

Aruba Digital Trends & Insights 2023

All the data you need to help you understand how people use the internet, mobile, social media, and e-commerce.



15 Digital Marketing Trends for 2023

1. Competition for Attention

The competition for attention is increasing further. The recession will sharpen this in 2023. It will be the year of Competitive Storytelling.

2. Critical examination of ROI in budgeting

In budgeting, there will be more emphasis on ROI this year, but emotional involvement will remain important. The analysis will be both quantitative and qualitative.

3. The phasing out of third-party cookies

In 2023, organizations will consolidate in this area and prioritize first-party data. They will also explore the possibilities of cookie-less targeting.

4. Data and research will drive storytelling

Brands will hire research partners to better understand and serve the international audience. Stories and storytelling without research and data will be "disregarded as opinion."

5. Metaverse as a means of differentiation

The metaverse will take off as a means of differentiation. Marketers need to understand its potential and potential security risks.

6. Reaching younger generations through video and interaction

18- to 25-year-olds already consume 3-4 hours of video per day. Marketers need to better understand video and interactivity if they want to reach younger audiences (and keep them engaged).

7. Youtube as the second-largest search engine

This has been going on for years, but let's move forward. Search behavior is changing (or transforming): YouTube is the second-largest search engine. For Gen Y, TikTok is increasingly becoming the starting point for information search behavior.

8. More video content will drive AI usage.

Intelligent tools like DALL-E and ChatGPT allow marketers to personalize paid media content.



Diederik Kemmerling

CEO the Lab



9. Augmented reality images will link to products and locations

This will be the basis for unique shopping experiences in the store and in other physical spaces.

10. Customer experiences become "ultra-attractive" and "ultra-localized"

The prediction: "A new era of direct messaging and interactive brand opportunities in local languages will emerge as products, locations, and even people become the media."

11. Live streaming is an effective channel for online marketing

Following markets like China and Korea, live streams will become one of the most effective channels for online marketing worldwide. They enable the audience to directly interact with influencers and celebrities via a product or experience.

12. The rise of the nano-influencer

Consumers trust influencer recommendations over brand content. Nano-influencers offer opportunities to target niche, loyal followers.

13. More users to niche social media platforms

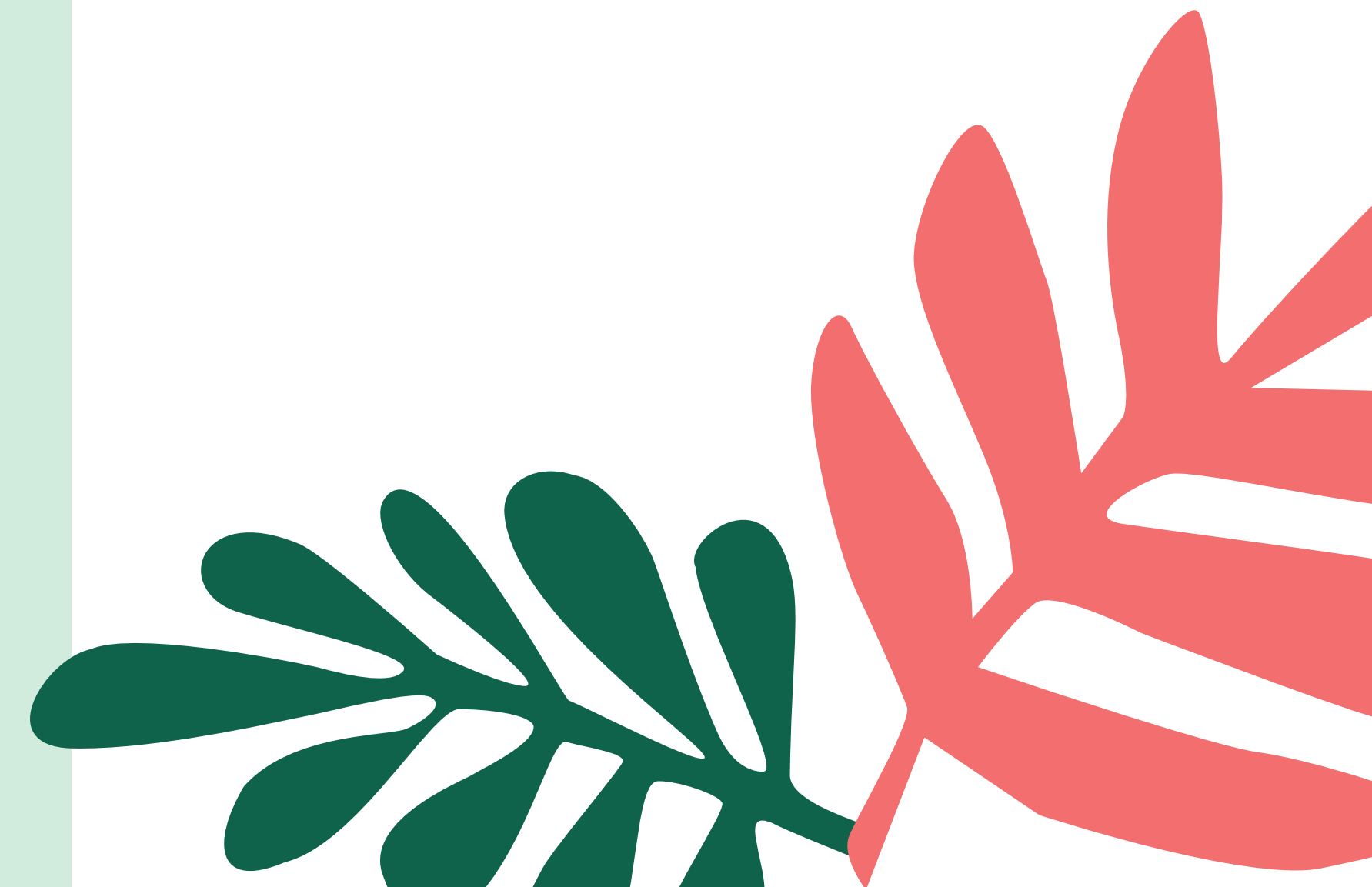
More users will turn to smaller, rapidly emerging social platforms like Twitch, Discord, BeReal, and Huya Live. These more niche platforms will focus on building safer and more cohesive communities.

