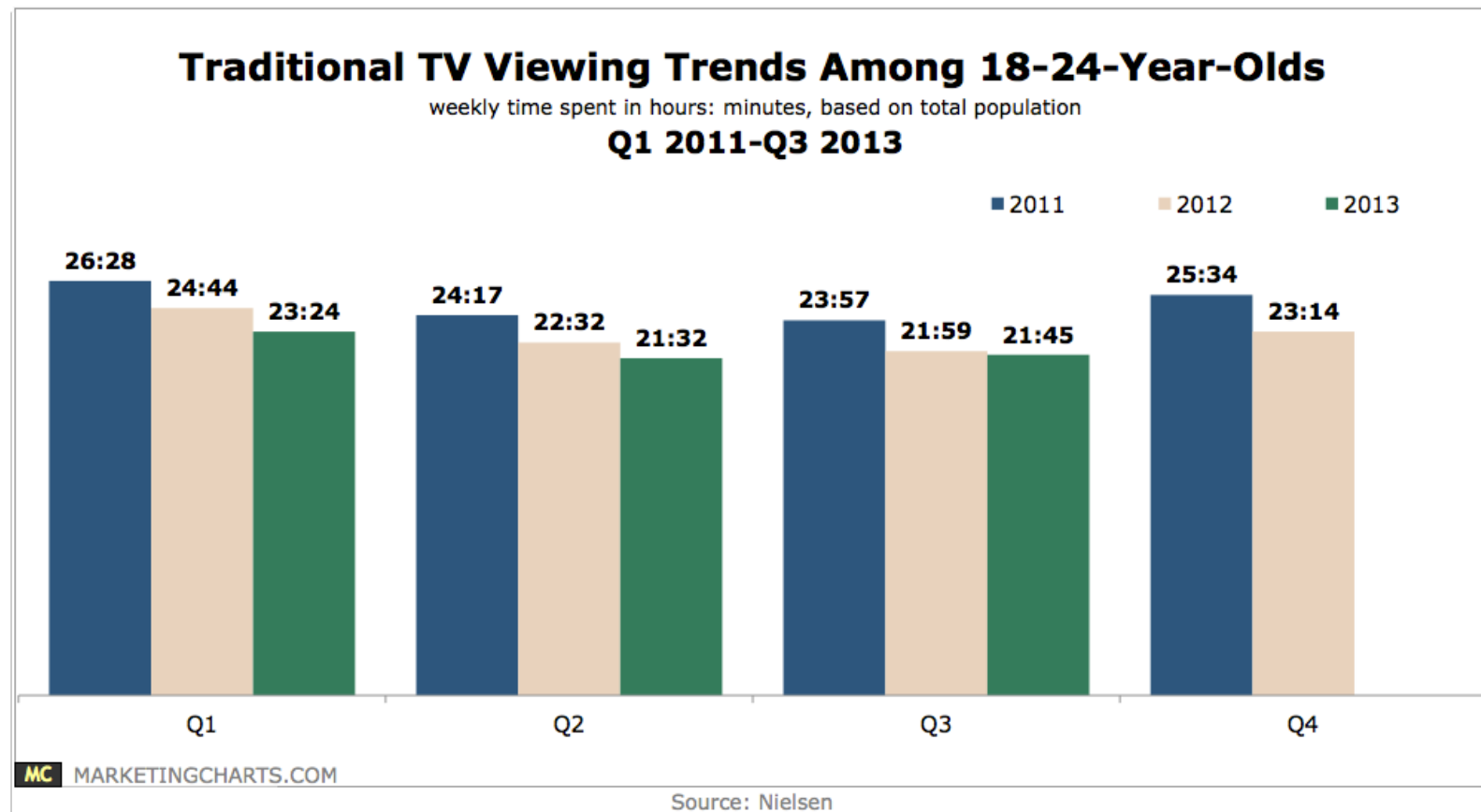


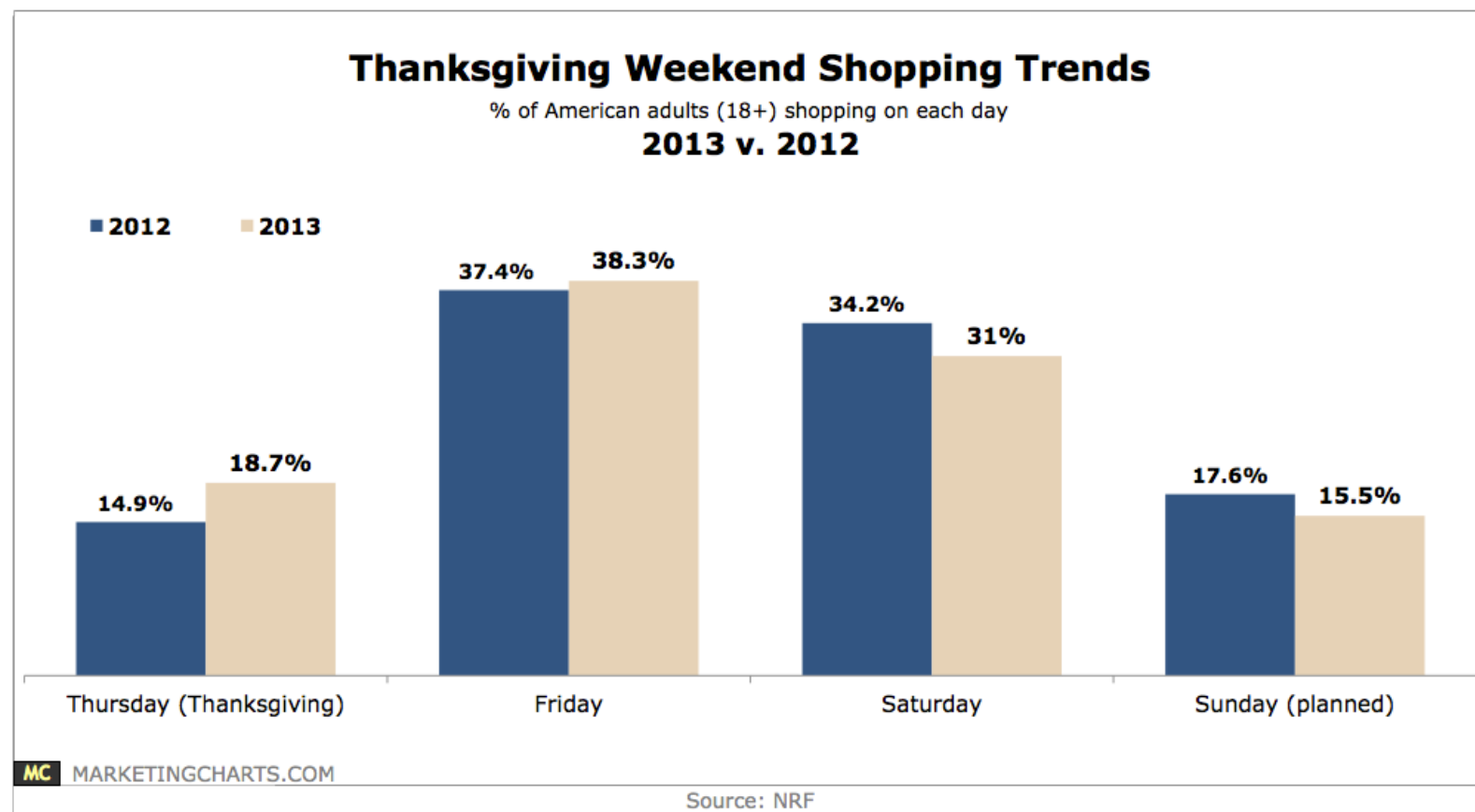
# 1. Young People and TV



**Source article:** [Are Young People Watching Less TV? \(Updated - Q3 2013 Data\)](#)

**Takeaway:** Traditional TV viewing declines are slowing among 18-24-year-olds; TV isn't anywhere near dead yet.

## 2. Thanksgiving Weekend Shopping



Source article: [Thanksgiving Weekend Shopping Results](#)

