

SOCIAL INTELLIGENCE

Companies of all sizes are increasingly relying on data from social networks to gain a deeper understanding of their customers and markets

45% Hootsuite/We Are Social 2019

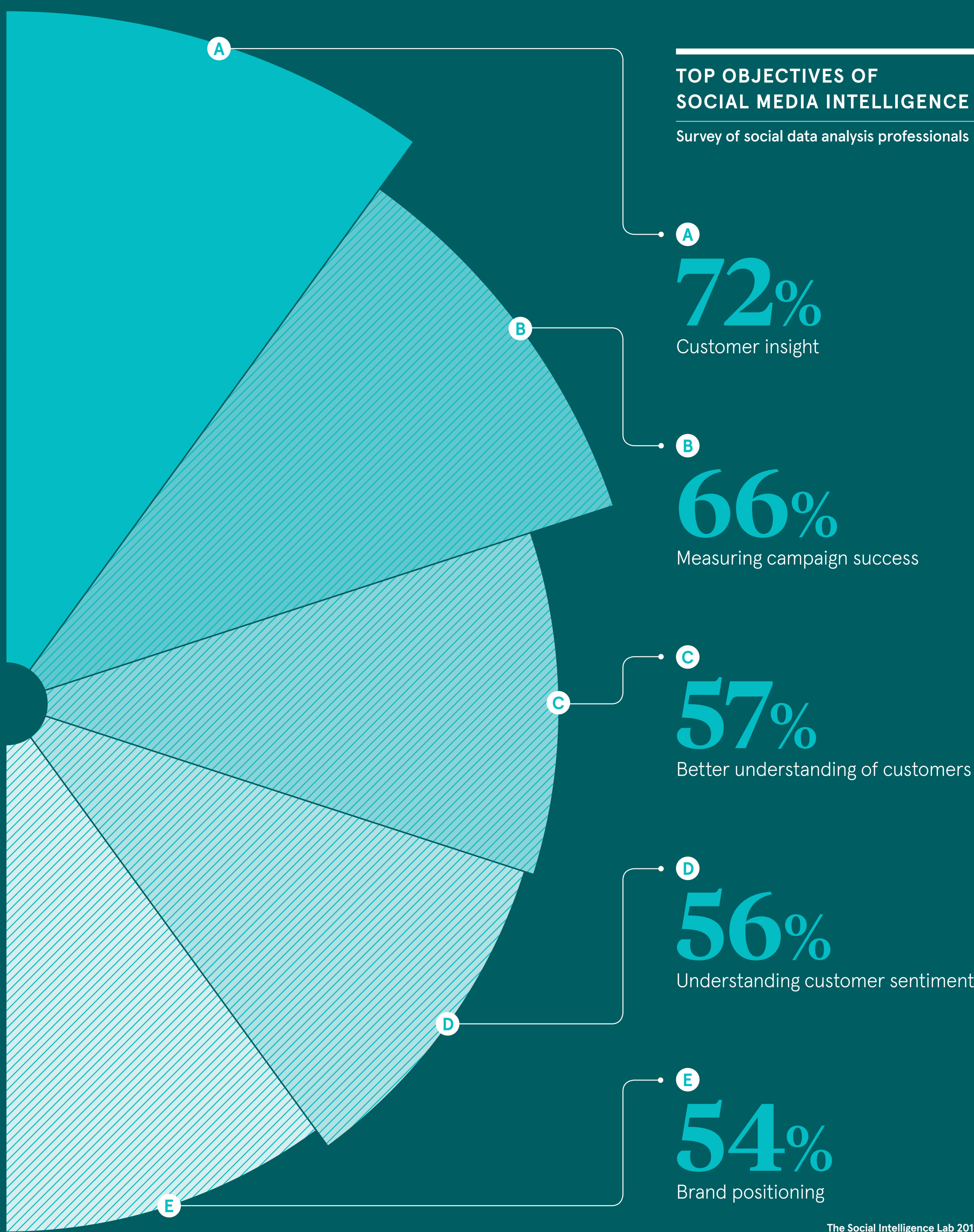
of the world's population are now social media users, which equates to 3.5 billion people

80% The Social Intelligence Lab 2019

of social data analysis professionals agree that social data provides unique insights that cannot be obtained from other data or research sources

