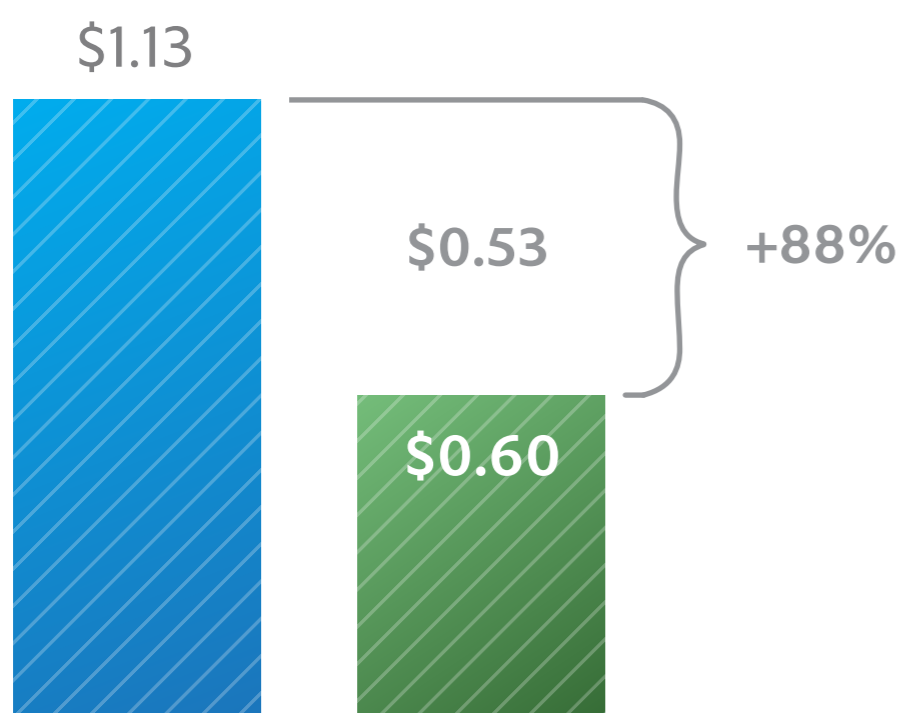


# To measure social, think *first*

Adobe® Digital Index analyzed 1.7 billion visits to media, retail, and travel sites to understand social media's impact on website traffic. If you don't think social impacts the bottom line, think again.\*

## If you're not first, you're last

Attribution models matters



First click results in higher values across industries

Social media's higher valuation using first-click attribution is not confined to retailers. The same analysis for travel and media companies showed first-click attribution resulting in values per visitor that were 94% and 28% higher, respectively, than the values calculated using last-click attribution.

