

INDUSTRIES & MARKETS

Marketing in the United States

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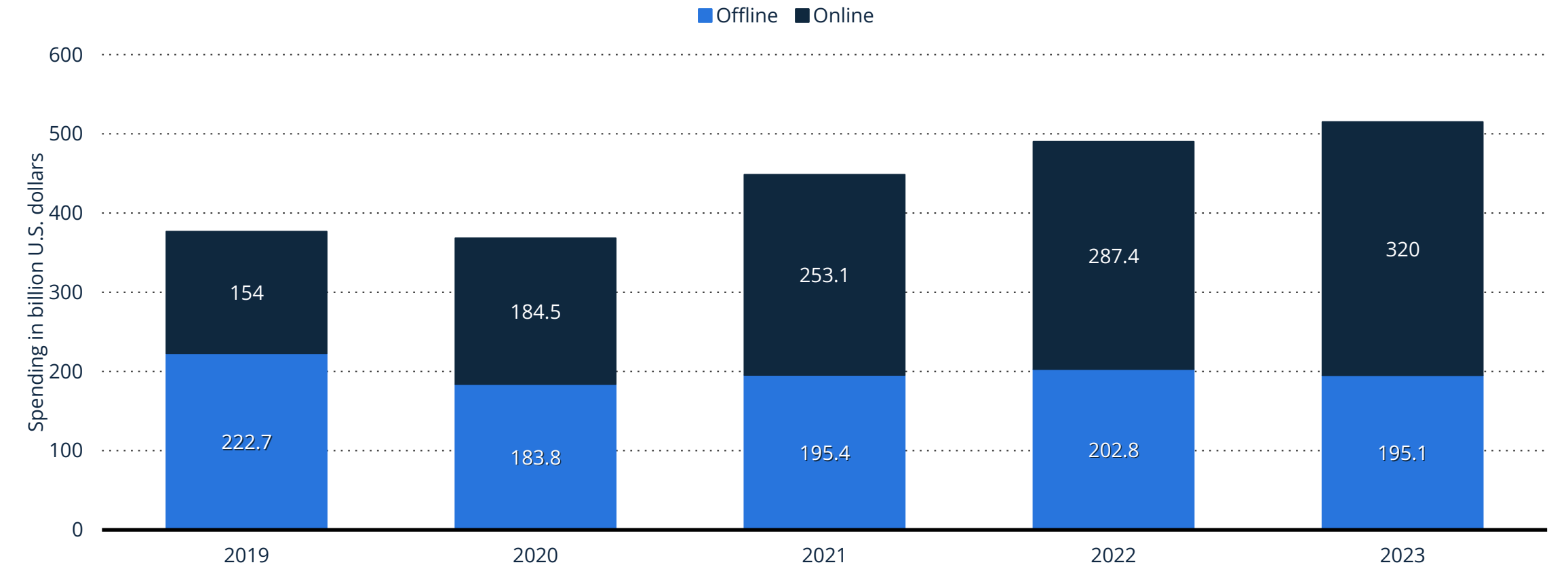
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CHAPTER 01

Overview

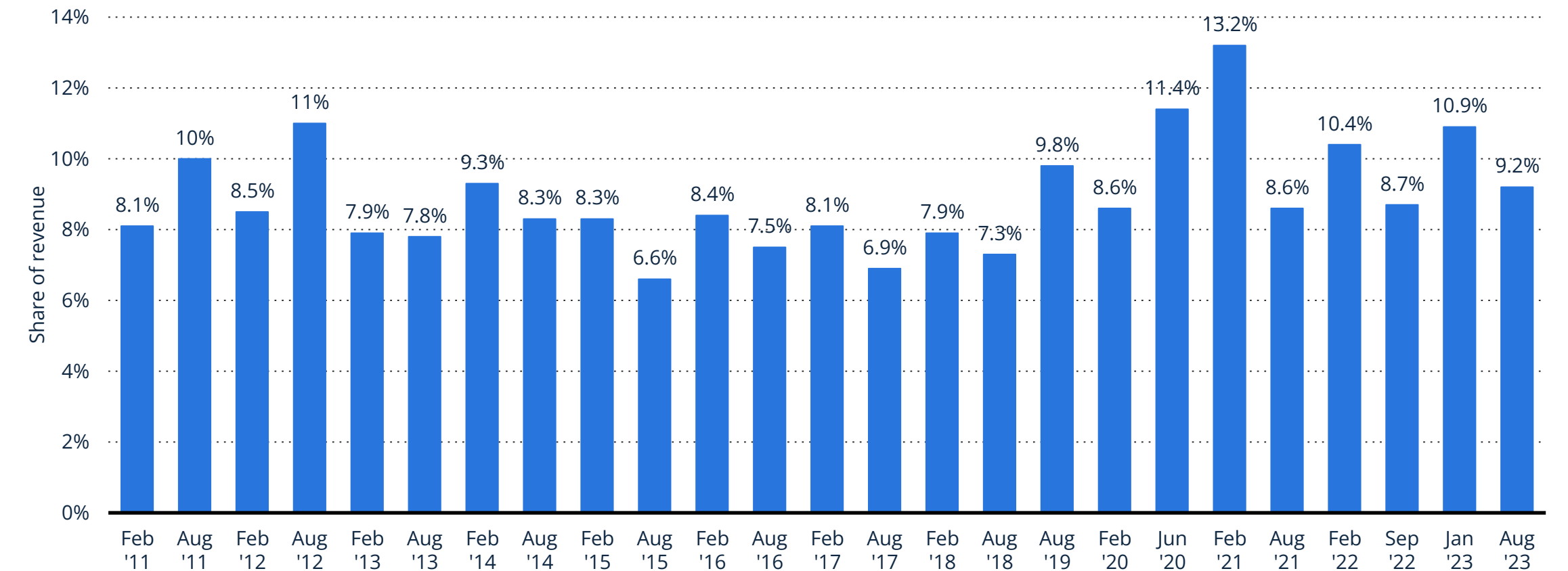
Marketing spending in the United States from 2019 to 2023, by channel (in billion U.S. dollars)