50% Hootsuite 2019

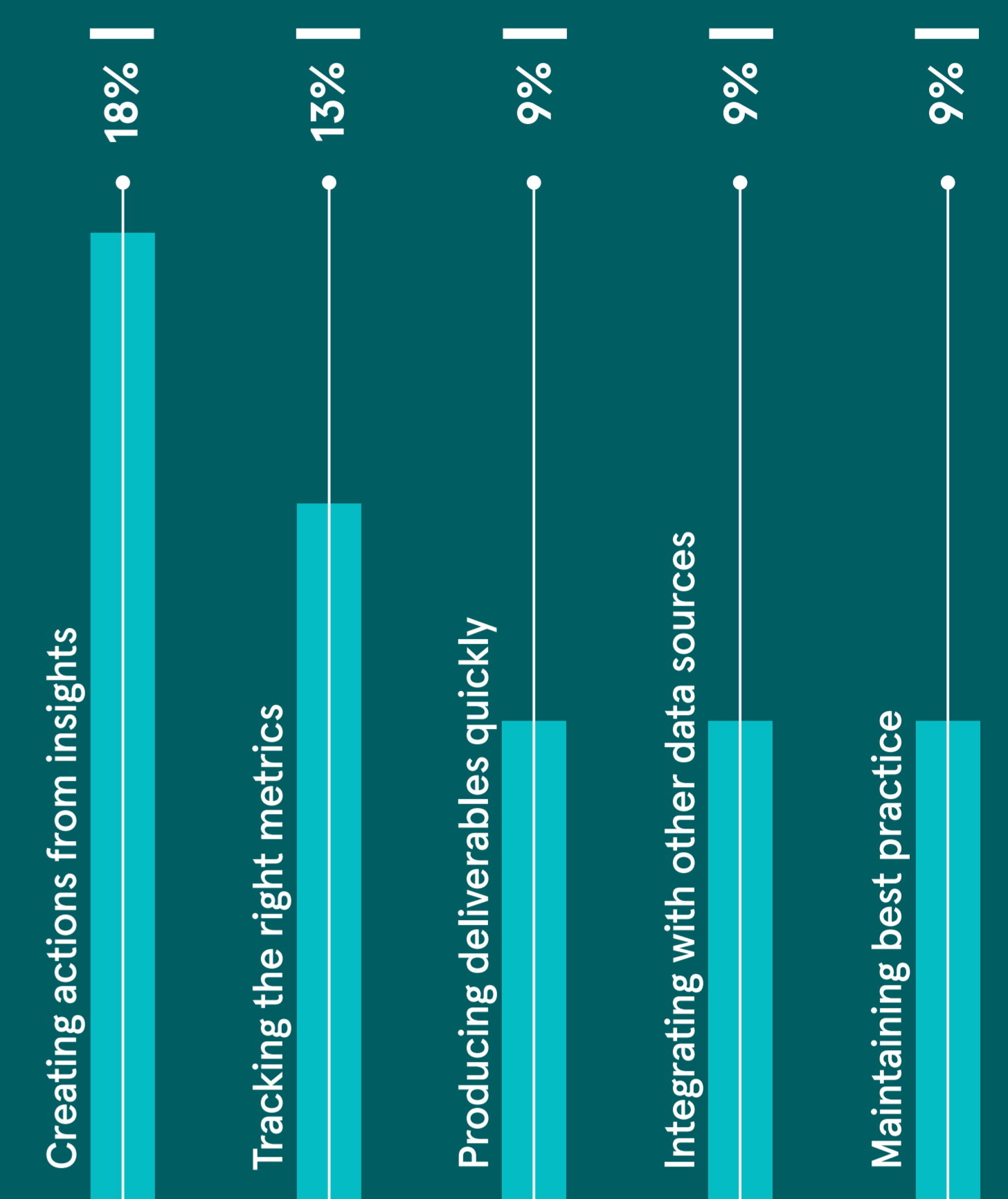
of companies agree that the need to personalise content and experiences is a key challenge



