

# HOW DOES DARK SOCIAL AFFECT YOUR MARKETING DECISIONS?



Between 2014 and 2016, "Dark Social" shares or "clickbacks" have come from mobile devices with a growth of 9% YOY.

PERCENT OF MOBILE DARK SOCIAL SHARES FOR TRAVEL IN 2016:  
37%



## PERCENTAGE OF DARK SOCIAL SHARING DESKTOPS VS. MOBILE DEVICES:



62% of clickbacks on dark social shares come from mobile devices. This is an increase of 9% YOY.

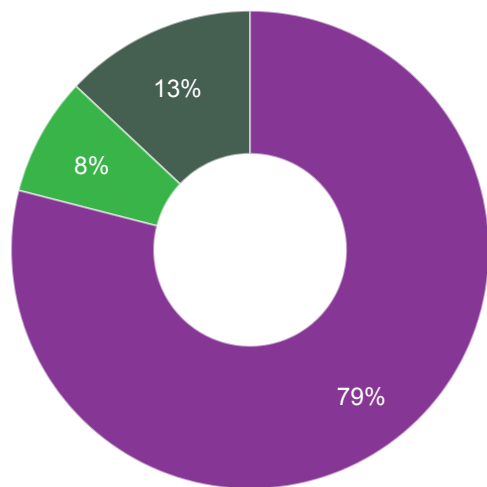


38% of clickbacks on dark social shares comes from desktop. This is a decrease of 9% YOY.

## PERCENTAGE OF DARK SOCIAL OR "CLICKBACK" SHARES :

79% of outbound sharing takes place via Dark Social.

Only 8% happens on Facebook and 13% on other social networks.



## BIG DISCONNECT:

84% of sharing happening outside of Social Networks



Over 90% of Social Marketing Dollars goes to Social Networks



### OUR GOAL AT iRESPONZE

There are steps for measurement and best practices that we have in place. To find out more, connect with one of our Social Media experts

### SOURCES

<https://radiumone.com/darksocial/#CC4urb54JfhPtQfC.99>

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