



REASONS WHY **DIGITAL** **CAMPAIGNS** ARE MORE ABOUT **PSYCHOLOGY** THAN **TECHNOLOGY**

#PERCEPTION2PERFORMANCE



1 SCARCITY CREATES FOMO

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

Source: Strategy Online

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HASHTAGS UNITE TRIBES

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

Source: Amra and Elma

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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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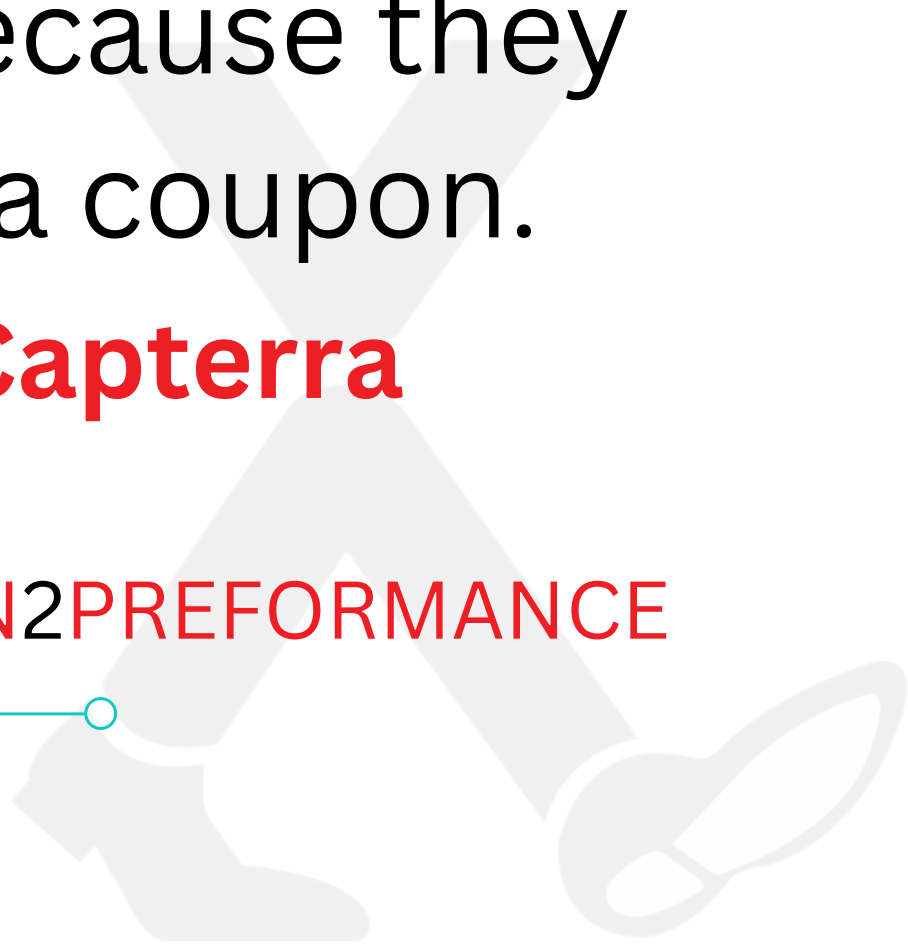
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LOSS AVERSION BIAS **IS REAL**

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

Source: **Capterra**

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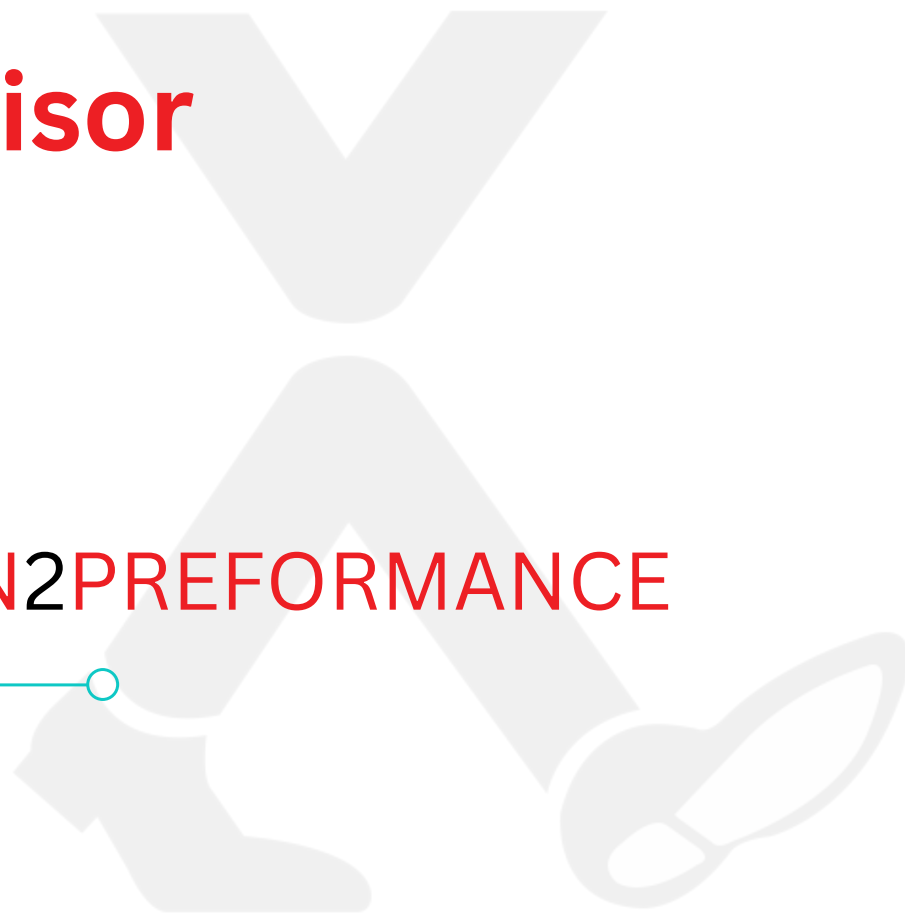