14. NFTs remain hip

Not very popular (anymore) among the mainstream public, but innovators will still use NFTs for certain targeted groups. "NFTs can be an easy way to increase brand awareness and show a modern approach." It's a bit breathless, of course, to use NFTs because you think they can get attention, but maybe it can work for your business.

15. Employee advocacy

Organizations will increasingly recognize that internal marketing is external marketing.



POPULATION ESSENTIALS

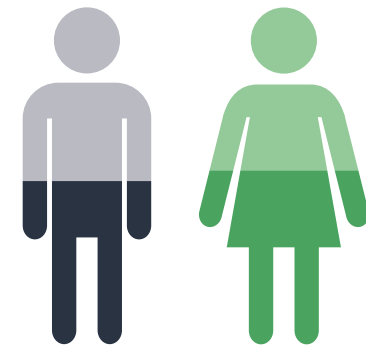
DEMOGRAPHICS AND OTHER KEY INDICATORS

Total Population Aruba

106.300

Male Population

47.1%



Female Population

52.9%

0-17

19.9%

18-24

8.5%

25-34

11.7%

35-44

13.1%

45-54

14.4%

55-64

15.9%

65+

16.5%

TOTAL POPULATION

100%



Median Age

41.7

Aruba's population in 2023

Aruba's total population was 106.3 thousand in January 2023.

Data show that Aruba's population decreased by 254 (-0.2 percent) between 2022 and 2023.

52.9 percent of Curaçao's population is female, while 47.1 percent of the population is male.



ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

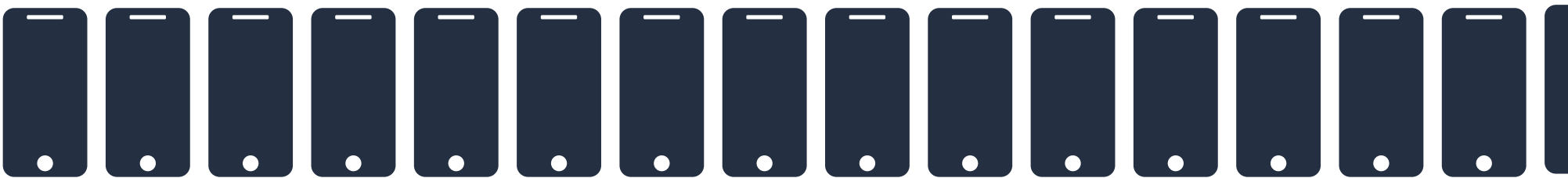
TOTAL POPULATION
106.300

Growth vs 2022 -254



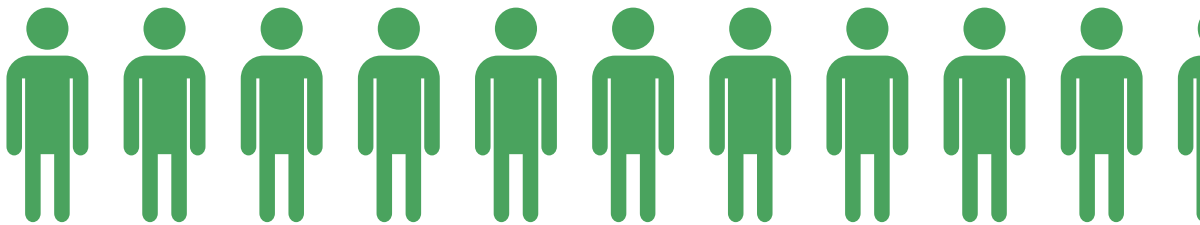
CELLULAR MOBILE DEVICES
152.600

Growth vs 2022 +1.161



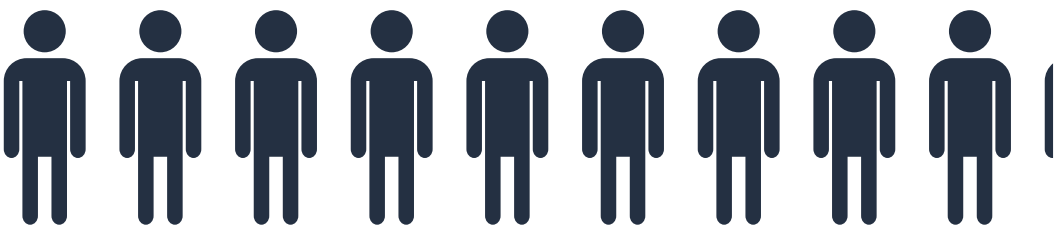
INTERNET USERS
103.300


Growth vs 2022 -247



ACTIVE SOCIAL MEDIA USERS
91.500

Growth vs 2022 [N/A]



 = 10.000 People

 = 10.000 Mobile Connections



OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

GROWTH vs. 2022

-0.2%

Total Population
106.300

Mobile Internet Proxy
105.550
99.3% of Total Internet Users

Total Internet Users
103.300
97,2% of total population

Internet use in Aruba in 2023

There were 103.3 thousand internet users in Aruba in January 2023.

Aruba's internet penetration rate stood at 97.2 percent of the total population at the start of 2023.

