook rarely stops expanding in other areas, such as land, buildings and equipment. It is very likely that these expenditures will increase further for 2020. (Facebook Investor)18. The average number of daily active Facebook users (DAUs) was 1.47 billion in June 2018. This number saw an increase of 11% year-over-year. Facebook user demographics have been slowing in growth lately. Considering that already 22% of the world's population is on Facebook and that the company's image has worsened a bit, this number is still very high. (Facebook Investor)19. The number of monthly active users (MAUs) was up 2.23 billion as of June 2018.This number also experienced an increase of 11% year-over-year. We can safely assume that the social media giant does not intend to stop its growth anytime soon. The only limitation is the limited number of people in the world. But even that over time, so essentially, Facebook could keep growing Investor)20. 500 new users sign up for Facebook every minute. Even with a quarter of the world's population already on it, Facebook user growth is still pretty high. 500 new accounts every minute mean it takes less than two days to be a million new Facebook users. (MXG)21. Facebook acquired WhatsApp in 2014 for \$19 billion. Facebook has always calculated its purchases well, taking into account all the pros and cons, and the fact that the company bought WhatsApp only further supports the company's business choices. At the beginning of 2018, WhatsApp had about 1.5 billion users and represented Facebook's second-largest property. Most of these users joined in after Facebook bought the company, which clearly shows what a lucrative investment it was. (Facebook Newsroom)22. Facebook bought Instagram in 2012 for \$1 billion in cash and stock. Some Facebook stats are more incredible than others, and purchasing Instagram is even better than WhatsApp's, judging by the fact that Instagram was bought for only \$1 billion. That happened about six years ago, and during that time Instagram grew into one of the largest social media platforms in the world. (Forbes)23. The number of people using Facebook daily rose 14% in January 2018 as opposed to 2017. For the first time ever, the same stat lowered by 700,000 users in U.S. and Canada.Facebook statistics like this shows that Facebook is expanding more to other, less developed countries, which explain these numbers. Zuckerberg is reportedly both pleased and unhappy with these facts, but considering some of the hits on the company's image in recent years or so, these numbers are still excellent. We can see that in general the company is still doing well in the market. (The Sun) Facebook Stats for Marketers24. If a content post is longer than 1,500 words, it's likely to have 22.6% more Facebook likes. The metrics are clear and show a real advantage in longer content's engagement levels, despite many believing shorter content is better. If you want to see a higher number of likes, make sure your post has substance. (Essence)25. The best time to post on Facebook is.m 12 hours and 3 p.m.m. on Monday, Wednesday, Thursday and Friday.People post all the time and don't pay much attention to the when they do. However, if you run a marketing campaign, important Facebook marketing statistics like this should be taken into account. Multiple studies have shown that it is best to post between the hours of the afternoon and 3 .m. since this is the time when people are mostly on. Also, make sure it's a workday, although for some reason people aren't as active online on Tuesdays as they are on other days. For 67% of marketers, Facebook is the main social platform. The importance of the platform is commonly known, but this kind of statistics show that it is far more important for marketers than many would assume. If you want a successful marketing campaign, Facebook should have a big deal in it, if not the bulk. (Social Media Examiner)27. 69% of Gen Z-ers use Facebook to learn about live events. If you are promoting live events targeting the younger generations, you should remember this fact. If such a large number of Gen Z-ers use Facebook to discover and learn live events, there's no better place than Facebook to advertise them. (StubHub)28. Facebook ad spending is rising between 1..m and 3 p.m.People mostly use Facebook in these times, so it stands to reason that ad spending will also increase. All Facebook ad statistics confirm this, so if you want your ads to reach most people and have the most important effect, consider posting ads between these times. (Zephoria)29. The best days to post ads on Facebook are Thursday, Friday and Saturday.This stat goes in line with the previous one. Even if people are most active between 1 and 3 p..m. every day, it seems that activity peaks on Thursday, Friday, and Saturday. So, if you schedule your posts, you'll need to schedule the important ones to go live on one of these days. (HubSpot)30. More than 80 million businesses have Facebook pages. Have you ever wondered how many businesses are on Facebook? Now you know, and goodness, the total of 80 million is an impressive number. It proves to us that no real business should avoid Facebook altogether. If you're running a company and you want to compete, consider hiring a Facebook ad firm to help you achieve your business goals. (Extended Rambling)31. 32% of Facebook users often engage with brands. Consider these piece of Facebook metrics: 32% means that every third person on Facebook communicates with at least a brand, and they do so regularly. The number suggests it's essential to have a presence on Facebook and also respond. (CEO of e-commerce)32. Only 20% of Facebook posts generate an emotional response, while ads do not generate any emotional response at all. This means that if you have ad that thrives on emotional impact, we advise you to skip Facebook for them and post it on a different platforms. (Adespresso)33. Page posts on Facebook averaged a 2.6% organic reach. As for the average Facebook post, statistics show that pages haven't reached much organic. It turns out paying Facebook for ad exposure is the most common way to reach viewers on this platform. (Marketing Wire)34. 