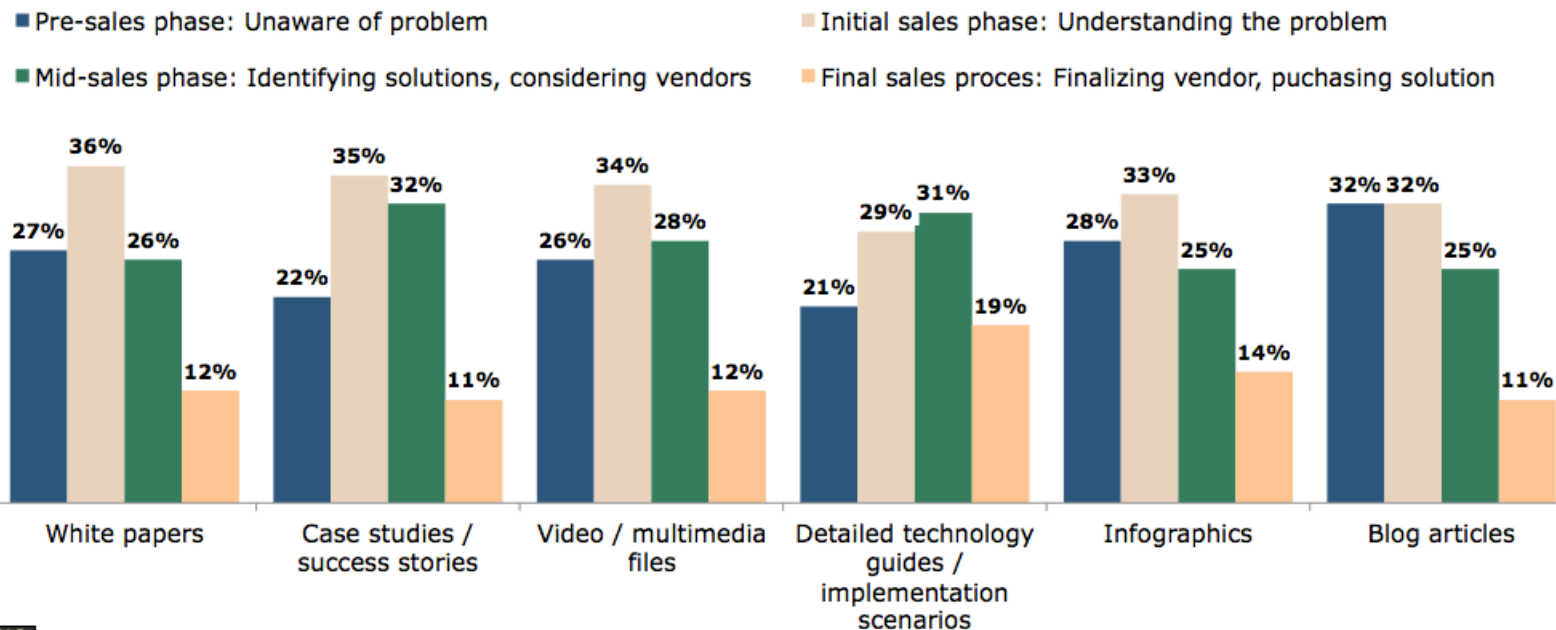
**Takeaway:** More and more Americans are shopping on Thanksgiving Day.

### 3. B2B Content and the Purchase Cycle

#### Content Consumption During the B2B Tech Buyers' Purchase Cycle

% share of respondents, indicating at which phase of the purchasing cycle they find the following assets most helpful

December 2013



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Source: Eccolo Media

Source article: [B2B Tech Buyers and Content Marketing: Which Assets Are Most Influential, and When?](#)

Takeaway: Buyers want different types of collateral at the various stages of the purchase cycle.

## 4. Google's Top Search Trends of 2013

<b>Top Trending Searches on Google</b>				
search queries with the highest amount of traffic over a sustained period in 2013 as compared to 2012				
<b>in 2013</b>				
<b>Rank</b>	<b>Overall Searches - The World</b>	<b>Overall Searches - The US</b>	<b>Events - The World</b>	<b>Events - The US</b>
1	Nelson Mandela	Paul Walker	Boston Marathon	Boston Marathon
2	Paul Walker	Boston Marathon Bombing	Typhoon Haiyan	Government Shutdown
3	iPhone 5s	Nelson Mandela	Government Shutdown	VMAs
4	Cory Monteith	Cory Monteith	2014 FIFA World Cup	Moore, Oklahoma Tornado
5	Harlem Shake	iPhone 5s	Chinese New Year	Royal Baby
6	Boston Marathon	Government Shutdown	Australian Open	Zimmerman Trial
7	Royal Baby	James Gandolfini	Eurovision Song Contest	Typhoon Haiyan
8	Samsung Galaxy S4	Harlem Shake	Wimbledon	New Pope
9	PlayStation 4	Royal Baby	Syria Conflict	Syria Conflict
10	North Korea	Adrian Peterson	EuroBasket	Mayweather vs. Canelo
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Source: Google				

