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REASONS WHY DIGITAL CAMPAIGNS ARE MORE ABOUT PSYCHOLOGY THAN TECHNOLOGY

#PERCEPTION2PREFORMANCE



SCARCITY CREATES FOMO

60% of users (age group 18-30) admitted to making **impulsive buy after experiencing FOMO.**

Source: Strategy Online

#PERCEPTION2PREFORMANCE



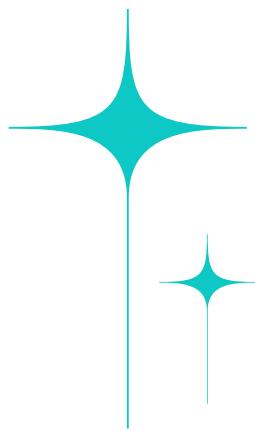
2

HASHTAGS UNITE TRIBES

Content engagement chances jump from 29% to 79% when **11+ hashtags** are used on Instagram.

Source: Amra and Elma

#PERCEPTION2PREFORMANCE



SOCIAL PROOF BUILDS TRUST

97% of consumers read online reviews before making a purchase that increases sales by **270%**.

Source: Trustpulse

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LOSS AVERSION BIAS IS REAL

78% of online shoppers have decided against a purchase because they didn't have a coupon.

Source:**Capterra**

#PERCEPTION2PREFORMANCE



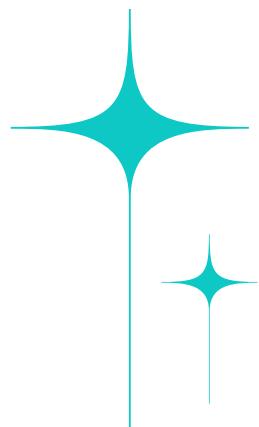
A large, bold red number "5" with a white interior, set against a white background.

VIDEO CATCHES ATTENTION

The average time spent on
pages with videos is **6 minutes.**

Source: Forbes Advisor

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