93% of social media advertisers use Facebook ads.This one goes in line with the stat. Almost all of the advertisers on Facebook use Facebook ads, meaning it's useful and almost mandatory in a way. It also explains the huge profit Facebook makes from ads. (Marketing |Marketing 95.1% of user accounts are accessed via smartphone. When it comes to the seemingly indefinite Facebook mobile vs desktop war, it seems that smartphones are winning. Almost every active user accesses Facebook via their smartphone, but that doesn't mean they've completely cut off their desktop usage. (Statista)36. 31.8% of active user accounts are obtained via laptop and desktop. The number shows that only every third person or less accesses Facebook via a computer. Along with other Facebook metrics, it seems that ad and even entire marketing campaigns should be focused mostly on mobile users and made mobile friendly. (Statista)37. Facebook ad targeting personal audiences has a 14% lower cost per click and has 64% lower cost-per-conversions than ads using interest-based or category-based targeting. The statistics are pretty self-explanatory: interest and category targeting are much better and more effective than the regular ads that target personal audiences. (Wish pond)38. 42% of customer service responses from brands on Facebook happen within the first hour of a customer's post. With Facebook metrics like this in mind, you should definitely aim to be in this 42%, especially since the percentage is likely to increase. Quick and detailed responses are greatly appreciated by the vast majority of people, which is why they are essential parts of each customer support. (Soravjain)39. 47% of marketers said that Facebook had the biggest impact on purchases. Facebook is a big part of today's consumer culture. Many people find products through Facebook, deliberately or through ad. This number is also set to increase in the years to come. (Soravjain)40. 70% of marketers said that they use Facebook to acquire new customers. The right question here is, are you part of that 70%? If not, you definitely should be. Considering how many Facebook users are in the world there, it's essential to use the platform to try and find new customers. (Soravjain)41. 57% of customers claim that social media affects their shopping, with Facebook leading these platforms at 44%. That's a huge and significant number, especially for influencer marketing agencies. If more than half of customers claim social media affects their shopping, that means ads on Facebook and other social media platforms are now more critical than ever. These and other Facebook metrics should affect your 2020 marketing strategies, and that's the most important line. (Aayushi IT Solutions)42. Of the fashion purchases recorded by Facebook, 6 out of 10 are made on a mobile device. According to Facebook's own data, it seems that people often buy things straight at their phones. However, 70% online fashion purchases have at least one mobile touchpoint. (Facebook) Facebook facts and Numbers43. 770,000 people from 175 countries used Facebook to donate more than \$17 million in one week the April 2015 earthquake in Nepal.This is truly a stunning example of how people can work together and help each other out. But it also shows how social media plays a major role in the charity's work being done around the world today. This is especially the case when disastrous and sudden catastrophes occur, such as the 2015 earthquake in Nepal. (Facebook Research)44. Al Pacino was the first sight on Facebook.Al the way back in 2004, when the average time spent on Facebook a day was zero, Andrew McCollum designed the first logo for Facebook, which had a mysterious sight on it. People couldn't figure out who it was, or even if it was a real person. Now, though, it's familiar - the face belongs to Al Pacino. (Fact-members)45. Facebook is mainly blue because Mark Zuckerberg has red-green color blindness. Just in all you've ever wondered what's up with Facebook's ubiquitous blue color scheme. (Fact members)46. You can't block Mark Zuckerberg on Facebook.Is Mark Zuckerberg bothers you with messages and posts on your wall? Just go on and block him so he can't bother you anymore. Oh wait, you can't. Interestingly, this feature actually exists on Facebook – it seems Mark doesn't like being blocked (one of our more silly Facebook stats). (Fact members)47. Jennifer Christine Harris ignited and killed her best friend after being unkind on Facebook.As the previous fact is this one is abhorrent and disturbing. It's weird what kind of incredible negative effect a simple social media platform can have on some people. (Lo! Wo!)48. Facebook has been blocked in China, Bangladesh, Iran, and North Korea.Out of about 200 countries in the world, has blocked only four Facebook altogether. Several nations limit its use, but only these four (with the exception of Macau and Hong Kong) have completely blocked access to both the website and app.(Wikipedia)49. 82% of Facebook users attended at least some college. That a staggering 82% of Facebook users attended college is definitely a high number, but considering how many Facebook users there are at the moment, that's perhaps a reasonable percentage. (Sprout Social)50. A Casablanca court sentenced Fouad Mourtada to 3 years in prison in 2008 for creating a fake Facebook page of the Prince Moulay Rachid, the brother of the king of Morocco.Some of you may believe that everyone takes Facebook seriously in Morocco, but it's actually the crown the people take so seriously. The unfortunate Fouad Mourtada is said to admire the prince and that he created the profile in a bid to be funny. (BBC News)51. A blogger paid a woman \$8 an hour to slap him every time he went on Facebook to help him get his addiction too Facebook addiction is a serious thing – and there are other Facebook stats like this one out there. We advise that the woman is not a with pay for such a simple service. (Lo! Wo!)52. The Like button was originally an Awesome button. Many people don't know that, but Facebook initially mentioned their ubiquitous Like button as the Awesome button. After all, Zuckerberg and his roommates were college