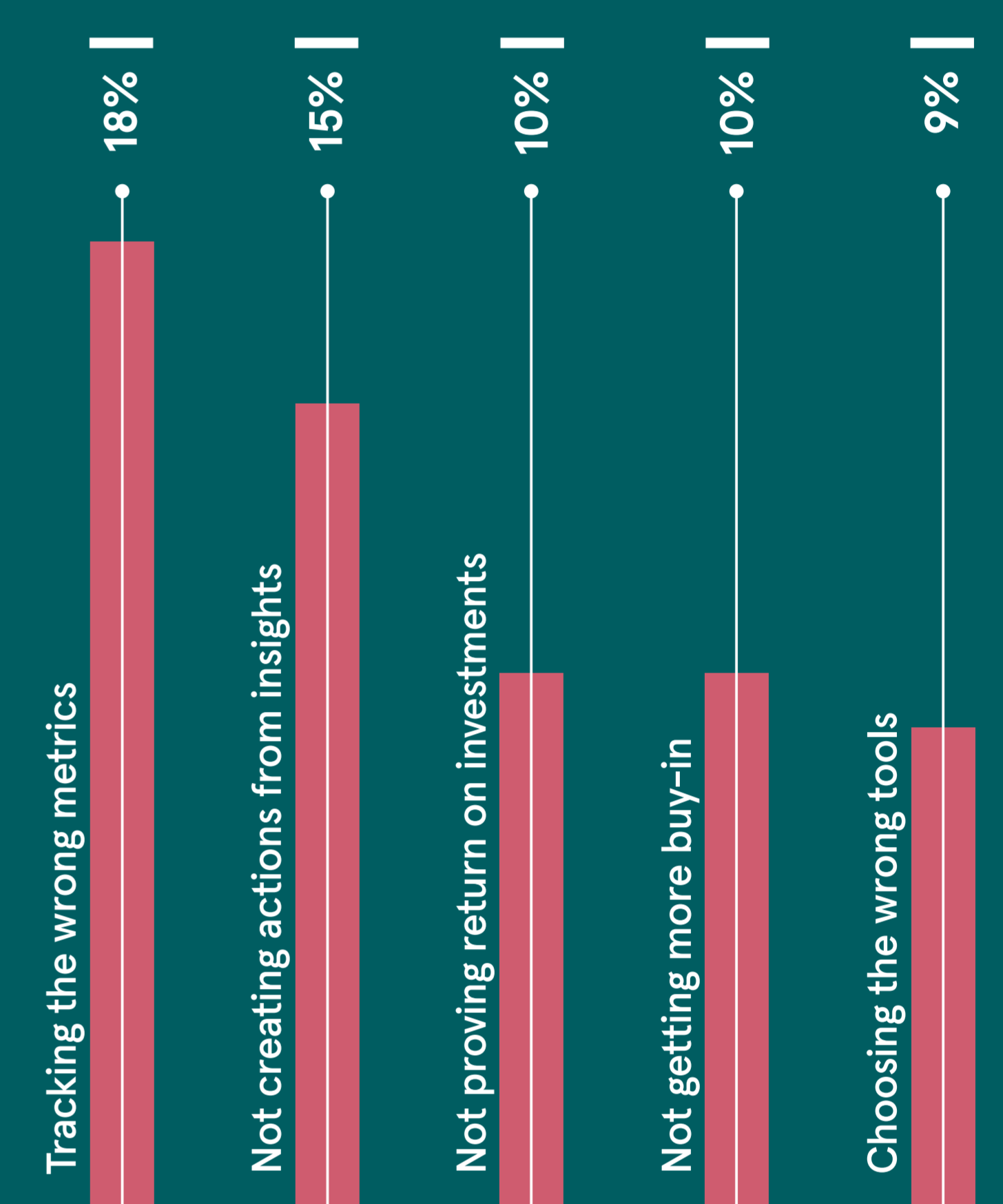
DOES SOCIAL INTELLIGENCE MEET EXPECTATIONS?