Marketing spending in the U.S. 2019-2023, by channel



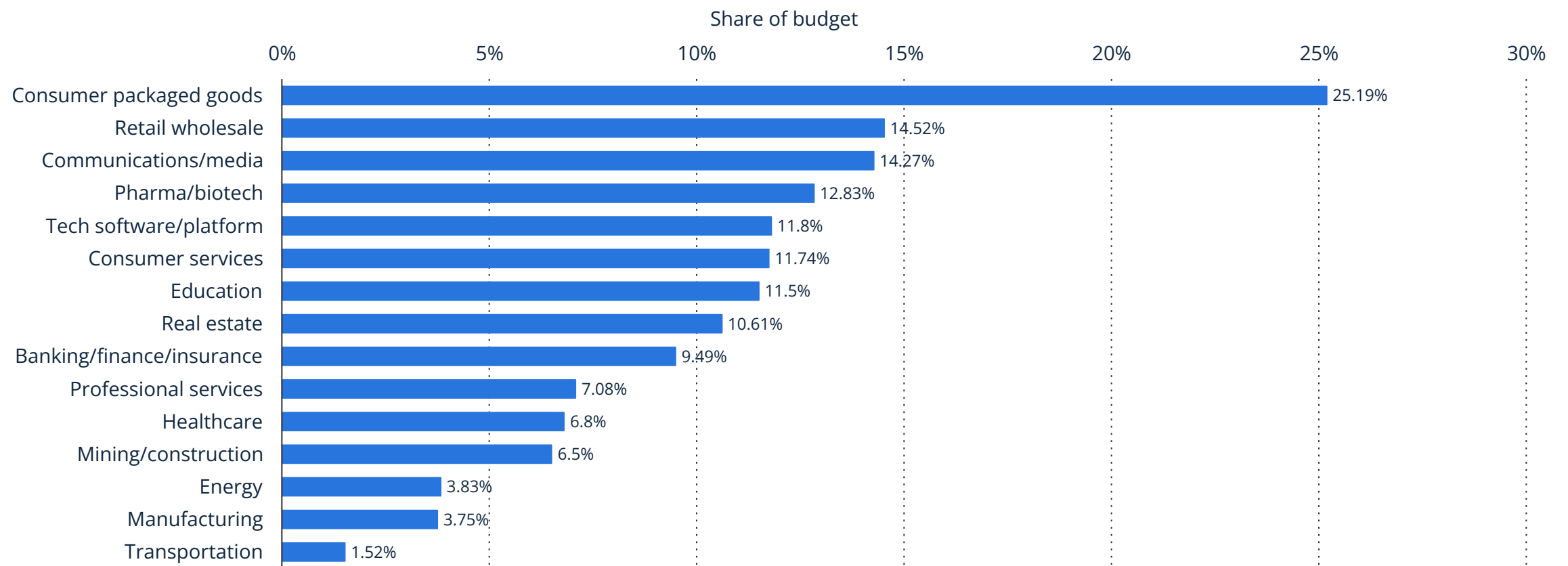
Share of company's revenue spent on marketing according to CMOs in the United States from February 2011 to August 2023

Share of company's revenue spent on marketing according to CMOs in the U.S. 2011-2023