students when they founded Facebook. (Parade)53. Facebook stores about 300 petabytes of user data on its servers. So how much is that? That's 300 petabytes, which is about 1000 terageep or 1000 trillion bytes. To put all this in perspective, if only one petabyte consisted of songs, it would take 2000 years to play them back! We all know this, and Facebook metrics confirm this: the social media giant stores much of their users' data on its servers. (SlideShare)54. Peter Thiel, the co-founder of PayPal, was Facebook's first major investor. Peter Thiel was introduced to Mark Zuckerberg by Reid Hoffman, co-founder of LinkedIn. He invested half a million dollars in Facebook and became the first outside investor for the future social media leader. (Parade)55. The most followed celebrity on Facebook is Cristiano Ronaldo with 120.7 million fans. Probably many of you thought that it would have to be someone else, like one of the Kardashians, or Beyonce, maybe Rihanna, but according to the most recentFacebook stats, it's Portuguese football star Cristiano Ronaldo with his astonishing 123 million Facebook fans. No wonder playing football is so lucrative. (Facebook)56. In 2010, a Facebook employee hoodie sold for \$4,000 on eBay.A simple hoodie from a regular employee at Facebook was sold for \$4,000 back in 2010. The hoodie was like the one that Zuckerberg wore during his interview with Kara Swisher at the D Conference. (AdWeek)57. The most popular Facebook fan page is Facebook, with 212.1 million fans. Cristiano Ronaldo with his whopping 120.7 million fans is still not nearly as close to the most popular fan page on Facebook non-Facebook's own fan page and their 212 million followers. (Facebook)58. 45% of all U.S. adults get news from Facebook.Many people today get their news from not the most reliable sources. So this interesting Facebook statistic isn't too shocking. Nearly half of the entire adult population in the U.S. currently on Facebook gets their news there. (Journalism)59. 39% of users say they are linked to people they've never met in person. It certainly doesn't seem strange to those of you with a few hundred friends on Facebook. What's really weird is that Facebook advocates are sending friend requests just to real friends, but there are a lot of us who don't, leading people to have a bunch of Facebook friends they've never met. (Marketing Wire)60. According to recent Facebook statistics say of the users they are connected to their work colleagues. While people mostly connect with friends on Facebook, connect, people consider colleagues their friends, too. So, it's only natural to connect with them on Facebook. (Marketing Wire)61. 85% of the videos watched on Facebook are viewed without audio. You're probably already aware of the fact that people often don't play the videos on Facebook with the audio turned on, and maybe even one of them! Indeed, these Facebook video statistics point out. (Digiday)62. American moms post 2.5x more status updates and 3.5x more photos. Did you know that American moms are this active? The stats never lie. Now you finally understand why there are so many pictures of babies on Facebook! (AdWeek)63. There's an estimated average of 3.57 degrees of separation between any two people on Facebook.Have you read the book Six Degrees of Separation by John Guare? If you have, you know that every person in the world is connected to any other person via a maximum of six people. Essentially, everyone knows everyone by someone else. Considering our other Facebook stats, this number in 2020 is likely to get lower as time goes by. (Soravjain)64. Cambridge Analytica produced 50 million Facebook profiles in 2014 and used personal information to build a system that could profile individual voters in the U.S. and target them with personal political ads. Most people have heard of the Cambridge Analytica and Facebook scandal, but for those who don't, there you go. (The Guardian)65. Facebook had its one millionth-registered user in December 2004.Facebook was first a closed network for Harvard students, back when the average age of a Facebook user was limited to 20-somethings. However, it began expanding beyond the college web network to the world in March 2004. Then it took barely ten months for Facebook to get one million users. (Telegraph)66. Facebook launched its News Feed in September 2006. Who would have thought that Facebook could exist without its news feed? Well, it did, for the first two and a half years of its existence. September 2006 was a big change for all Facebook users—before then, they have nothing remotely similar to the news feed we all know and use regularly. (Telegraph)67. eMarketer estimates that American adults will spend an average of 27.20 minutes a day on Facebook by 2019. When it comes to time spent on social media metrics, eMarketer estimated that American adults spend an average of 25.29 minutes each day on Facebook in 2018, with that number set to rise to 27.20 minutes in 2019. (Emarketer)68. More than 300,000 people contributed translations for different languages and dialects. Combine that with the number of Facebook users by country, and you get a clear picture of Why Facebook is translated into so many different languages by so many people. Just go Facebook's main page (yes, you have to sign up for it), and see for yourself. (Sprout Social)69. Every 60 seconds there are more than status updates, at least 400 new users and 54,000 shared links on the platform. We decided to leave you with this astonishing statistic. Pay attention, as those numbers are for just one single minute. Now, isn't that something? Oh, and for those interested in how many Facebook posts are there per day, these numbers will surely give you an idea. (Sprout Social) Wrapping it UpFacebook is undoubtedly the most prominent social network. After reading through our list, we hope you now know how to use this platform efficiently, in a way that will lift your marketing strategy and achieve outstanding success. After all, these recent Facebook metrics, facts, and numbers are all willing to help you target your next big marketing plan. Plan.

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