**Source article:** [Google's Top Search Trends of 2013, and Other Year-in-Review Lists](#)

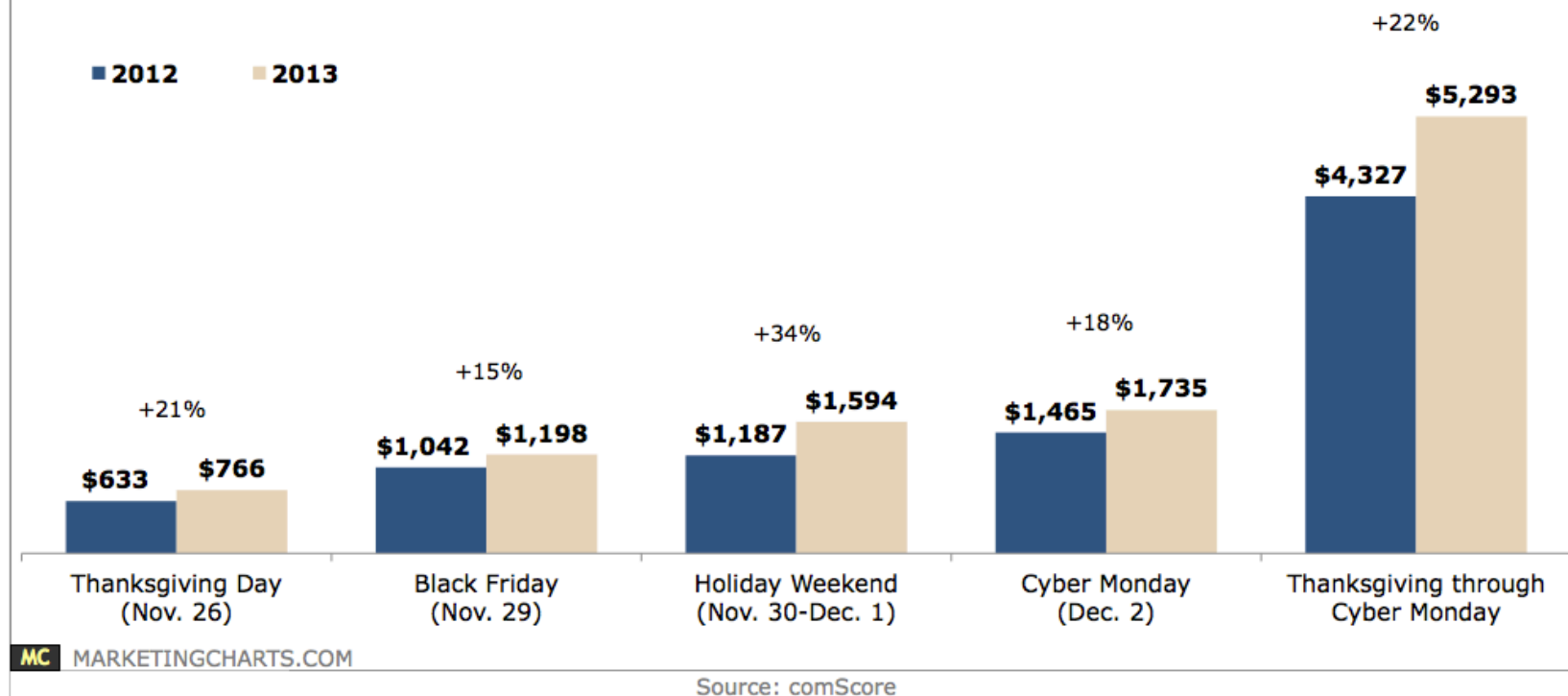
**Takeaway:** The world's top search trends were once again a mix of tragedy and technology.