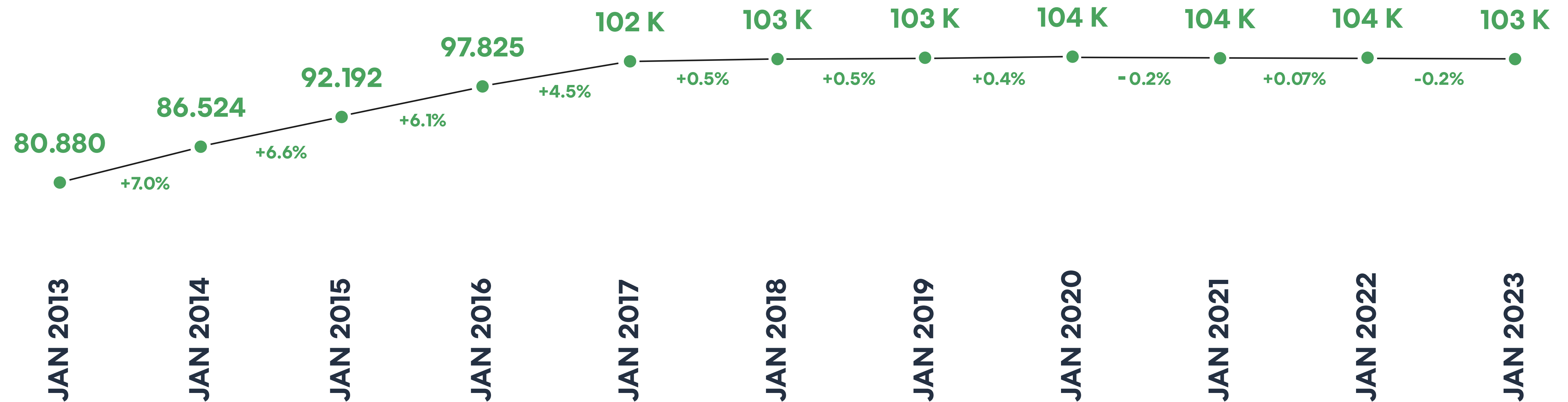
Internet users in Aruba decreased by 247 (-0.2 percent) between 2022 and 2023.



INTERNET USERS OVER TIME

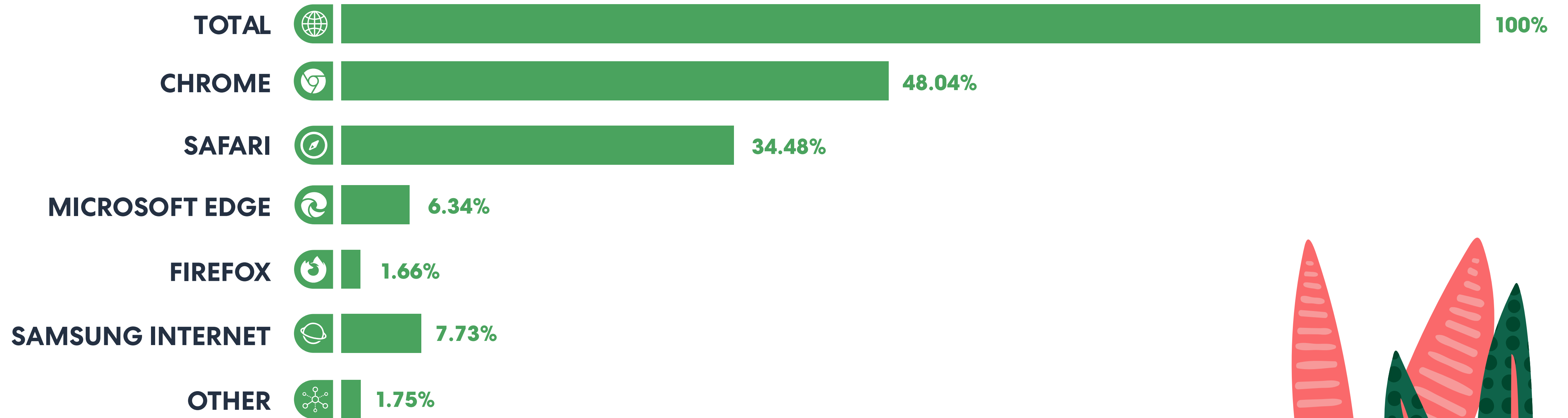
NUMBER OF INTERNET USERS AND YEAR-ON-YEAR CHANGE