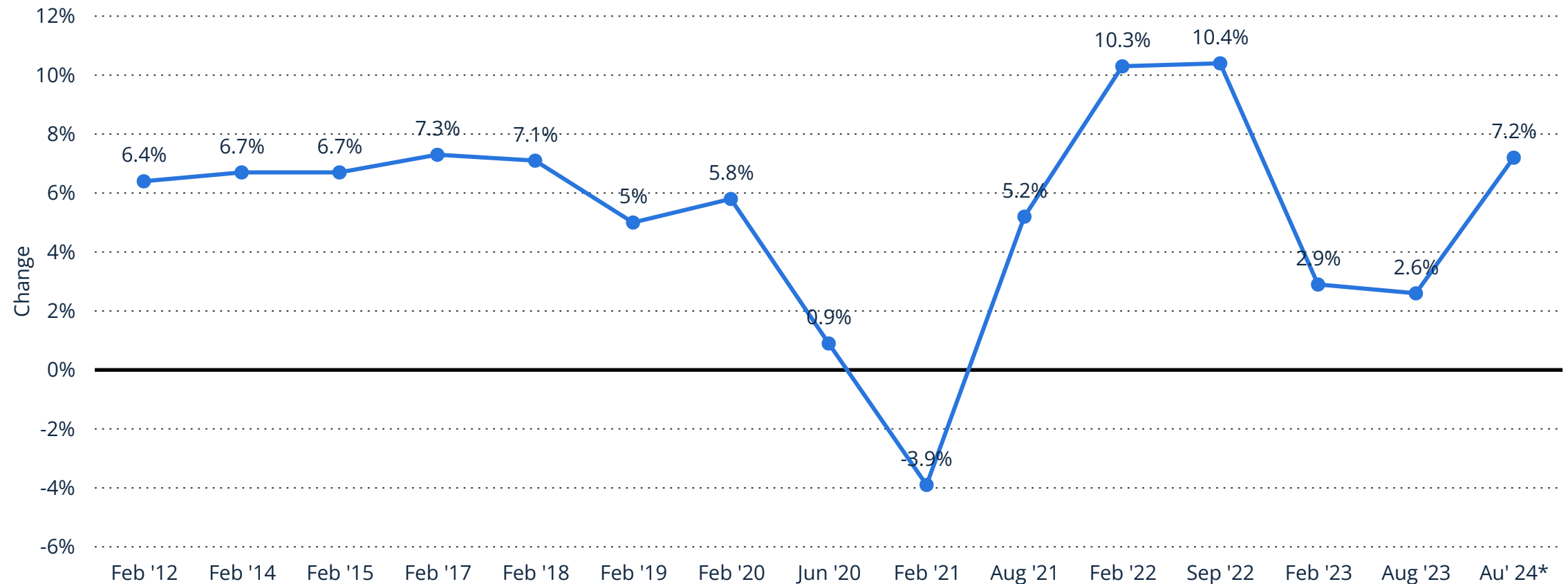
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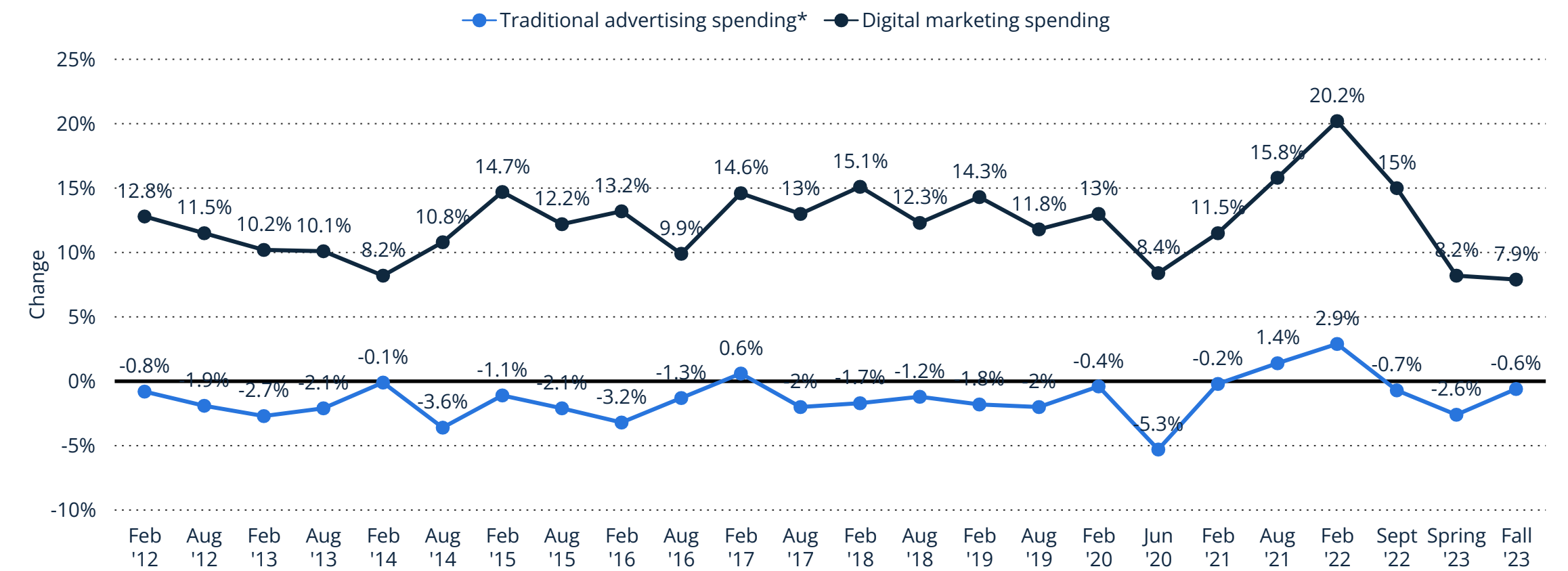
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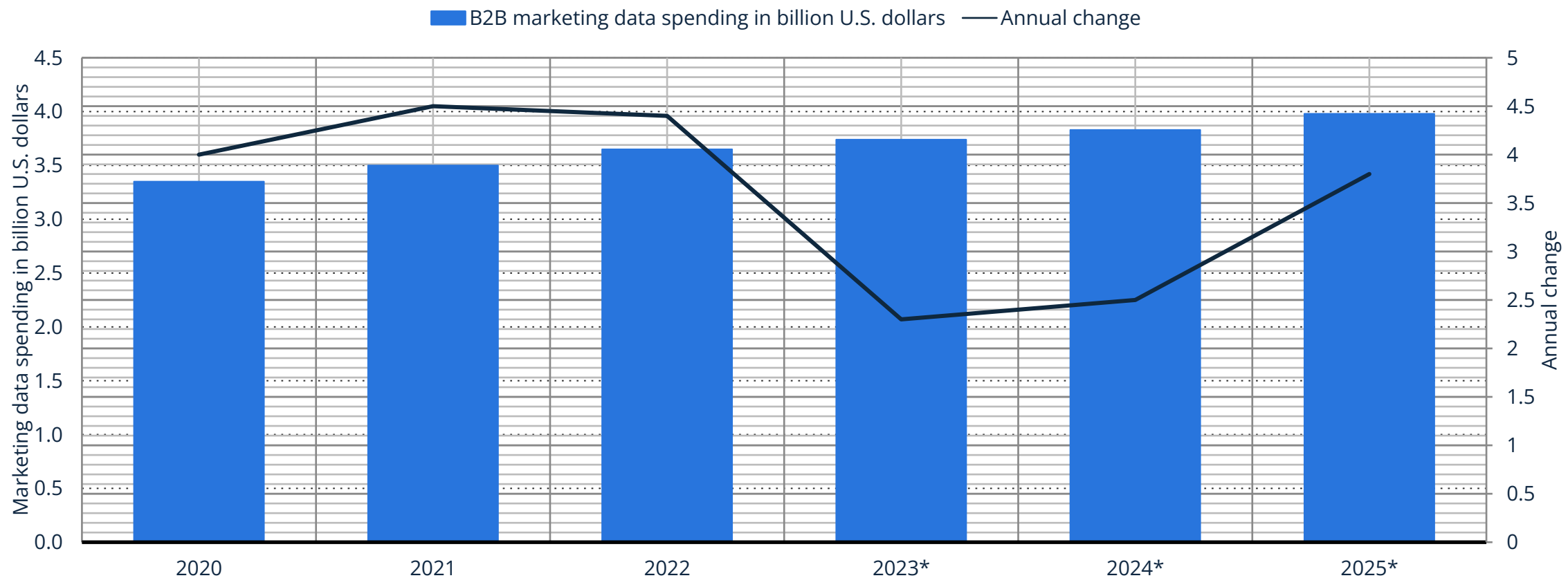
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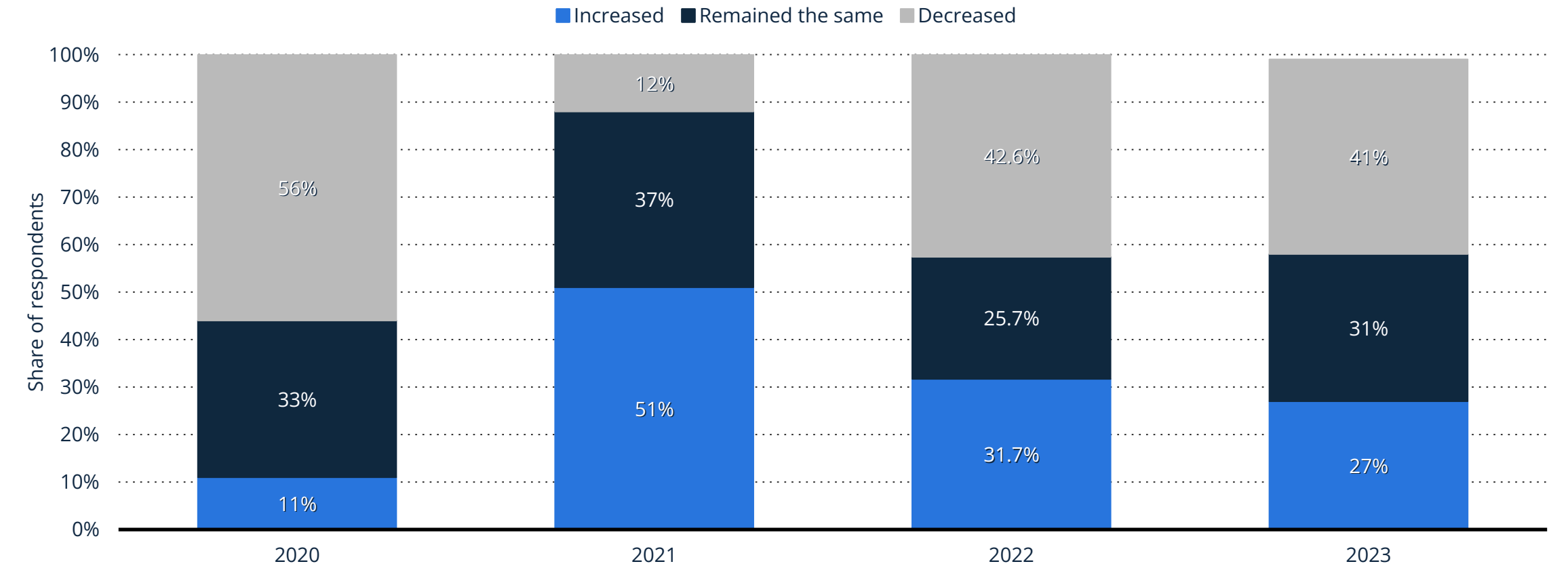
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B2B marketing data spending and annual growth in the U.S. 2020-2025



Perceived change in new business opportunities according to advertising, marketing, and PR agency executives in the United States from 2020 to 2023