## 5. Cyber Monday = E-Commerce Peak

### Thanksgiving Weekend and Cyber Monday Desktop-Based E-Commerce

\$ millions in desktop-based retail e-commerce spending

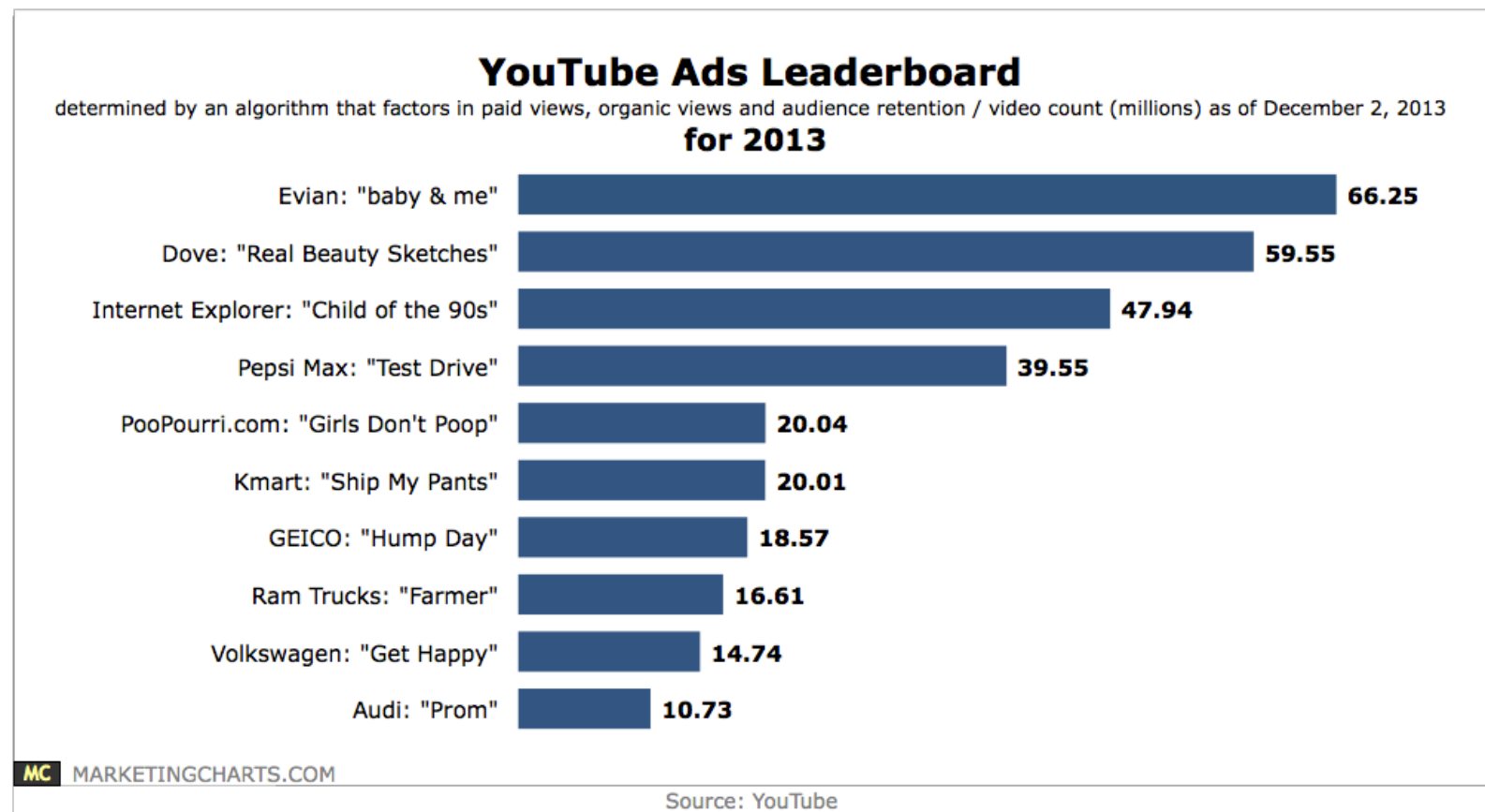
2013 v. 2012



Source article: [Cyber Monday Results: Records, Mobile, and More](#)

Takeaway: Cyber Monday ranks as the heaviest e-commerce (desktop only) spending day ever.