07



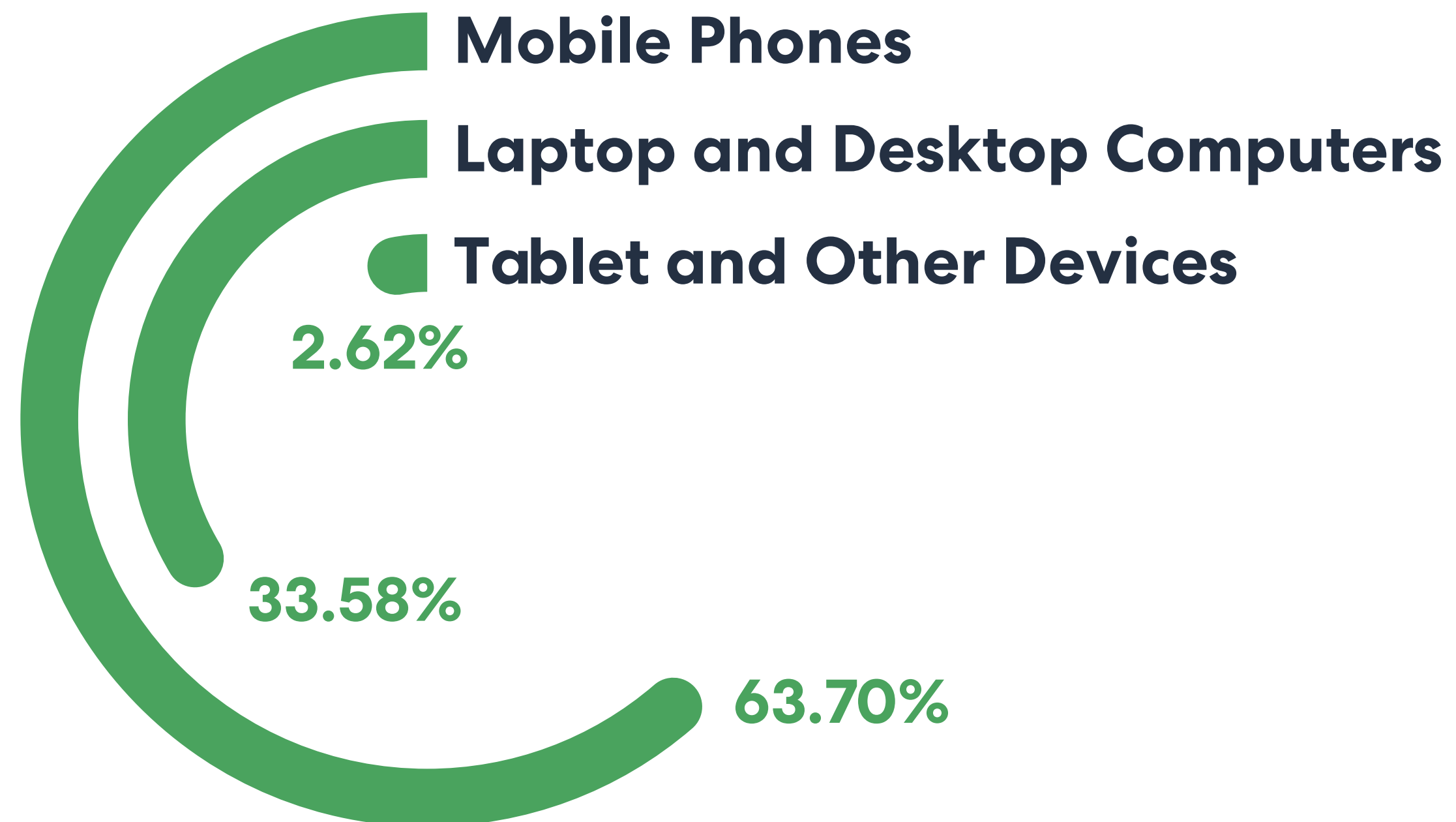
SHARE OF WEB TRAFFIC BY BROWSER

PERCENTAGE OF TOTAL WEB PAGES SERVED TO EACH BRAND OF WEB BROWSER RUNNING ON ANY DEVICE



SHARE OF WEB TRAFFIC BY DEVICE

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



TOP GOOGLE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF GOOGLE SEARCH ACTIVITY
BETWEEN 01 JANUARY 2022 AND 31 DECEMBER 2022

10

#	SEARCH QUERY	INDEX
01	ARUBA	100
02	GOOGLE	7
03	TRANSLATE	7
04	WEATHER	5
05	24ORA	5
06	YOUTUBE	4
07	LOTTO ARUBA	4
08	FACEBOOK	4
09	TRADUCTOR	4
10	GOOGLE TRANSLATE	3

#	SEARCH QUERY	INDEX
11	WORLD CUP	3
12	AMAZON	3
13	MLB	3
14	24 ORA	2
15	WHATSAPP	2
16	ARUBA AIRPORT	2
17	ARUBA NATIVE	2
18	24ORA ARUBA	2
19	WORLD CUP 2022	2
20	ARUBA BANK	2



SEARCH ENGINE MARKET SHARE

PERCENTAGE OF TOTAL WEB TRAFFIC REFERRED BY SEARCH ENGINES
THAT ORIGINATED FROM EACH SEARCH SERVICE

11



GOOGLE
93.16%

BING
5.04%

YAHOO
1.04%

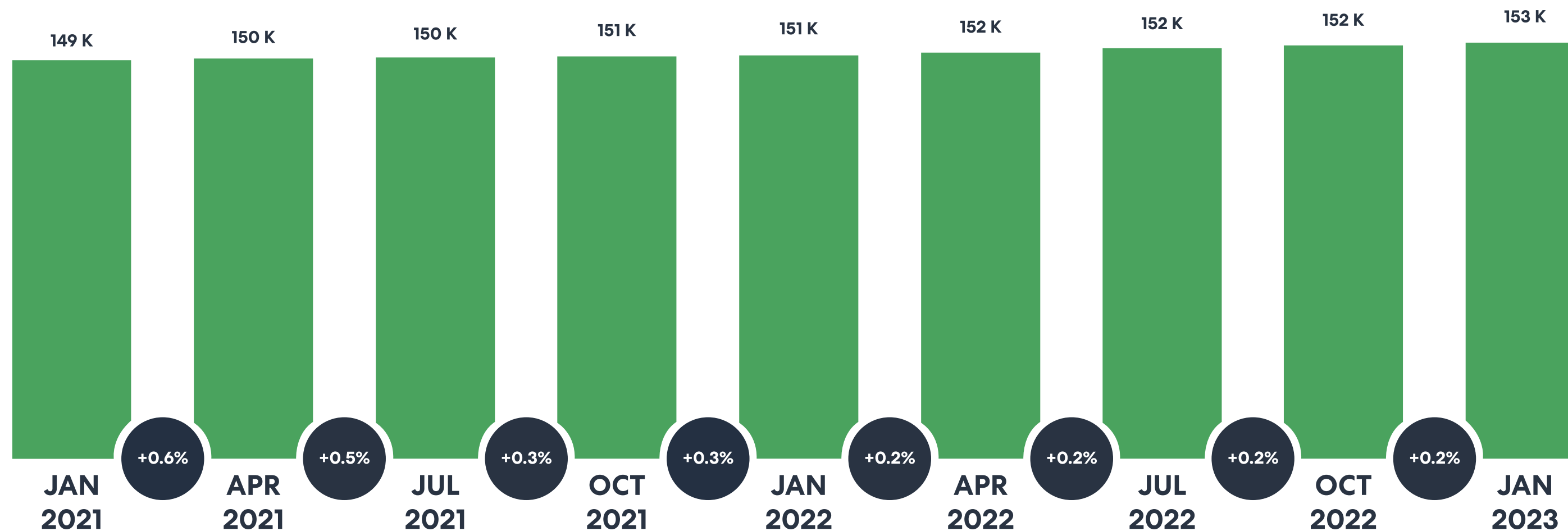
OTHER
0.76%



MOBILE CONNECTIONS OVER TIME

NUMBER OF CELLULAR MOBILE CONNECTIONS AND YEAR-ON-YEAR CHANGE

12



Mobile connections in Aruba in 2023

Data from GSMA Intelligence shows that there were 152.6 thousand cellular mobile connections in Aruba at the start of 2023.

