

7



FEED BASED
SEARCH ENGINE BASED
VIRAL/TRENDING
BASED OR ALL?

#PERCEPTION2PREFORMANCE



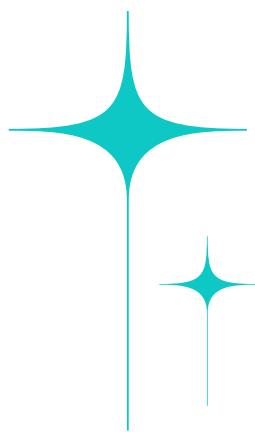


FEED BASED CONTENT

Instagram Stories are used
by over 500 million users
daily.

Source:Hootsuite

#PERCEPTION2PREFORMANCE



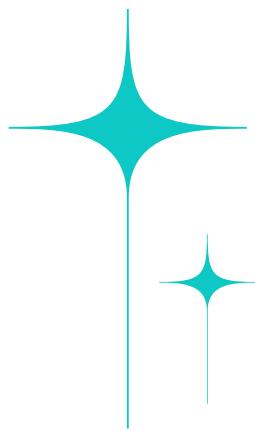
2

SEARCH ENGINE BASED CONTENT

Organic search is the largest source of website traffic, driving 53.3% of website traffic on average for businesses.

Source: BrightEdge

#PERCEPTION2PREFORMANCE

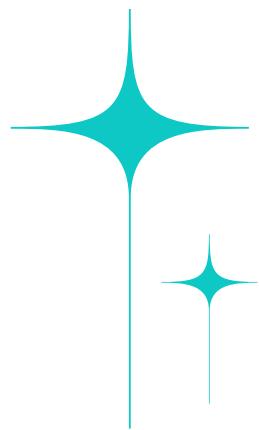


A large, bold red number "3" with a white outline and a slight shadow, centered on the page.

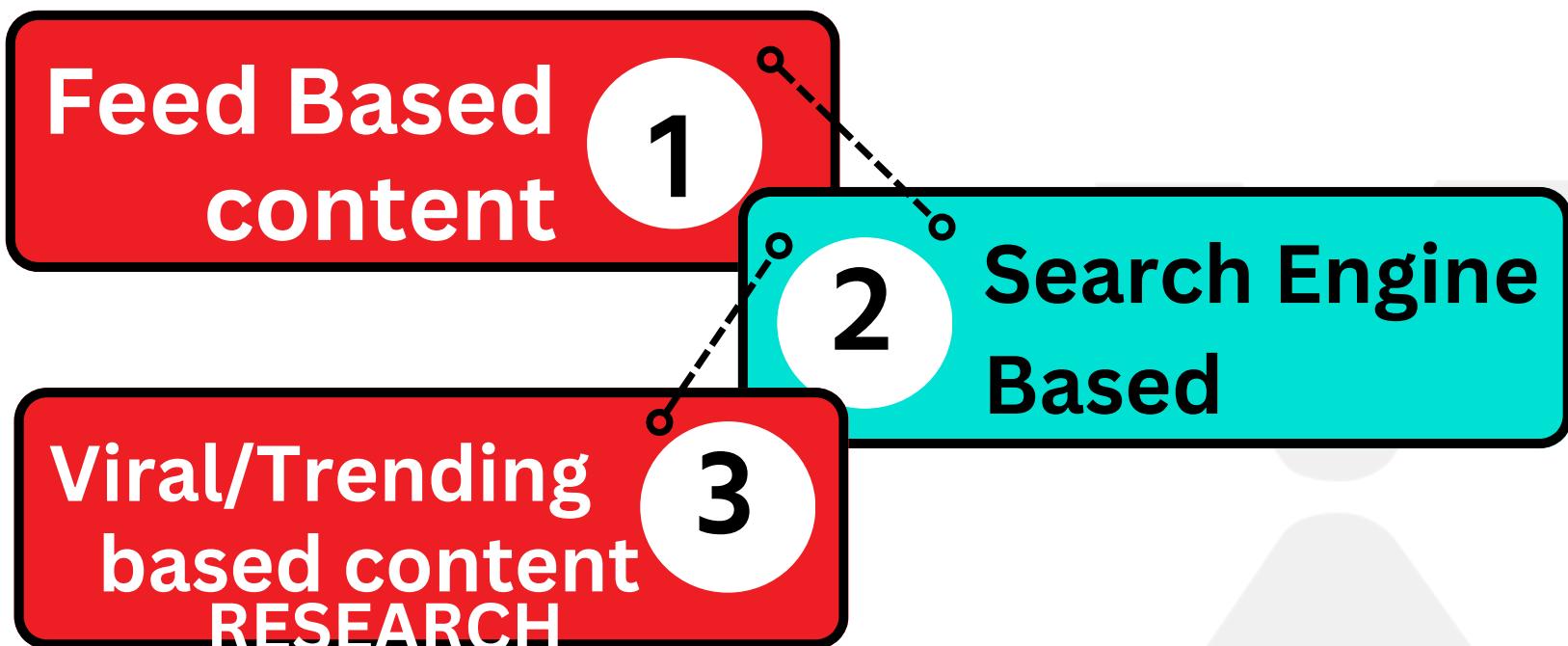
VIRAL/TRENDING BASED CONTENT

Viral content on Facebook generates an average of 258% more engagement than non-viral content.

#PERCEPTION2PREFORMANCE



FEED BASED SEARCH ENGINE BASED VIRAL/TRENDING BASED OR ALL?



#SaveForLaterWithDN