Survey of social data analysis professionals

WHY IT EXCEEDS EXPECTATIONS



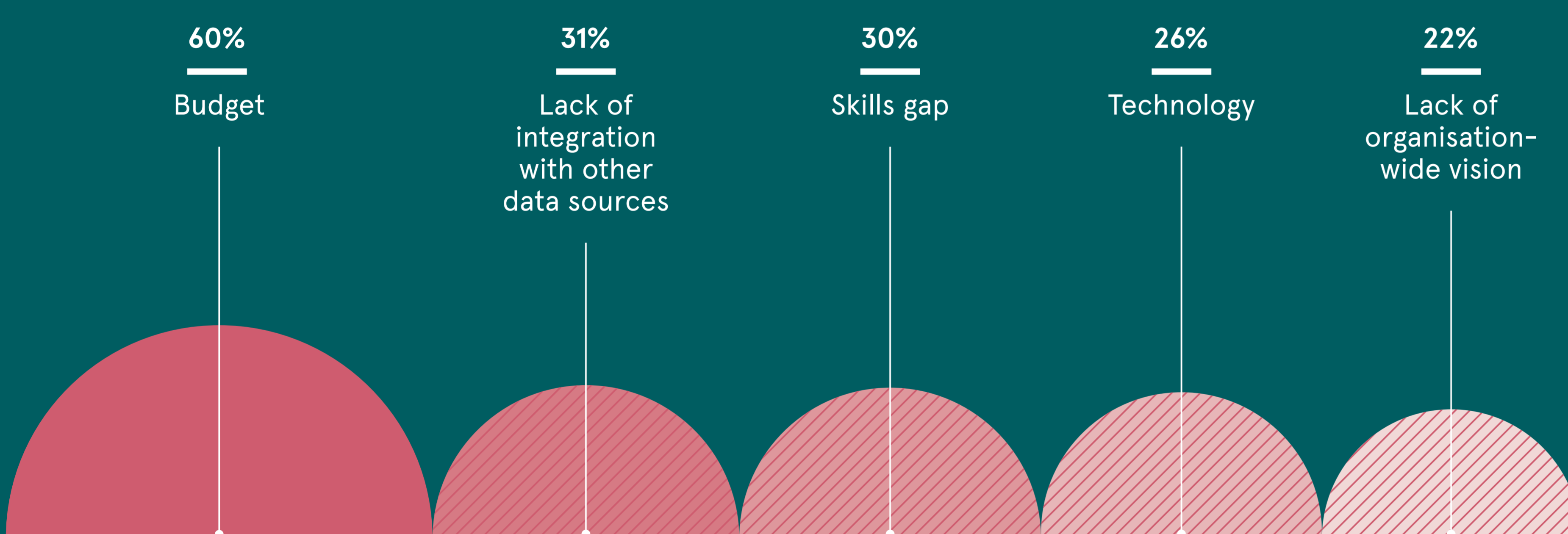
WHY IT MISSES EXPECTATIONS



TOP CHALLENGES WITH SOCIAL INTELLIGENCE

Percentage of social data analysis professionals who believe the following are a challenge when developing social intelligence capabilities

