<https://sproutsocial.com/insights/social-media-statistics/>

* The amount of time internet users spend on social media is now higher than ever — 151 minutes per day.
* It's now projected that [**$130.5 billion**](https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/united-states)of total social media ad spending will be generated through mobile by 2027.
* Social media recently overtook paid search as an advertising channel, [**growing 25% YoY**](https://www.zenithmedia.com/ecommerce-and-online-video-to-fuel-11-recovery-in-global-adspend-this-year/) and exceeding $137 billion (just edging out search’s $135 billion).
* Retargeting ads are the most-used among marketers, with [**77% of B2B and B2C marketers**](https://sharpspring.com/ads/state-of-retargeting-2021/) alike saying they use retargeting as part of their Facebook and Instagram advertising strategies.
* Total spend on social media advertising is projected to reach [**$268 billion in 2023**](https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/worldwide).
* Video continues to be an all-time favorite content type. It’s versatile, engaging and offers excellent ROI to marketers worldwide. 51% of people are more likely to share videos with friends and family over any other content type.
* 87% of marketers say video marketing has helped them drive more sales.
* Short-form video offers marketers the highest ROI of any social media marketing strategy.

<https://sendbird.com/blog/app-retention-benchmarks-broken-down-by-industry>

* Retention rates across the social media app category are fairly close to the global average. They start at 26.3% for day one, dropping to 9.3% by day seven. Statista puts the day 30 average at 3.9%, while AppsFlyer quotes 3.11%.
* Given the number and variety of apps available today on iOS and Android, it’s difficult to pin down a baseline app retention rate across all categories and platforms. However, we can combine data from a few research studies to get a solid figure.  
  In a study of more than 1,000 apps on iOS and Android, Statista found that the average day-one retention rate is 25.3%.   
  Among apps using Adjust technology, the average day-one retention rate was 26.5% across all verticals.   
  AppsFlyer took a sample of 6 billion installs and found an average day-one retention rate of 24.33%.  
  In other words, anywhere around 25% seems like an average benchmark for day-one retention.