Change in new business opportunities for agencies in the U.S. 2020-2023



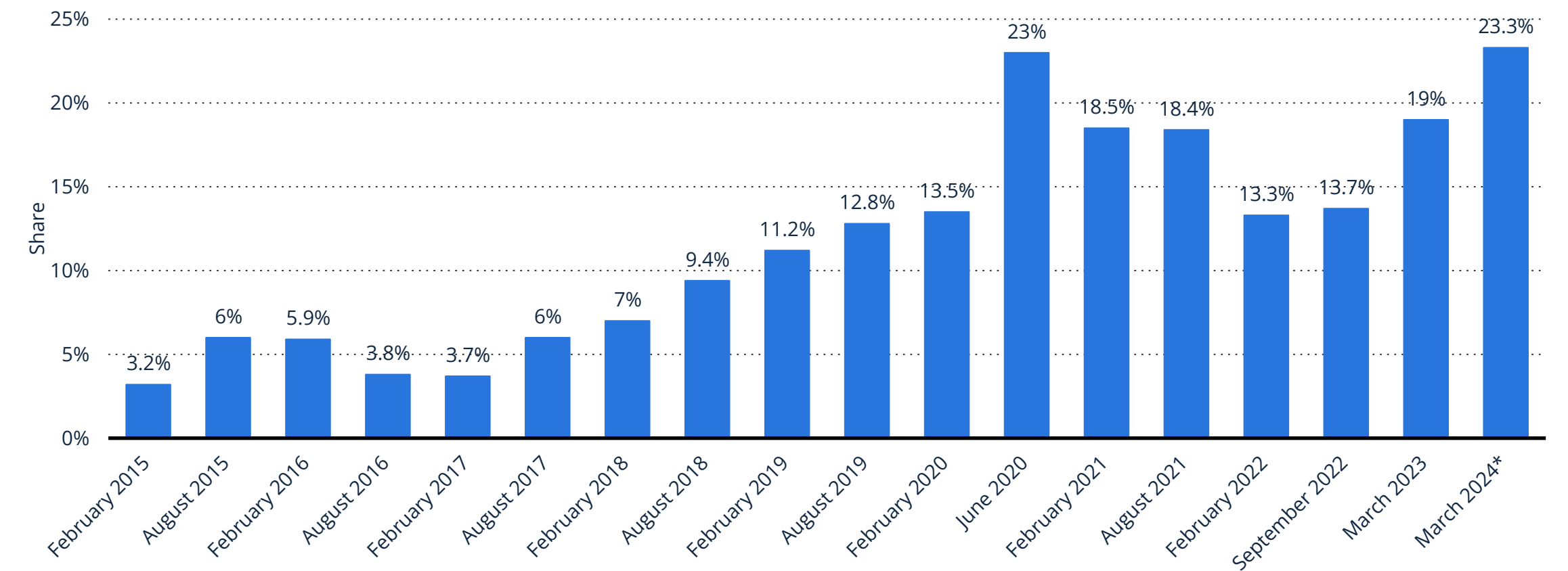
10 **Description:** During a 2023 survey conducted in the United States, 41 percent of the responding marketing, advertising, and public relations (PR) agency executives said new business opportunities decreased compared to the previous year. In 2023, 27 percent of respondents said it increased. Similarly, in 2023, most agency executives thought obtaining new business was harder. [Read more](#)
Note(s): United States; 2020 to 2023; 250*; among agency executives; * Number of respondents in 2023. Data prior to 2023 was retrieved from an earlier release. [Read more](#)
Source(s): MarketingProfs; RSW/US

CHAPTER 02

Mobile

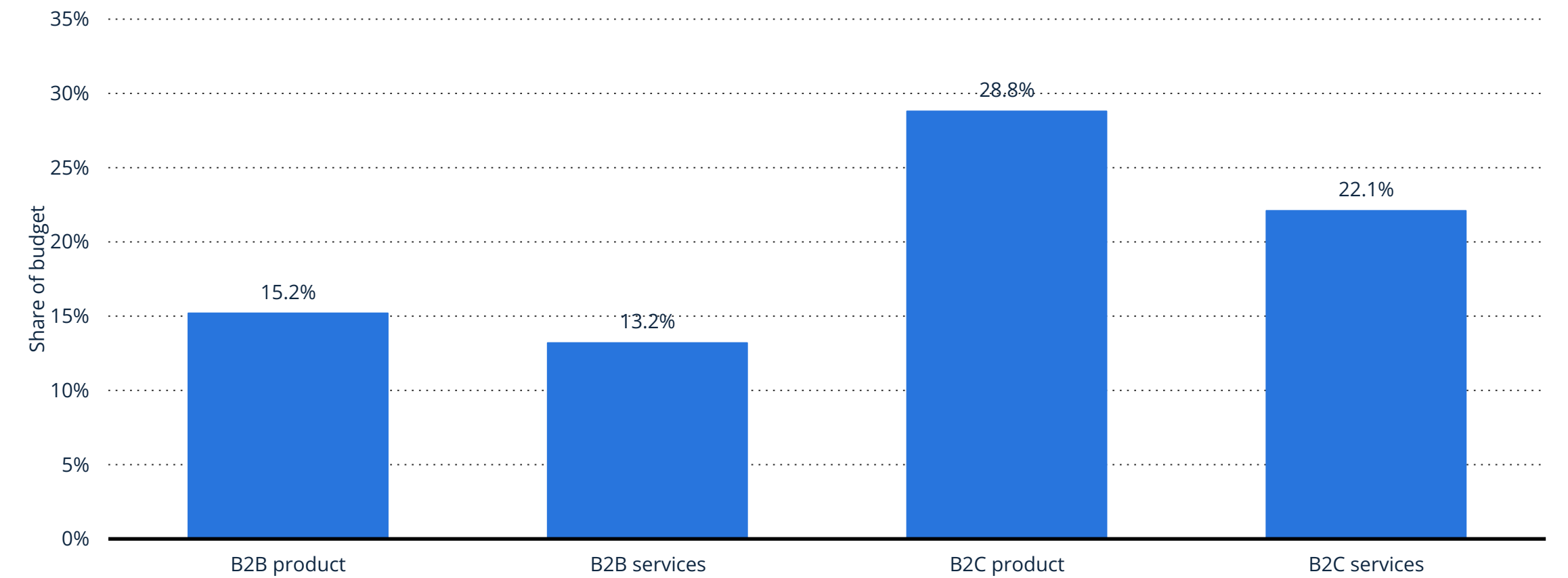
Share of marketing budgets devoted to mobile marketing according to CMOs in the United States from 2015 to 2024