First click Last click

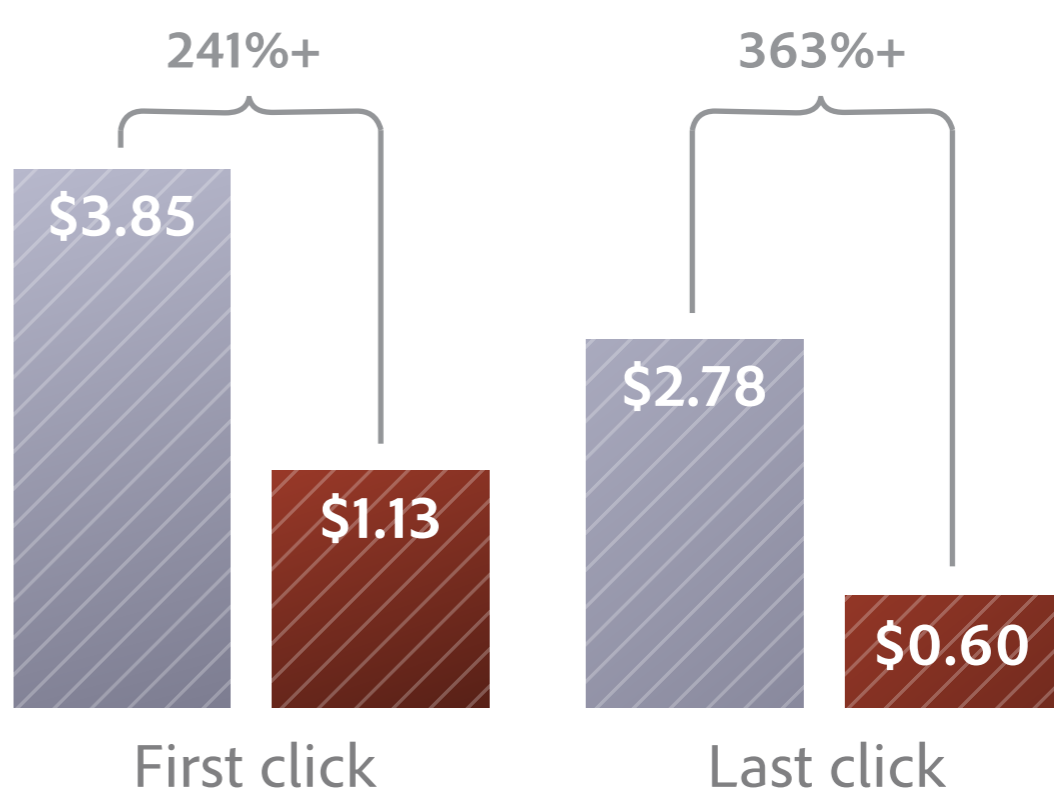
Value-per-visitor; a retail example

## Search, meet Social

Attribution models influences media mix

Search versus social—mind the gap

Using first-click attribution for search results in a value per visitor that is 38% higher than that of last-click attribution. However, the relative