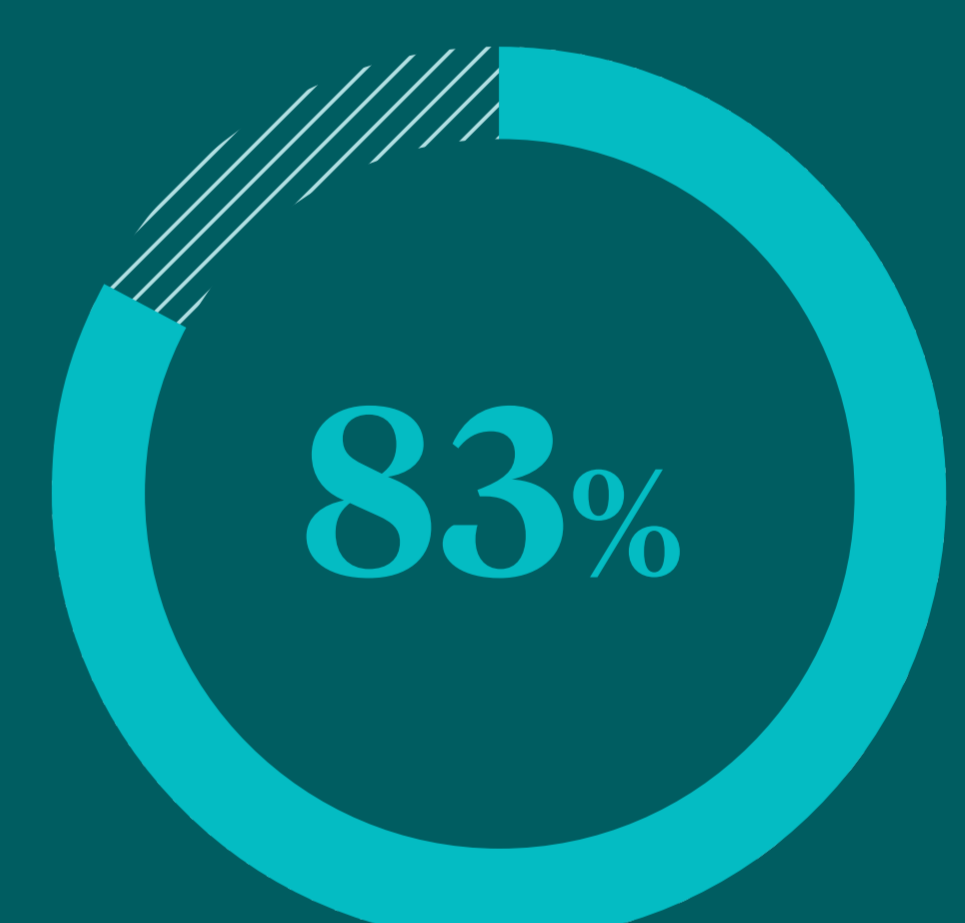
The Social Intelligence Lab 2019



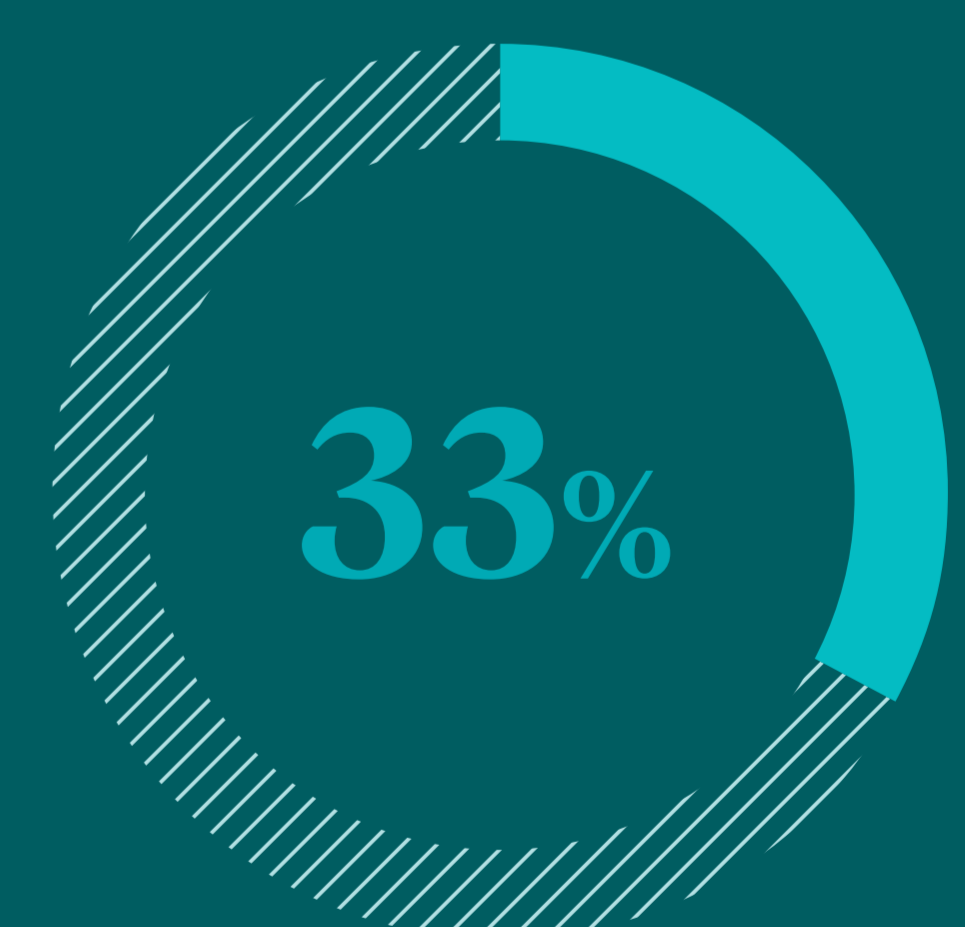
SOCIAL MEDIA ENGAGEMENT



visited or used a social network or messaging service in the past month



actively engaged with or contributed to social media in the past month



of all Facebook users are under the age of 24, based on advertising audiences