U.S. businesses mobile marketing budget share 2015-2024



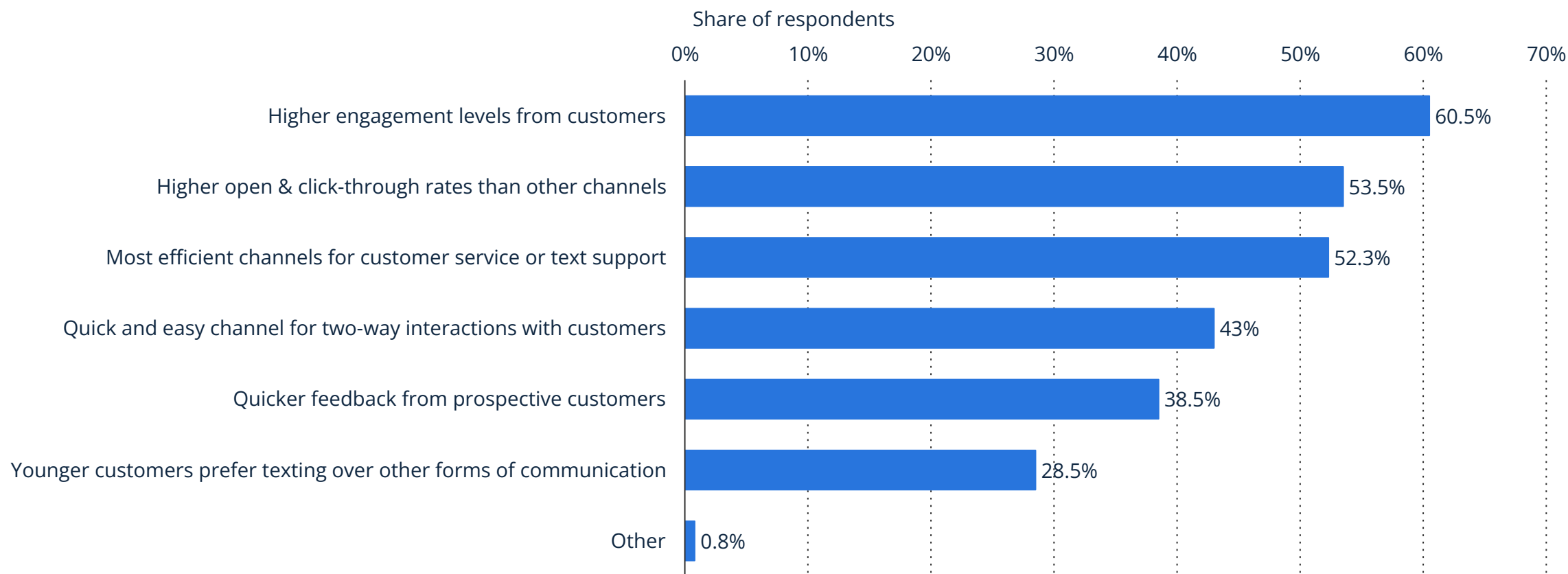
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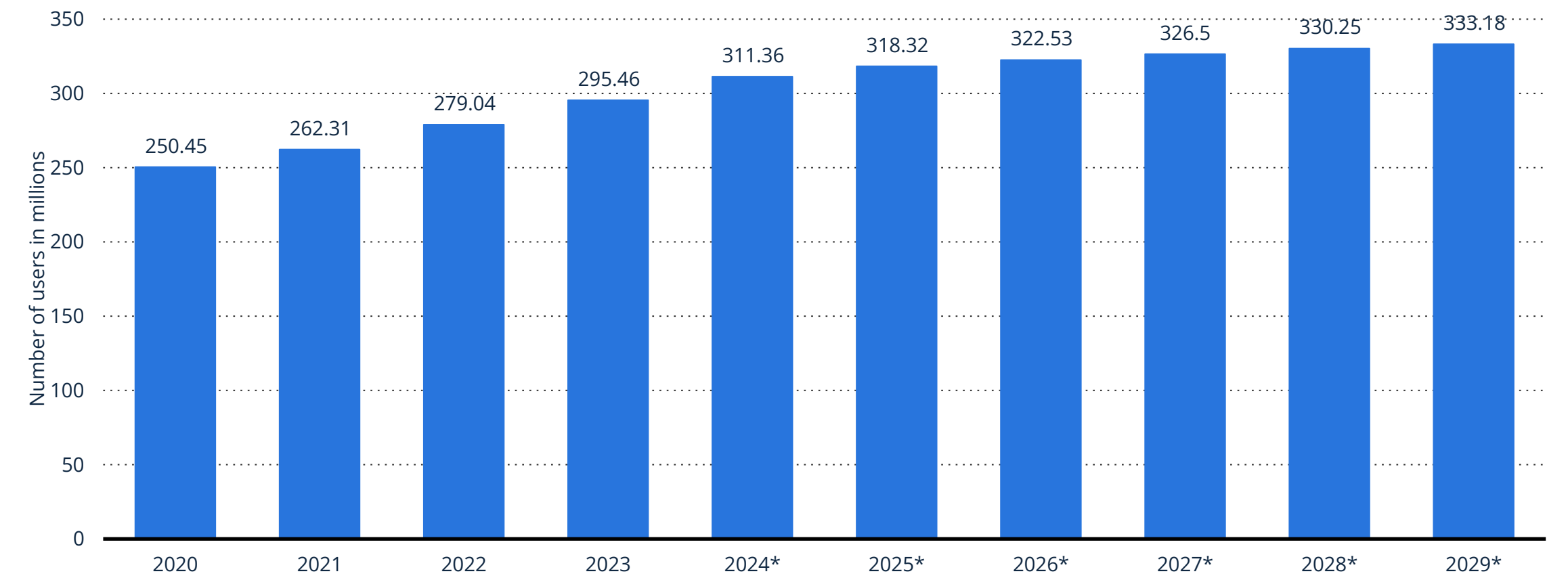
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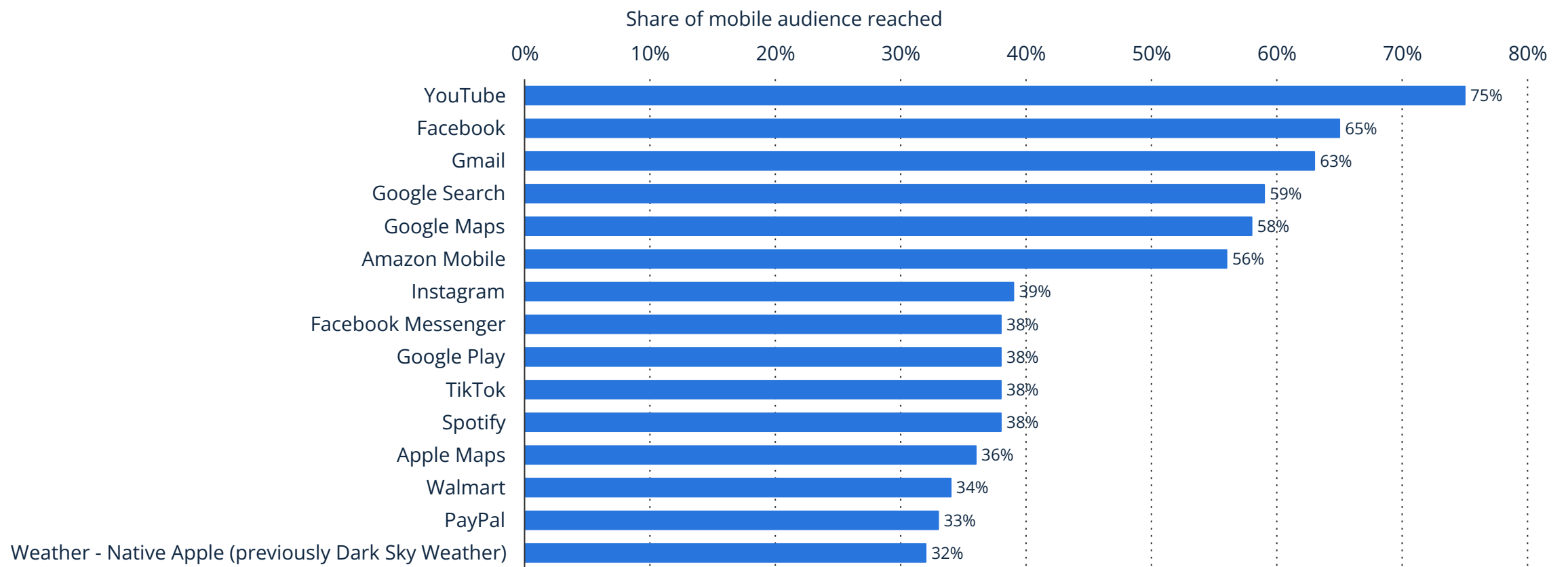
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Mobile internet users in the United States 2020-2029