gap between search and social decreases from 363% to 241%.



Value-per-visitor; a retail example ■ Search ■ Social

## Facebook: it's what people "like"

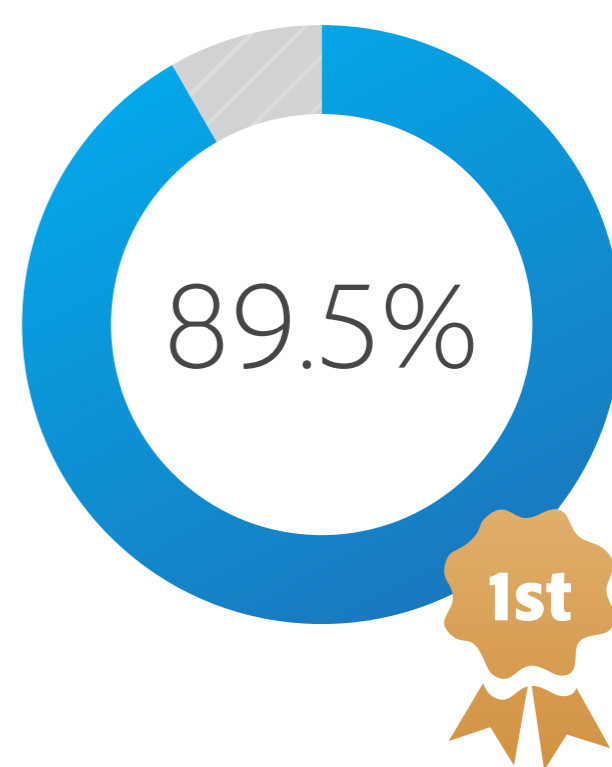
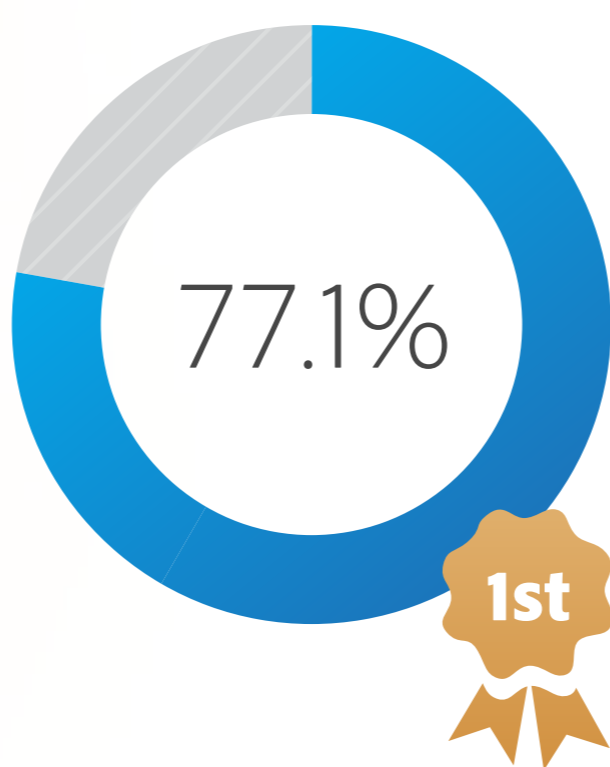
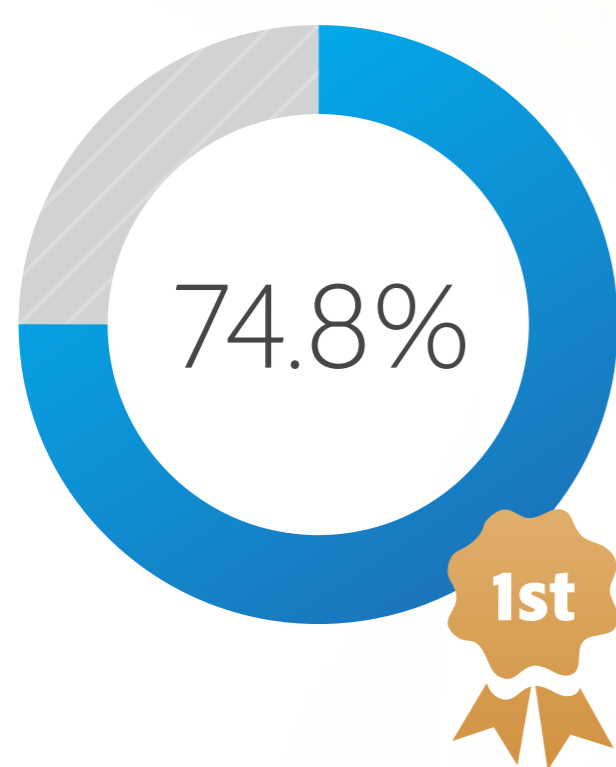
No surprise, Facebook is the #1 social referrer across all industries...