However, note that many people around the world make use of more than one mobile connection – for example, they might have one connection for personal use, and another one for work – so it’s not unusual for mobile connection figures to significantly exceed figures for total population.

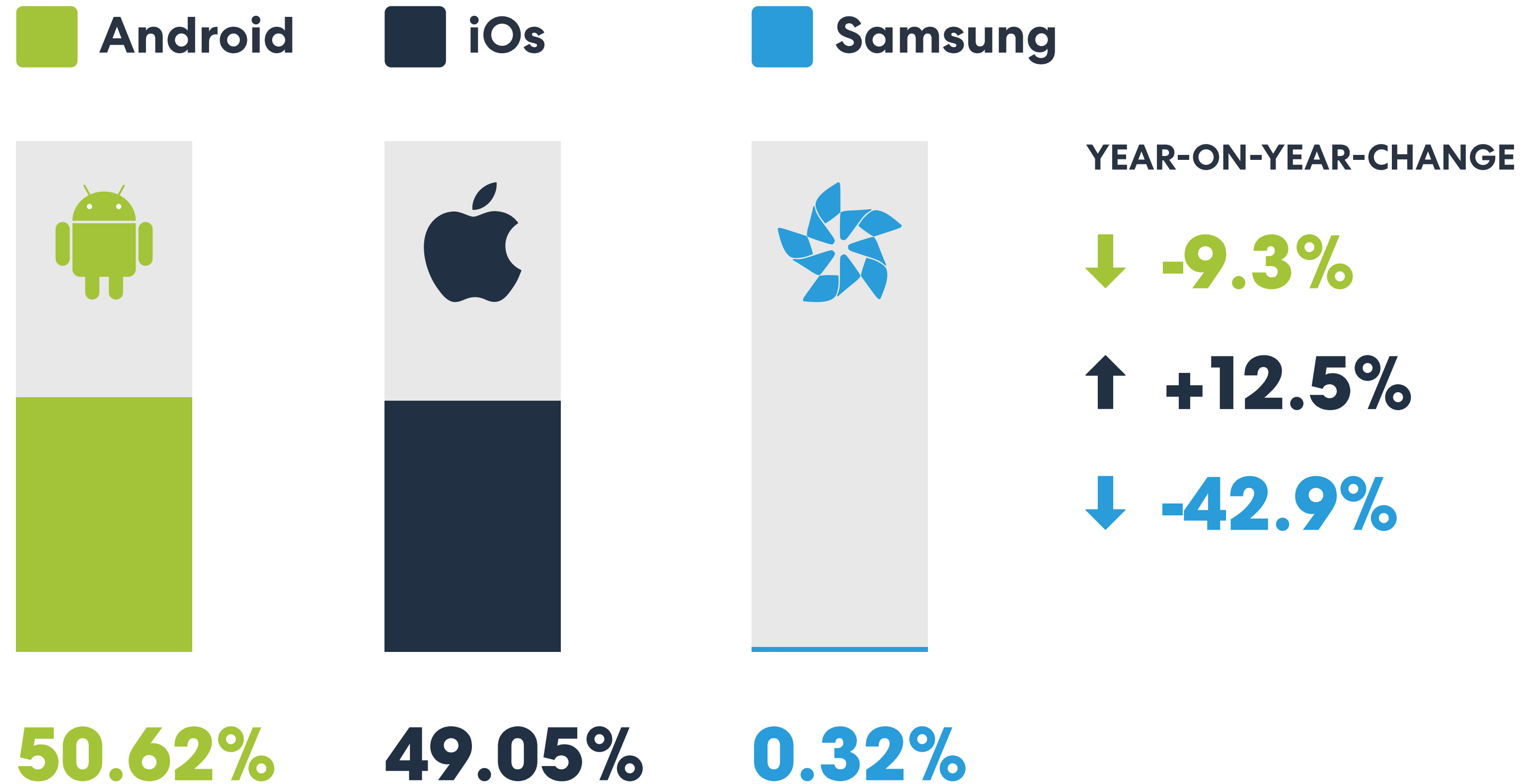
GSMA Intelligence’s numbers indicate that mobile connections in Aruba were equivalent to 143.5 percent of the total population in January 2023.

The number of mobile connections in Aruba increased by 1.161 (+0.8 percent) between 2022 and 2023.

SHARE OF MOBILE WEB TRAFFIC BY MOBILE OS

PERCENTAGE OF WEB PAGE REQUESTS ORIGINATING FROM MOBILE HANDSETS RUNNING EACH MOBILE OPERATING SYSTEM

13



OVERVIEW OF SOCIAL MEDIA USE

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

14

NUMBER OF SOCIAL
MEDIA USERS



91.5
THOUSAND

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



86.0%

SOCIAL MEDIA USERS AGED 18+
vs. TOTAL POPULATION AGED 18+



105.1%



OVERVIEW OF SOCIAL MEDIA USE

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

15

SOCIAL MEDIA USERS
vs. TOTAL INTERNET USERS



88.5%

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



53.8%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



46.2%



FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK



Facebook users in Aruba in 2023

Data published in Meta’s advertising resources indicates that Facebook had 76.0 thousand users in Aruba in early 2022.

However, Meta has made important changes to the way its advertising resources report audience reach data over recent months – including making significant revisions to its base audience data for Facebook – so the figures shown here may not be directly comparable with figures published in our previous reports.

Facebook’s ad reach in Aruba was equivalent to 71.5 percent of the total population at the start of 2023.

However, Facebook restricts the use of its platform to people aged 13 and above, so it’s worth highlighting that 82.6 percent of the “eligible” audience in Aruba uses Facebook in 2023.

For additional context, Facebook’s ad reach in Aruba was equivalent to 73.5 percent of the local internet user base (regardless of age) in January 2023.