**VIDEO
CATCHES
ATTENTION**

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

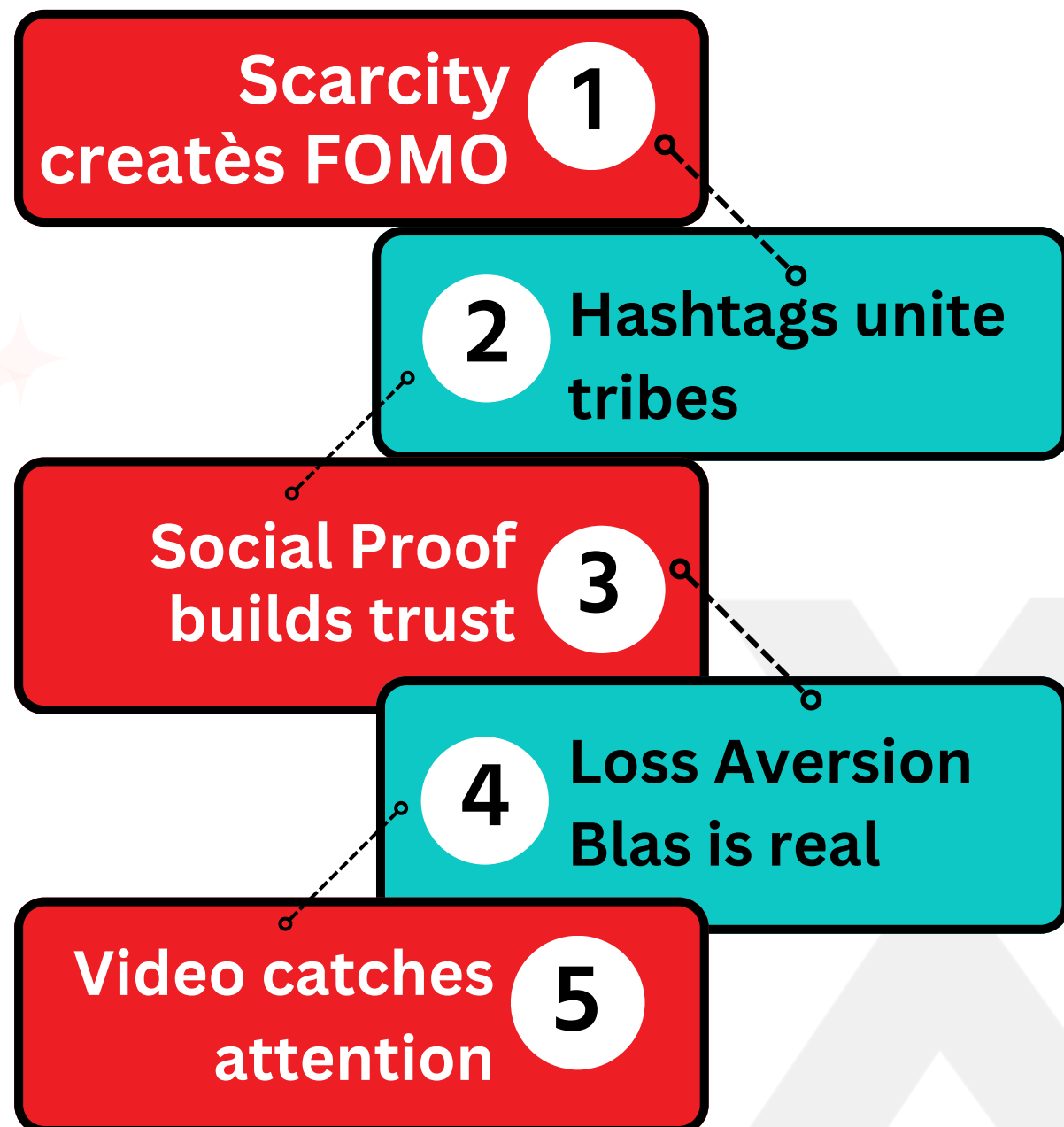
Source: Forbes Advisor

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