Mobile audience reach of leading smartphone apps in the United States in November 2023

Reach of most popular U.S. smartphone apps 2023

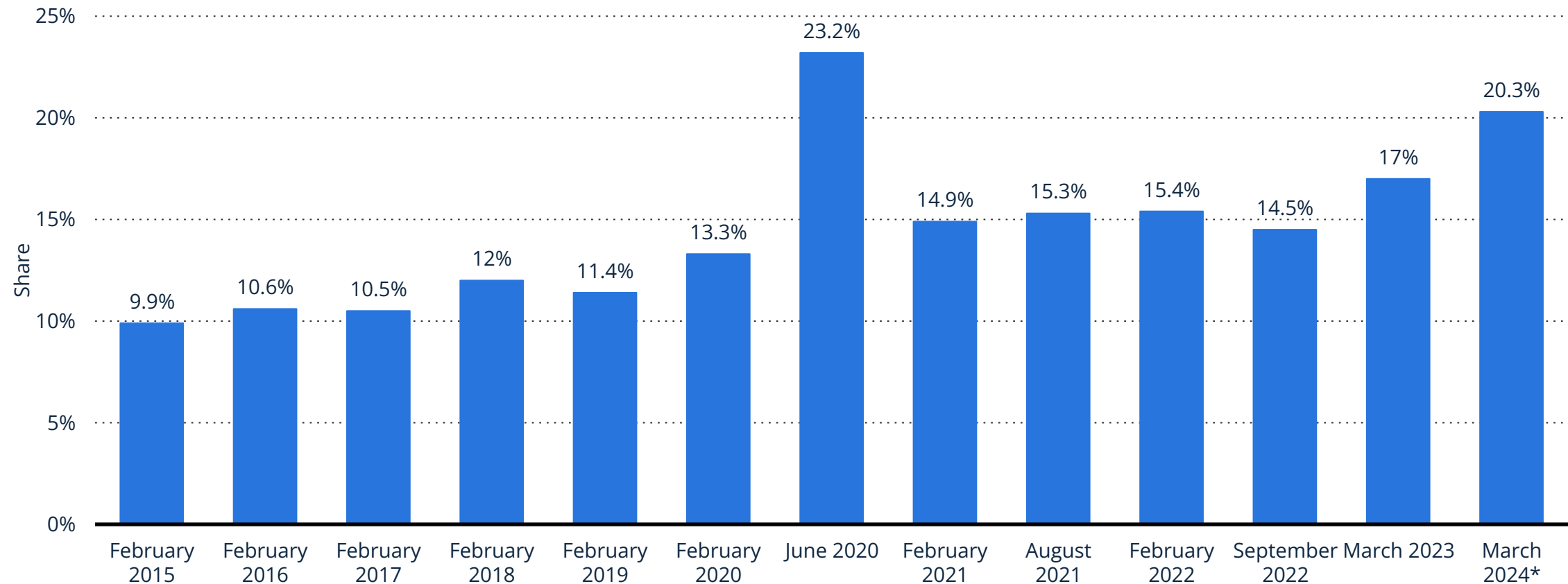


CHAPTER 03

Social

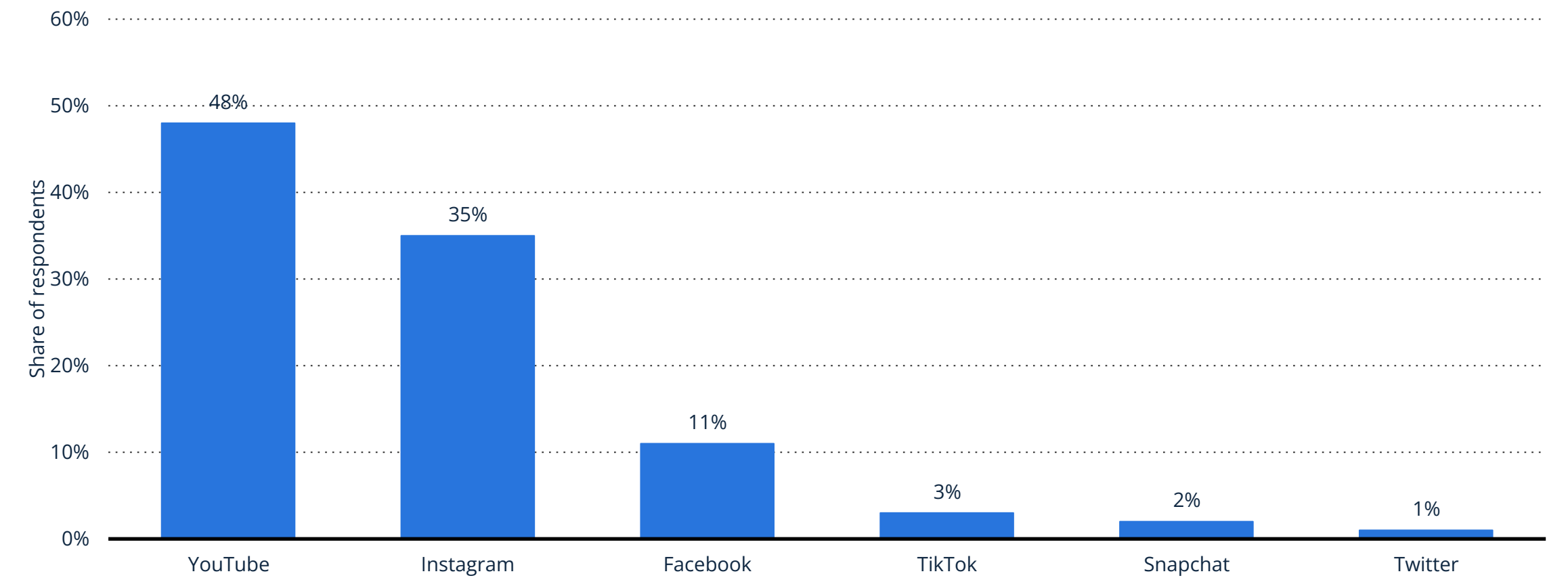
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U.S. businesses social media marketing budget share 2015-2024