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK

76.0 THOUSAND

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS

71.5%

FACEBOOK AD REACH
vs. POPULATION AGED 13+

82.6%

FEMALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH

53.8%

MALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH

46.2%

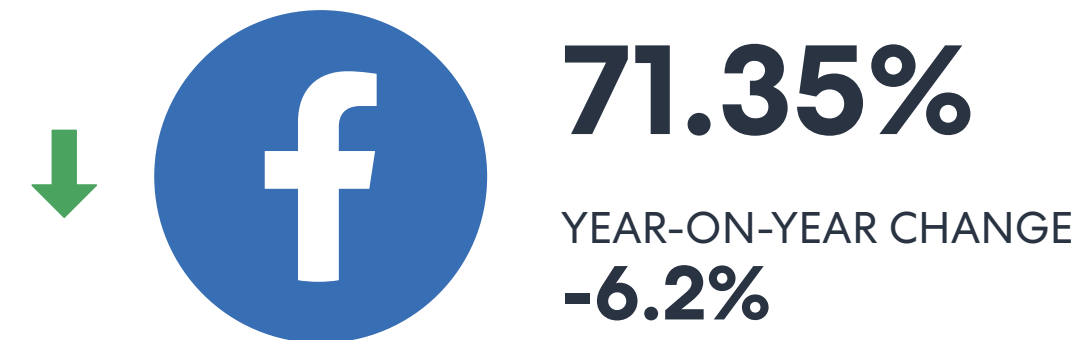
FACEBOOK AD REACH
vs. TOTAL INTERNET USERS

73.5%

WEB TRAFFIC REFERRALS OVER TIME

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

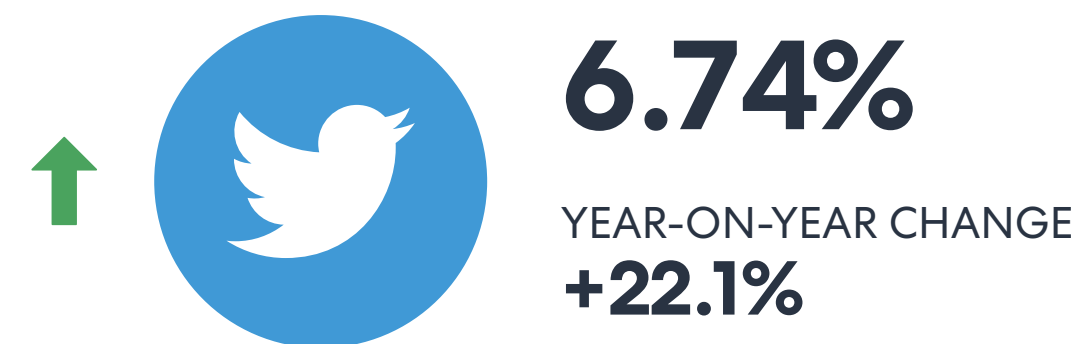
FACEBOOK



INSTAGRAM



TWITTER



YOUTUBE



PINTEREST



OTHER



TOP YOUTUBE SEARCHES

QUERIES WITH THE GREATEST VOLUME OF YOUTUBE SEARCH ACTIVITY BETWEEN 01 JANUARY 2022 AND DECEMBER 2022

#	SEARCH QUERY	INDEX
01	ARUBA	100
02	MUSIC	99
03	BAD BUNNY	75
04	BABY	65
05	TIKTOK	58
06	KAROL G	49
07	MUSICA	49
08	JEON	47
09	BACHATA	38
10	ROBLOX	37

#	SEARCH QUERY	INDEX
11	MINECRAFT	29
12	FORTNITE	28
13	SHAKIRA	26
14	BOECHI	25
15	ROMEO SANTOS	23
16	DIOMEDES DIAZ	19
17	MOSTA MAN	17
18	DRAKE	17
19	JOHNNY DEPP	7
20	MANCHESTER UNITED	3

Instagram users in Aruba in 2023

Numbers published in Meta’s advertising tools indicate that Instagram had 51.4 thousand users in Aruba in early 2023.

The company’s recently revised figures suggest that Instagram’s ad reach in Aruba was equivalent to 48.3 percent of the total population at the start of the year.

However, Instagram restricts the use of its platform to people aged 13 and above, so it’s helpful to know that 55.8 percent of the “eligible” audience in Aruba uses Instagram in 2023.

It’s also worth noting that Instagram’s ad reach in Aruba at the start of 2023 was equivalent to 49.7 percent of the local internet user base (regardless of age).

In early 2023, 55.1 percent of Instagram’s ad audience in Aruba was female, while 44.9 percent was male.



INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

19

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM

51.4 THOUSAND

INSTAGRAM AD REACH
vs. TOTAL POPULATION

48.3%

INSTAGRAM AD REACH
vs. POPULATION AGED 13+

55.8%

FEMALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH

55.1%

MALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH

44.9%

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS

49.7%

FACEBOOK MESSENGER: ADVERTISING AUDIENCE OVERVIEW

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME

Facebook Messenger users in Aruba in 2023

Data published in Meta’s advertising resources indicate that ads on Facebook Messenger reached 55.7 thousand users in Aruba in early 2023.

The company’s recently revised audience numbers suggest that Facebook Messenger’s ad reach in Aruba was equivalent to 52.4 percent of the total population at the start of the year.

Facebook Messenger restricts the use of its platform to people aged 13 and above though, so it’s also worth highlighting that ads reach 60.5 percent of Facebook Messenger’s “eligible” audience in Aruba in 2023.

For additional context, Facebook Messenger’s ad reach in Aruba is equivalent to 53.9 percent of the local internet user base (regardless of age).

At the start of 2023, 54.7 percent of Facebook Messenger’s ad audience in Aruba was female, while 45.3 percent was male.