% of visitors referred from social

Media

Retail

Travel

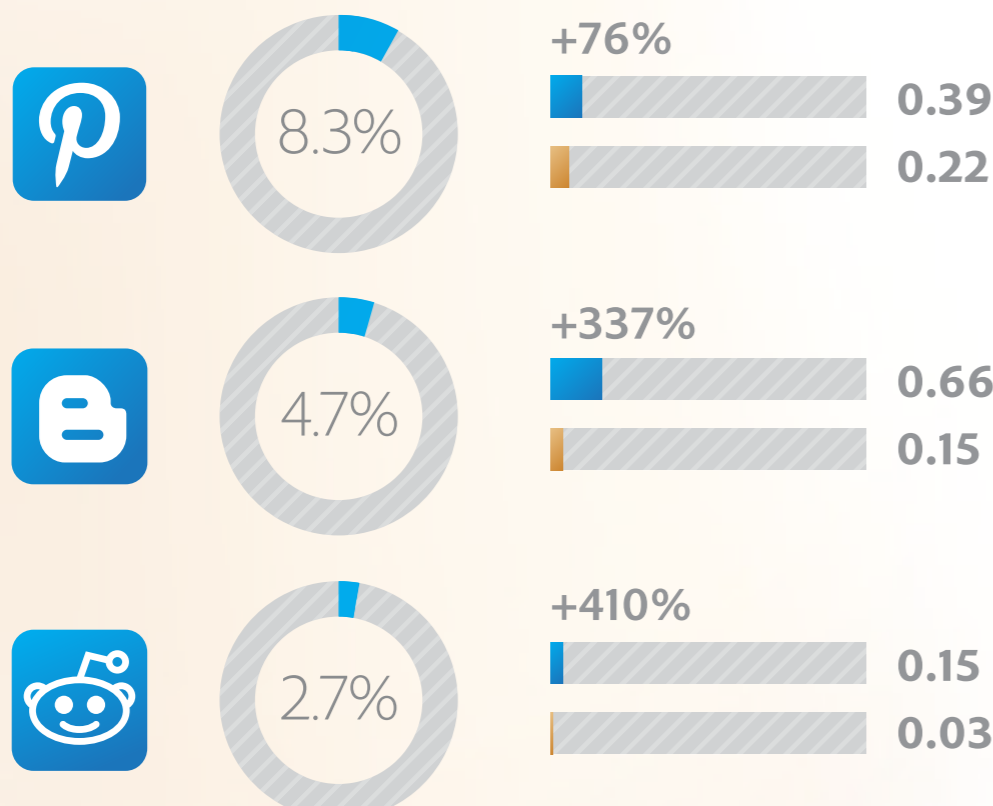
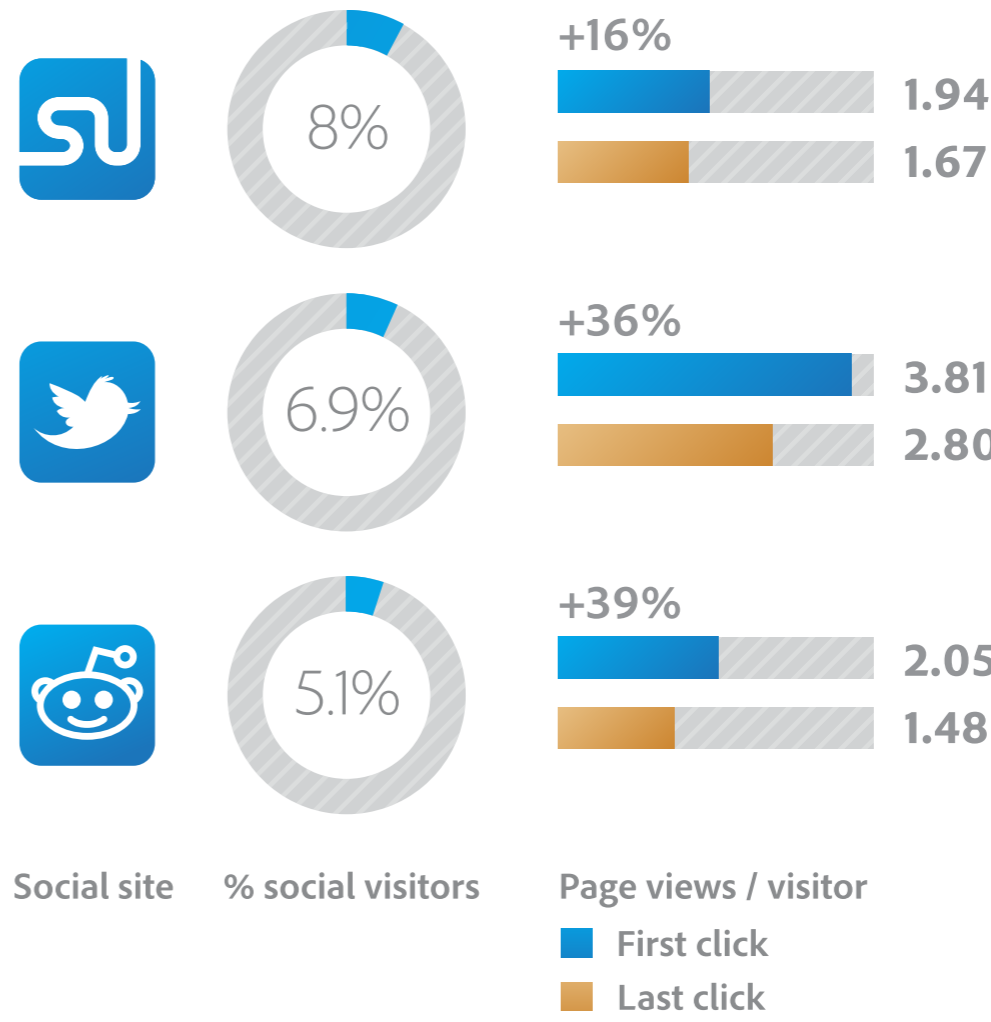


...but the real stories are the silver, bronze, and brass medalists

### Other top media social referrers

Media users stumble upon StumbleUpon

Tired of reading a curated newsfeed? When it's time to see and read something new, people are turning to their friend's recommendations on StumbleUpon. These visitors don't tend to be as sticky, but media sites that know how to create an engaging experience are learning to use this tool to attract new audiences.