## 6. Top Video Ads of the Year



**Source article:** [2013's Top Video Ads and Brands](#)

**Takeaway:** Evian's "baby & me" tops the YouTube Ads Leaderboard, while Samsung ads get shared the most.

## 7. YouTube's Purchase Influence

### Social Engagement With Brands

key stats, based on a survey of US consumers

**December 2013**

60%	of consumers report interact with brands on social media
55%	engage with brands on Facebook, while 21% do so on Twitter and 10% on Pinterest
17%	of consumers have discovered a product through Pinterest
53%	of consumers claim to have had at least one purchase influenced by YouTube videos
78%	of consumers interacting with brands do so for coupons and promotions
65%	interact with brands to discover the latest news and products, and 24% to receive customer support

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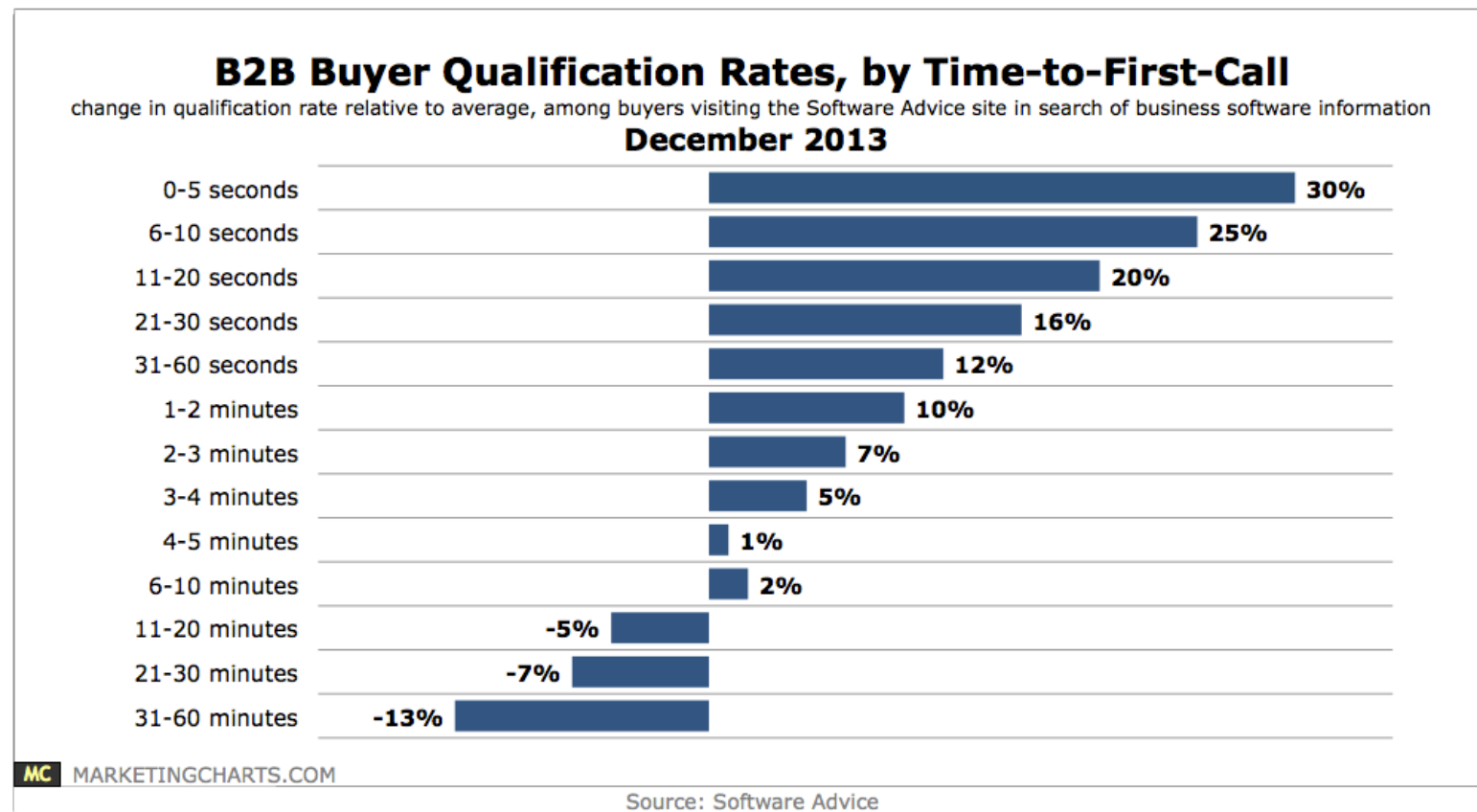
Source: Walker Sands