TOTAL POTENTIAL REACH
OF ADS ON MESSENGER

55.7 THOUSAND

MESSENGER’S AD REACH
vs. TOTAL POPULATION

52.4%

MESSENGER’S AD REACH
vs. POPULATION AGED 13+

60.5%

FEMALE MESSENGER’S AD REACH
vs. TOTAL MESSENGER’S AD REACH

54.7%

MALE MESSENGER’S AD REACH
vs. TOTAL MESSENGER’S AD REACH

45.3%

MESSENGER’S AD REACH
vs. TOTAL INTERNET USERS

53.9%



LinkedIn users in Aruba in 2023

Figures published in LinkedIn’s advertising resources indicate that LinkedIn had 58.0 thousand “members” in Aruba in early 2023.

The company’s advertising reach figures suggest that LinkedIn’s audience in Aruba was equivalent to 54.6 percent of the total population at the start of 2023.

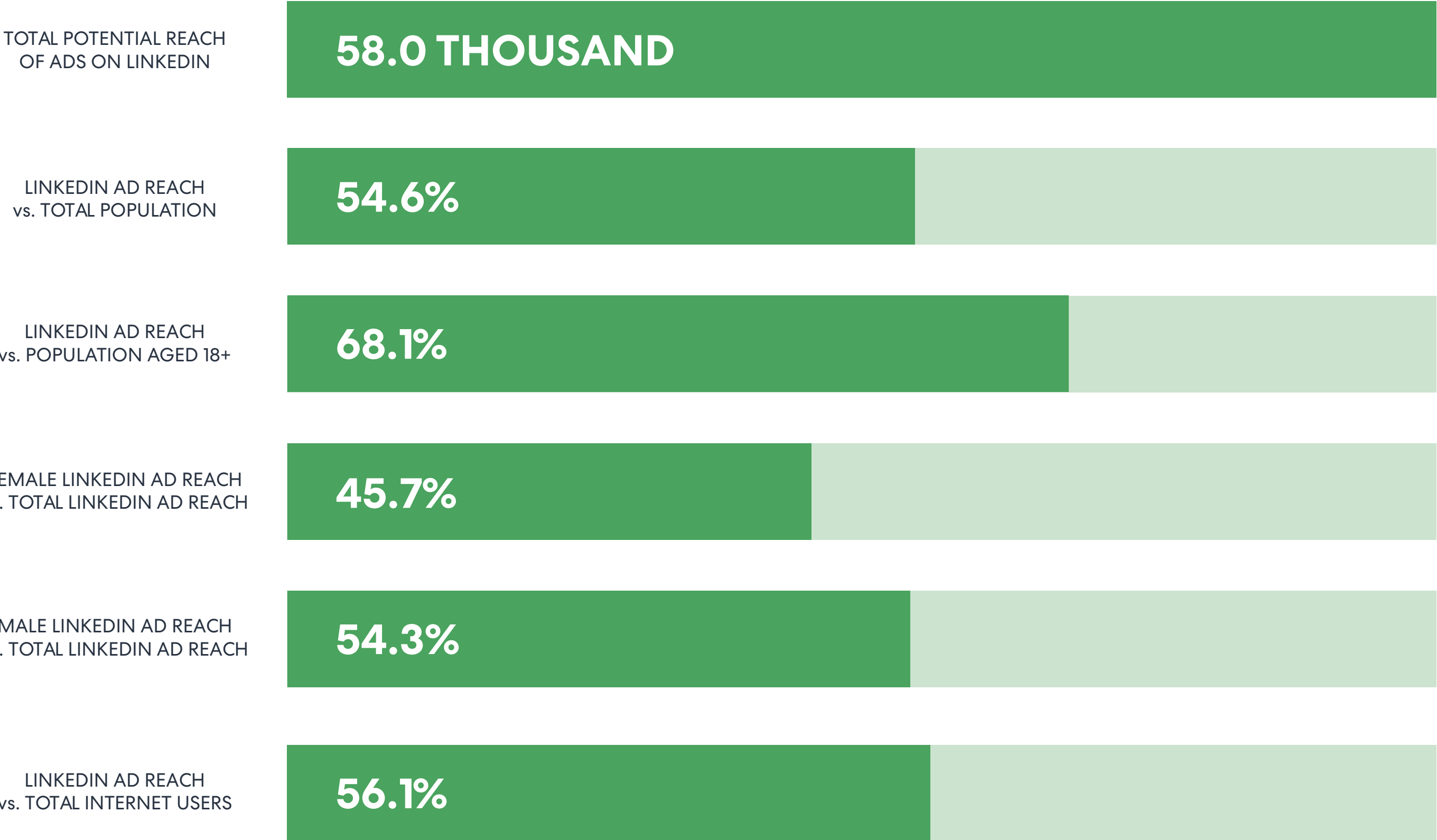
LinkedIn restricts the use of its platform to people aged 18 and above though, so it’s also helpful to know that 68.1 percent of the “eligible” audience in Aruba uses LinkedIn in 2023.

For additional context, LinkedIn’s ad reach in Aruba was equivalent to 56.1 percent of the local internet user base (regardless of age) at the start of the year.

In early 2023, 45.7 percent of LinkedIn’s ad audience in Aruba was female, while 54.3 percent was male.

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

CHANGE IN THE USE OF CONNECTED DEVICES AND SERVICES OVER TIME



BIBLIOGRAPHY



SOURCES: UNITED NATIONS; LOCAL GOVERNMENT AUTHORITIES; WORLD BANK; UNESCO; CIA WORLD FACTBOOK; OUR WORLD IN DATA; INDEXMUNDI; KNOEMA; KEPIOS ANALYSIS



SOURCES: UNITED NATIONS, GOVERNMENT BODIES, GSMA INTELLIGENCE; ITU; WORLD BANK; EUROSTAT; CLINIC; APJII; IAMA & KANTAR; CIA WORLD FACTBOOK; COMPANY ADVERTISING RESOURCES AND EARNING REPORTS; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS; ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



SOURCES: KEPIOS ANALYSIS, ITU, GS MA INTELLIGENCE EUROSTAT, GWE CIA WORLD FACTBOOK: ONINIC: APIRLOCAL GOVERNMENT AUTHORITIES; COMPANY ADVERTISING RESOURCES: UNITED NATIONS. NOTE: (1) STANDALONE FIGURES FOR MOBILE INTERNET USE WERE UNAVAILABLE AT THE TIME OF REPORT PRODUCTION, BUT THE PERCENTAGE SHARE OF SOCIAL MEDIA USERS ACCESSING SOCIAL PLATFORMS VIA MOBILE DEVICES MAY OFFER A REPRESENTATIVE BENCHMARK FOR MOBILE INTERNET USE.



