



SOCIAL MEDIA

Every Minute...

Facebook Users "Like" Posts **4.1 MILLION TIMES**

Instagram Users "Like" Posts **2.4 MILLION TIMES**

Snapchat Users Watch **6.9 MILLION VIDEOS**

YouTube Users Upload **300 HOURS OF VIDEO**

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75% of consumers have now purchased a product due to social media.³ As usage and purchase influence have continued to grow, most brands now have a presence on social media. However, leading brands are doing things differently.

Leading brands have **TRIPLED** their social media budgets over the past two years⁴

3x

effective:
"Doing the right thing"
efficient:
"Doing the thing right"

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"Doing the right thing" = attracting followers, fans and subscribers. "Doing the thing right" = engaging these followers to produce real results. Leading brands have learned to be both effective and efficient, and are rapidly increasing their investment in social media.

Social Data = Power

Precisely Target Your Ideal Consumers

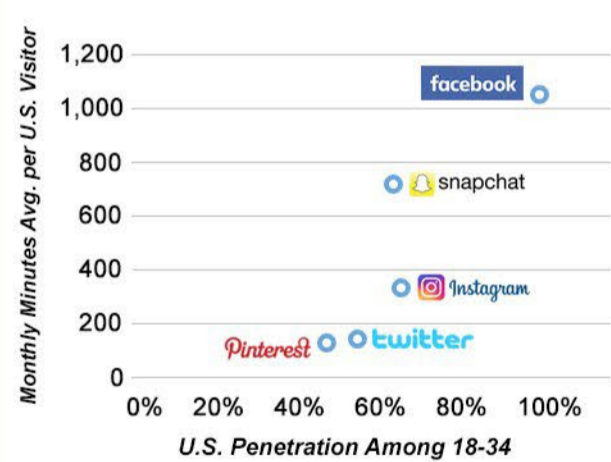
PAST PURCHASES	INTERESTS & LIKES	AGE
LOCATION	INCOME	GENDER



Facebook Remains Dominant

As social media budgets have grown, many CPGs now support multiple networks. For some, the recent growth of Snapchat is also an opportunity.

Facebook still provides unmatched usage and users, and the ability to also leverage its Instagram subsidiary, powers large scale creative campaigns.



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Followers Added
12 MILLION+

Cost To View
34% LOWER

Cost Per Click
72% LOWER

Engagement
151% HIGHER

Vs. National Average

Is your social media effective and efficient?

Our digital and shopper marketing experts are here to help you reach your customers. Since our founding in 2000, we are proud to have worked closely with many category captains and with exciting emerging brands in our numerous award-winning CPG campaigns.

We're not an agency - We're a partner!

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