**Source article:** [1 in 2 Consumers Say That YouTube Videos Have Influenced A Purchase Decision](#)

**Takeaway:** Facebook, Twitter & Pinterest get a lot of attention - but YouTube is a major player.



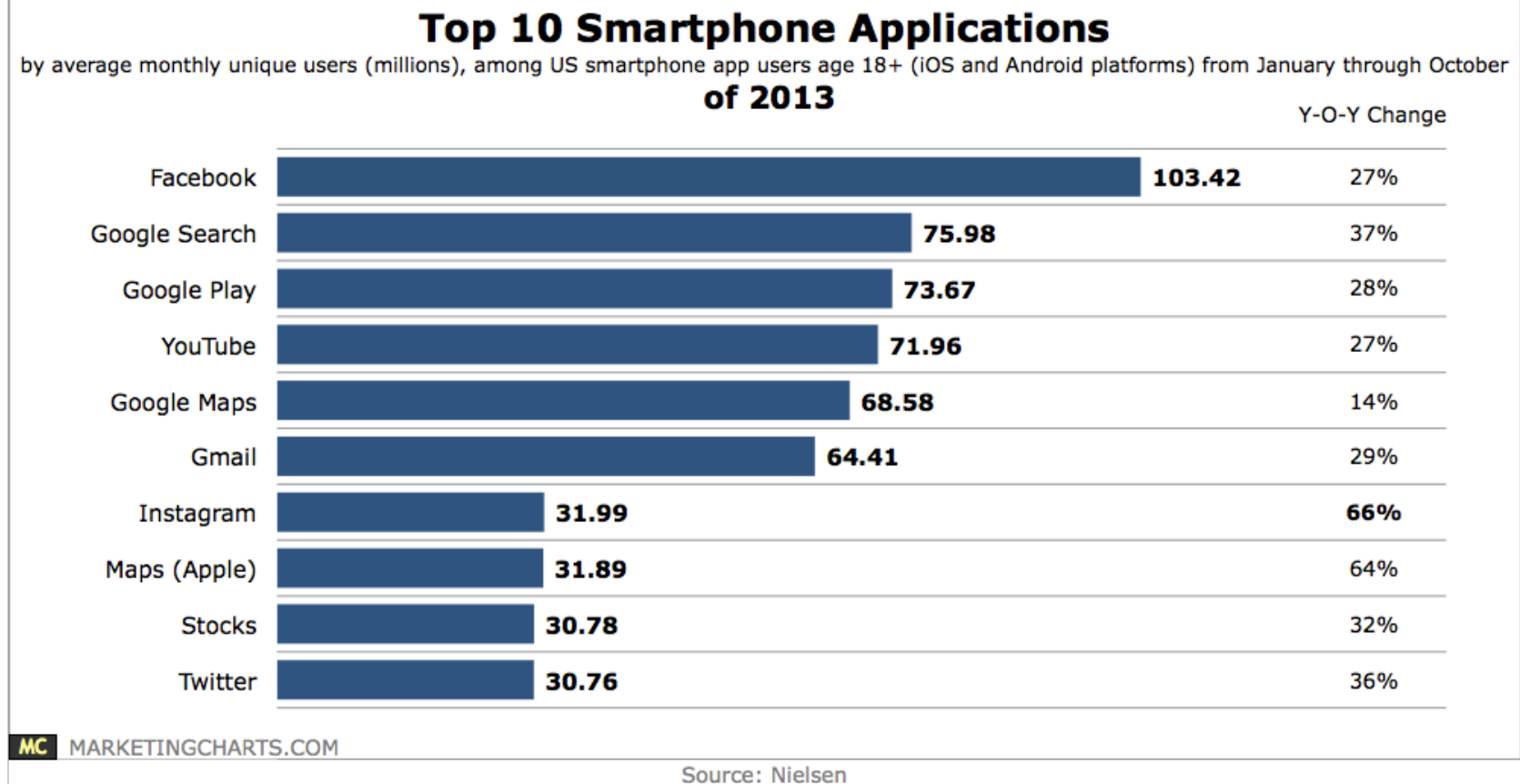
## 8. Call B2B Leads Quickly



Source article: [B2B Leads: Once Again, Speed-to-Call Counts](#)

**Takeaway:** In this study, calling a lead within 5 seconds resulted in a qualification rate 30% higher than the average.