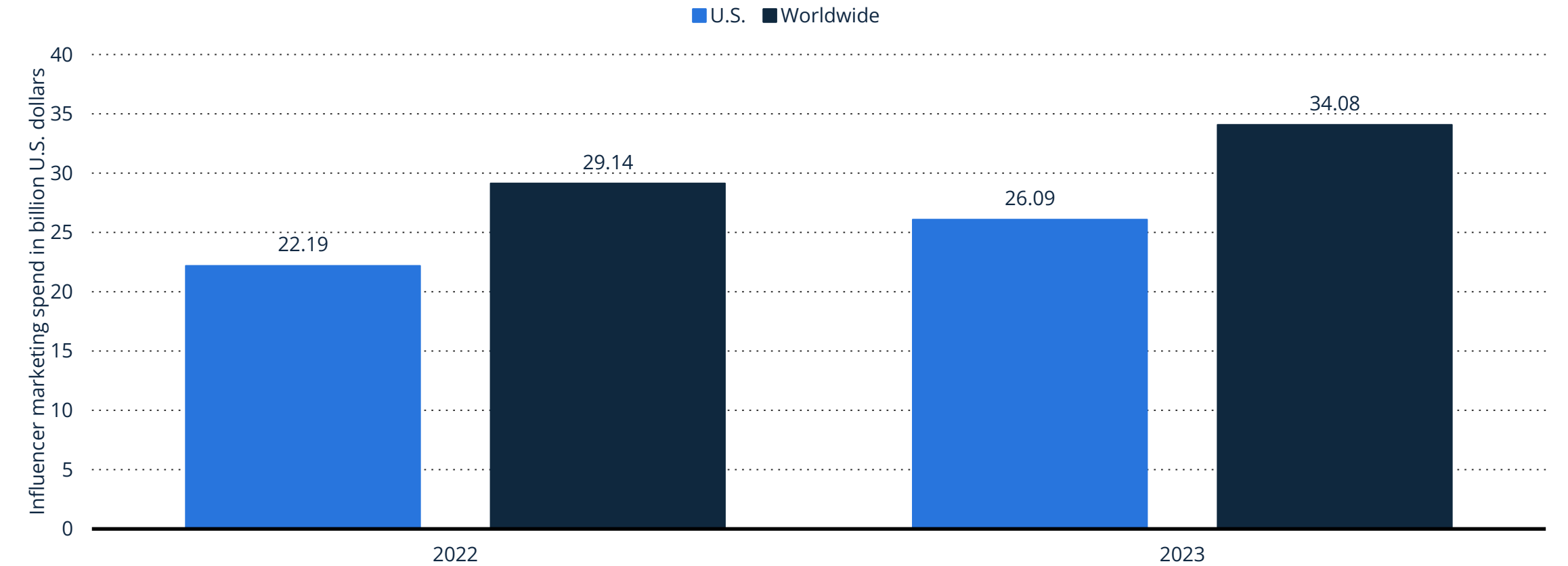
Social media platforms with highest return on advertising spending (ROAS) according to B2C advertisers in the United States and Canada as of February 2023

Social media with highest ROAS in the U.S. & Canada 2023



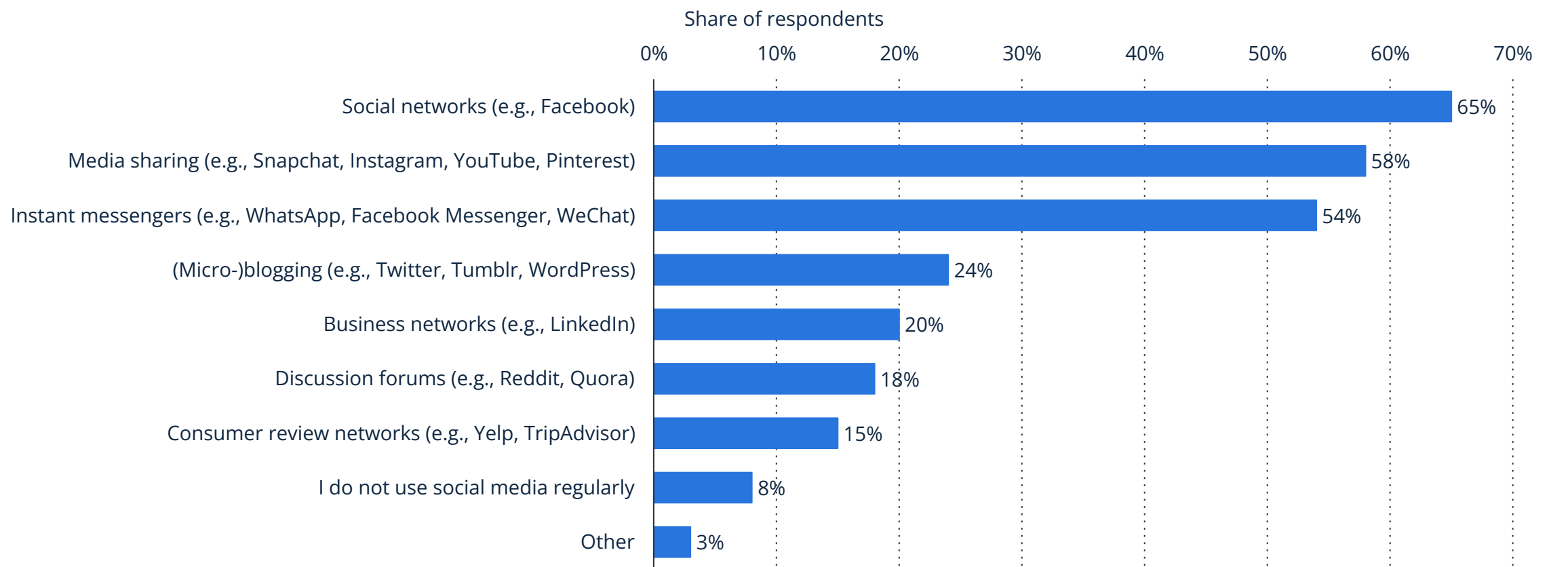
Influencer marketing spending worldwide and in the United States in 2022 and 2023 (in billion U.S. dollars)

Influencer marketing spending worldwide and in the U.S. 2022-2023



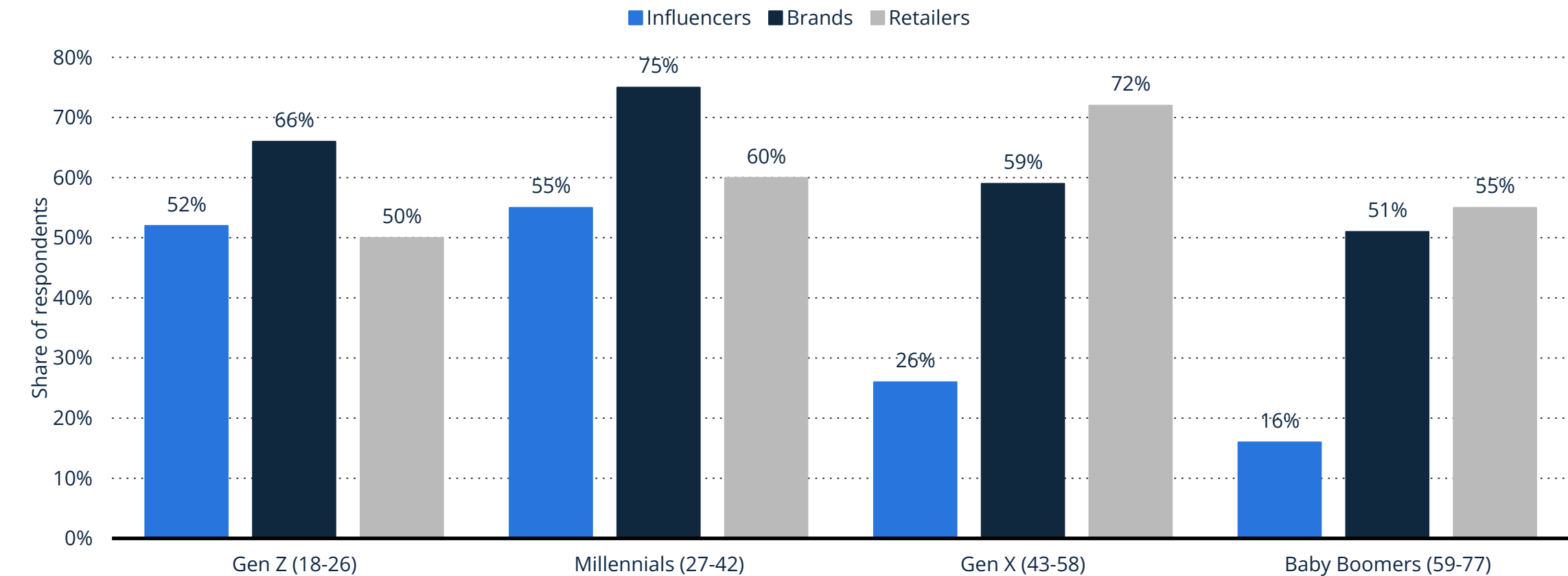
Most used social media platforms by type in the U.S. as of December 2023