SOURCES: KEROS ANALYSIS, ITU; GS MA INTELLIGENCE, EUROS TAT, G WI, CIA WORLD FACTBOOK: CNNIC, APIR, LOCAL GOVERNMENT AUTHORITIES. NOTE: WHERE LETTERS ARE SHOWN NEXT TO FIGURES ABOVE BARS, *K DENOTES THOUSANDS (EG. *123 K - 123,000 *M' DENOTES MILLIONS (E G. *123 M° - 1,230,000 AND *B° DENOTES BILLIONS (EG. 1 23 8* - 1,230,000,000) WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS ADVISORY: DUE TO COVID 19 RELATED DELAYS IN RESEARCH AND REPORTING, FIGURES FOR INTERNET USER GROWTH AFTER 2020 MAY UNDER REPRESENT ACTUAL TRENDS. COMPARABILTY: SOURCE AND BASECHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBUSHED IN PREVIOUS REPORTS.



SOURCE STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO WEB BROWSERS RUNNING ON MOBILE PHONES COMPARED WITH THE TOTAL NUMBER IS WEB PAGES SERVED TO WEB BROWSERS RUNNING ON ANY DEVICE. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD BE EQUAL TO 60%, NOT 70%)



SOURCE: STATCOUNTER NOTES: FIGURES REPRESENT THE NUMBER PAGE VIEWS SERVED TO EACH BROWSERS AS A PERCENTAGE OF TOTAL PAGES VIEWS SERVED TO WEB BROWSERS RUNNING ON ANY KIND OF DEVICE IN NOVEMBER 2022.



SOURCE: GOOGLE TRENDS, BASED ON SEARCHES CONDUCTED BETWEEN 01 JANUARY 2022 AND 31 DECEMBER, 2022. NOTES: ANY SPELLING ERRORS OR LANGUAGE INCONSISTENCIES IN SEARCH QUERIES ARE AS PUBLISHED BY GOOGLE TRENDS, AND ARE SHOWN *AS IS*, TO ENABLE READERS TO IDENTIFY POTENTIAL CHANGES IN HOW PEOPLE ENTER WRITTEN LANGUAGE IN DIGITAL ENVIRONMENTS. GOOGLE DOES NOT PUBLISH ABSOLUTE SEARCH VOLUMES BUT THE „INDEX vs. TOP QUERY COLUMN SHOWS RELATIVE SEARCH VOLUMES FOR EACH QUERY COMPARED WITH THE SEARCH VOLUME OF THE TOP QUERY. ADVISORY: GOOGLE TRENDS USES DYNAMIC SAMPLING, SO RANK ORDER AND INDEX VALLUES MAY VARY DEPENDING ON WHEN THE TOOL IS ACCESSED, EVEN FOR THE SAME TIME PERIOD.



SOURCE: STATCOUNTER, NOTES: FIGURES REPRESENT THE NUMBER OF PAGE VIEWS REFERRALS ORIGINATING FROM EACH SERVICE AS A PERCENTAGE OF TOTAL PAGE VIEWS REFERRALS ORIGINATING FROM SEARCH ENGINES IN NOVEMBER 2022.



SOURCE: GSMA INTELLIGENCE.



SOURCE: STATCOUNTER. NOTES: FIGURES REPRESENT THE NUMBER OF WEB PAGES SERVED TO BROWSERS ON MOBILE PHONES RUNNING EACH OPERATING SYSTEM COMPARED WITH THE TOTAL NUMBER OF WEB PAGES SERVED TO MOBILE BROWSERS IN NOVEMBER, 2022. FIGURES FOR SAMSUNG OS REFER ONLY TO THOSE DEVICES RUNNING OPERATING SYSTEMS DEVELOPED BY SAMSUNG (EG. BADA AND TIZEN), AND DO NOT INCLUDE SAMSUNG DEVICES RUNNING ANDROID. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%).



SOURCES: KEPIOS ANALYSIS, COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH; UN; U.S. CENSUS BUREAU. ADVISORY: SOCIAL MEDIA USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS FIGURES FOR REACH VS. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, USER MISSTATEMENTS, DELAYS IN DATA REPORTING. AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS.



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SOURCE: META'S ADVERTISING RESOURCES, KEPIOS ANALYSIS. NOTES: VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR FEMALE AND MALE. ADVISORY: REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA MAY DISTORT VALUES FOR CHANGE OVER TIME.



SOURCES: STATCOUNTER. NOTES: SHARE DOES NOT INCLUDE TRAFFIC FROM MESSENGER PLATFORMS. DATA ARE ONLY AVAILABLE FOR A SELECTION OF PLATFORMS, AND PERCENTAGES REFLECT SHARE OF AVAILABLE PLATFORMS ONLY. FIGURES REPRESENT THE SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED ON EACH PLATFORM AS A PERCENTAGE OF TOTAL WEB TRAFFIC ARRIVING FROM THE AVAILABLE SELECTION OF SOCIAL PLATFORMS IN NOVEMBER 2023. PERCENTAGE CHANGE VALUES REPRESENT RELATIVE YEAR-ON-YEAR CHANGE.



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SOURCE: LINKEDIN'S ADVERTISING RESOURCES, KEPIOS ANALYSIS. NOTES: VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR FEMALE AND MALE. ADVISORY: REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA MAY DISTORT VALUES FOR CHANGE OVER TIME.