## 9. Instagram Adoption Rising Quickly



**Source article:** [Instagram Ranked The Fastest-Growing Top Smartphone App of 2013](#)

**Takeaway:** Among the top 10 smartphone apps, Instagram has the fastest rate of growth through October 2013.

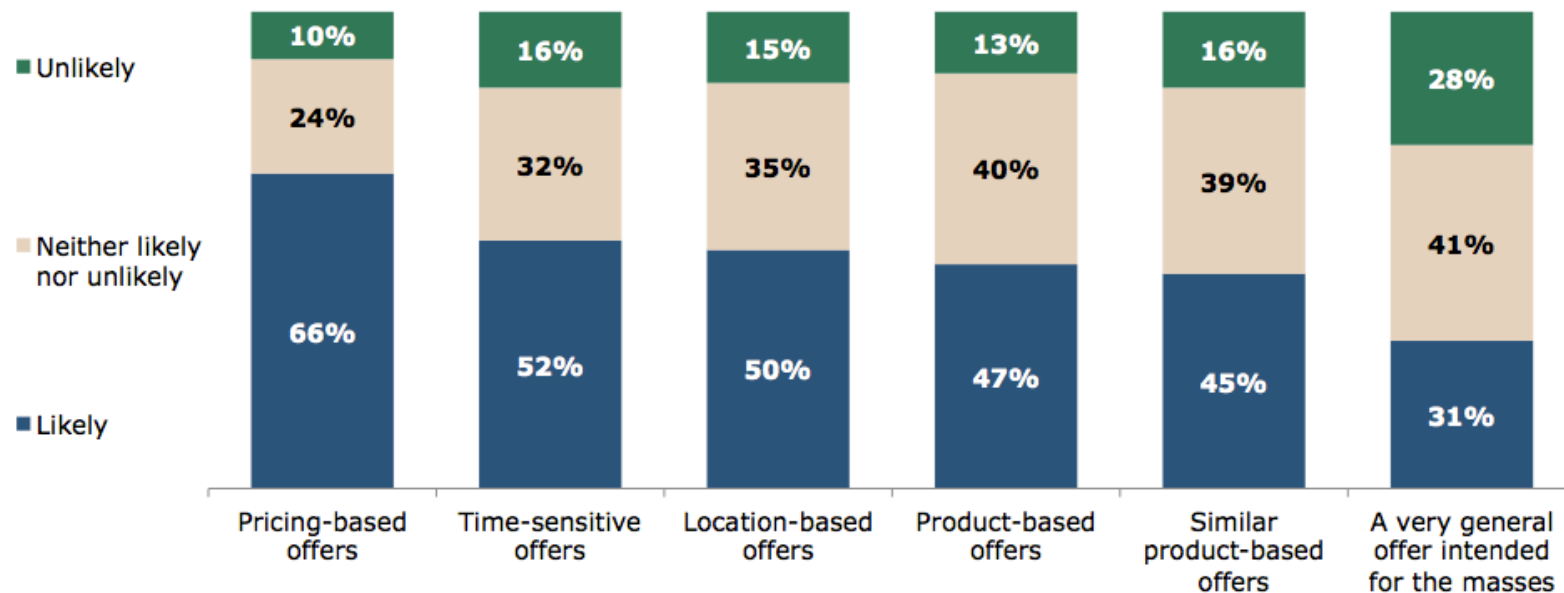
# 10. Discounts, Discounts, Discounts

## Types of Mobile Offers Most Likely to Trigger Consumer Action

% share among US respondents who have opted in to receive mobile communications from brands

December 2013

"If you were to receive the following types of offers on your mobile device, how likely is each to trigger an action on your part?"



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Source: Responsys

Source article: [Which Mobile Offer Types Do Recipients Believe Are Most Likely to Spur Them to Action?](#)

Takeaway: Pricing-based offers are the most likely to sway the opt-in crowd; two-thirds say they'd trigger an action.

