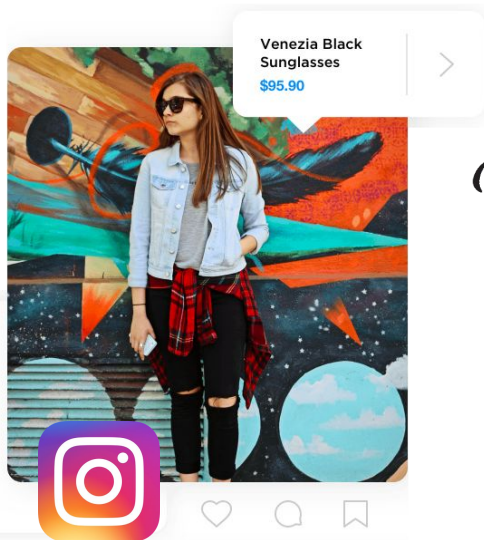
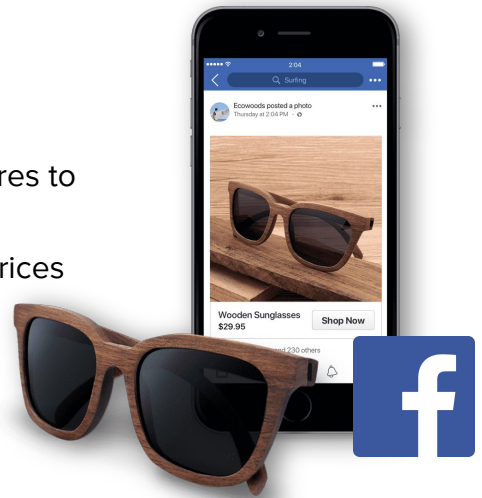


Top Sales Channels for E-commerce

facebook

- In the U.S., Facebook accounts for 80% of social referral shares to e-commerce sites
- In 2019, ad impressions increased by 37% with average ad prices decreasing by 4%

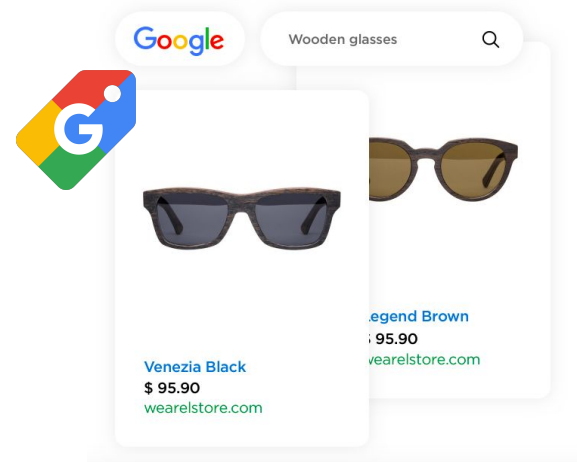


Instagram

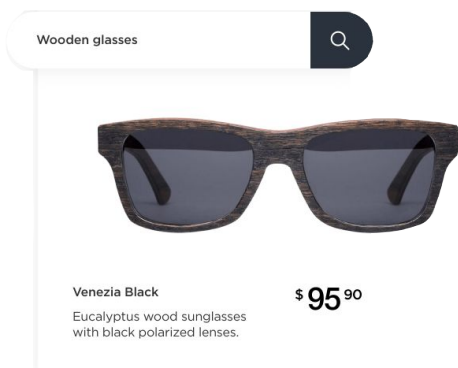
- 87% of users have visited a site or made a purchase after seeing a brand's ad
- 81% of users use Instagram to help research products or services

Google

- Across US online retail, Google Shopping Ads now make up 76.4% of retail search ad spend and win 85.3% of all clicks



amazon



amazon

- 206 million monthly visitors
- 40% of shoppers start their search on Amazon
- 50% of Amazon orders come from third party sellers

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