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

**TOP OBJECTIVES OF SOCIAL MEDIA INTELLIGENCE**

- 72% Customer insight
- 66% Measuring campaign success
- 57% Better understanding of customers
- 56% Understanding customer sentiment
- 54% Brand positioning

**DOS SOCIAL INTELLIGENCE MEET EXPECTATIONS?**

- Percentage of social data analysis professionals who believe the following are a challenge when developing social intelligence capabilities:
  - 24% Lack of integration with other data sources
  - 22% Technology
  - 20% Lack of organisational support
  - 18% Budget
  - 18% Skills gap
  - 16% Lack of organisational-wide vision
  - 15% Organisational culture

**WHY IT MISSES EXPECTATIONS**

- 45% of the world’s population are now social media users, which equates to 3.5 billion people.
- 80% of social data analysis professionals agree that social data provides unique insights that cannot be obtained from other data or research sources.
- 50% of companies agree that the need to personalise content and experiences is a key challenge.

**GLOBAL GROWTH OF SOCIAL MEDIA**

- Number of global users in billions
- Amount of time per user per day on social media

**BIGGEST SOCIAL MEDIA PLATFORMS**

- Number of users at April 2019 billions
- Number of global users in billions
- Amount of time per user per day on social media

**SOCIAL MEDIA ENGAGEMENT**

- Percentage of internet users use social media for work purposes
- Average number of social media accounts per internet user
- Percentage of internet users use social media for work purposes

**WHY IT EXCEEDS EXPECTATIONS**

- 98% visited or used a social network or messaging service at least once in the past month.
- 83% actively engaged with or contributed to social media in the past month.
- 33% of all Facebook users are under the age of 24, based on advertising audiences.
- 8.9 average number of social media accounts per internet user
- 24% of internet users use social media for work purposes.