average number of social media accounts per internet user

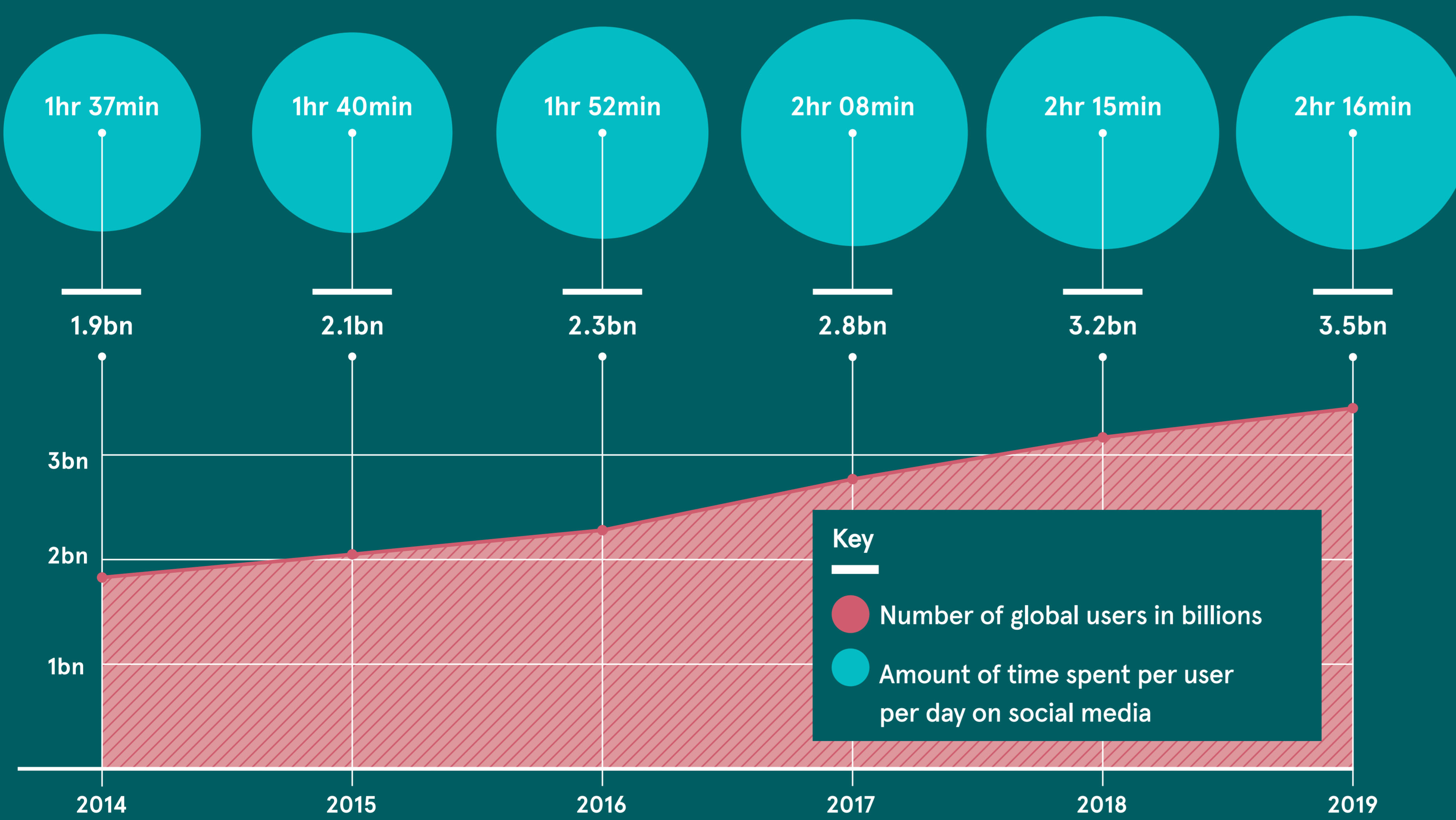


of internet users use social media for work purposes

GLOBAL GROWTH OF SOCIAL MEDIA

Survey of social data analysis professionals

Hootsuite/We Are Social 2019



BIGGEST SOCIAL MEDIA PLATFORMS

Number of users by April 2019 (billions)