Most used social media platforms by type in the U.S. 2023



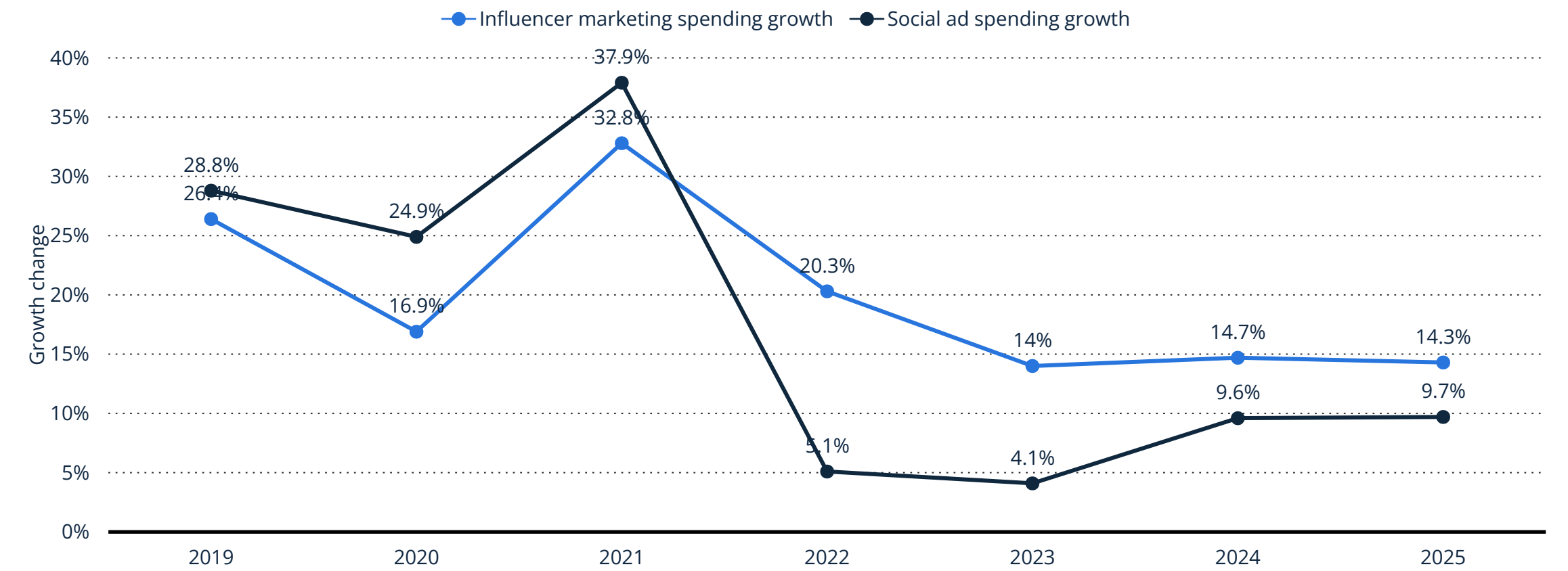
Types of social media accounts shoppers followed and purchased from in the United States in 2nd quarter 2023, by generational cohort

Social media accounts users followed and bought from in the U.S. 2023, by generation



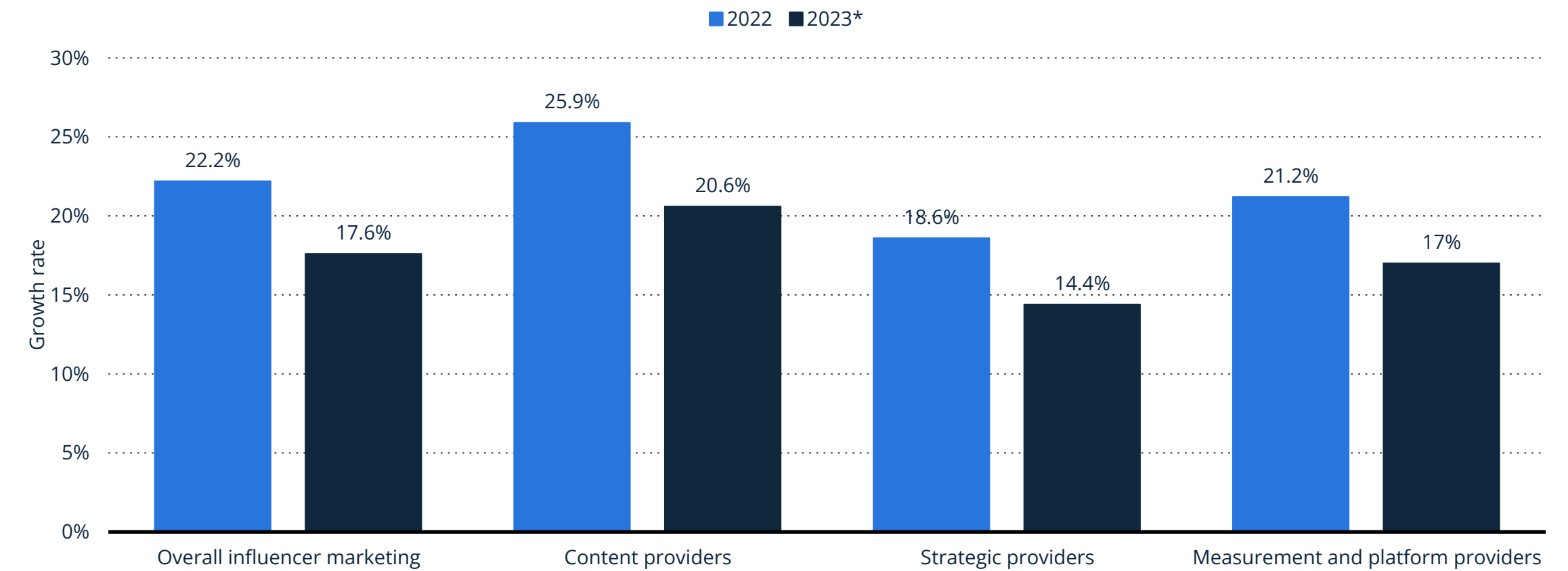
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Influencer marketing spend growth in the U.S. 2022-2023, by player type



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