### Other top retail social referrers

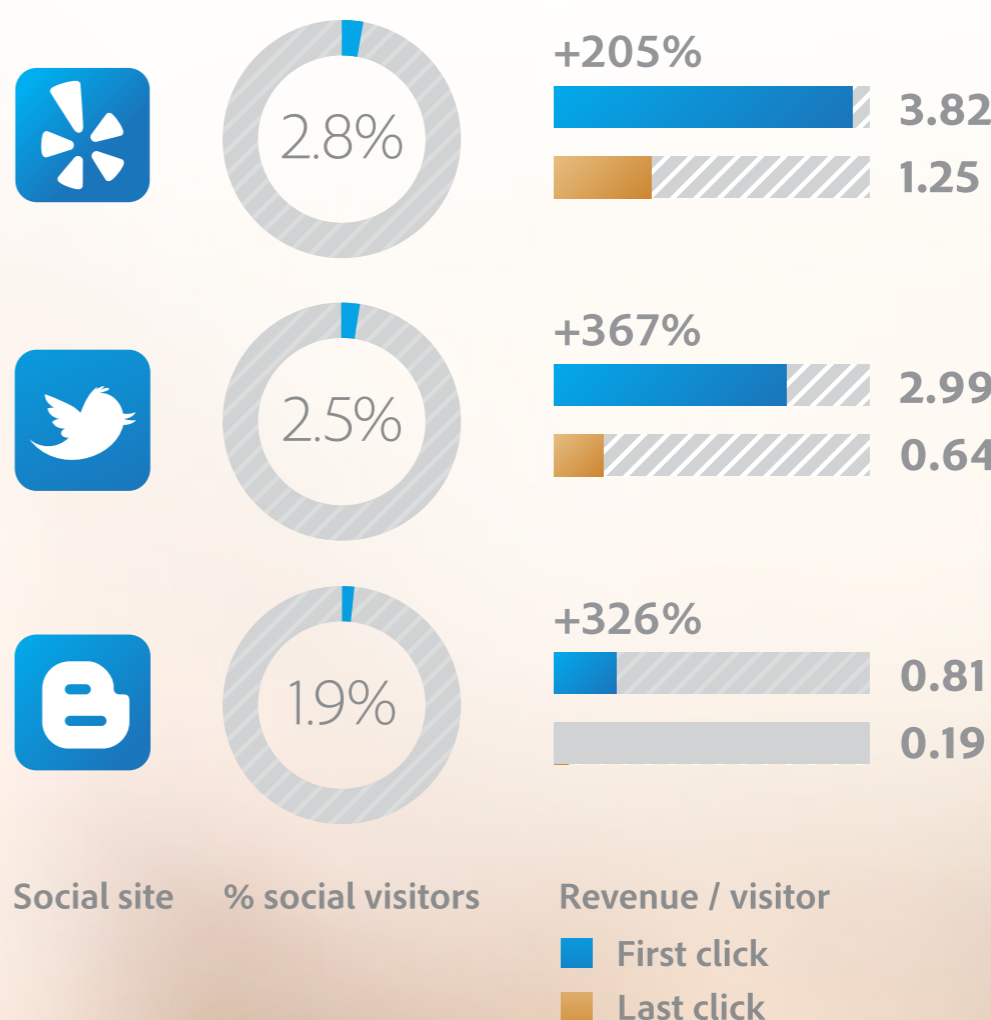
Pinterest interest continues to increase in retail

For many, shopping is inherently social. Online shoppers miss going to the mall with friends, sharing their opinions, and getting a little feedback before making a purchase. By filling this digital gap, Pinterest has become the #2 driver of traffic to retailers in less than a year's time.

### Other top travel social referrers

When you need some travel help, just Yelp

When it comes to spending both time and money on travel to a new destination, people want an independent review from someone who's already been there. By understanding this moment of truth, Yelp isn't just for local destinations any more, and has become the second most influential social platform for travel sites.



\* Data excerpts from: "Why marketers aren't giving social the credit it deserves" [adobe.com/go/digital\\_index](http://adobe.com/go/digital_index)

