



20 Charts in
20 Minutes
That Will
Transform
Your Marketing





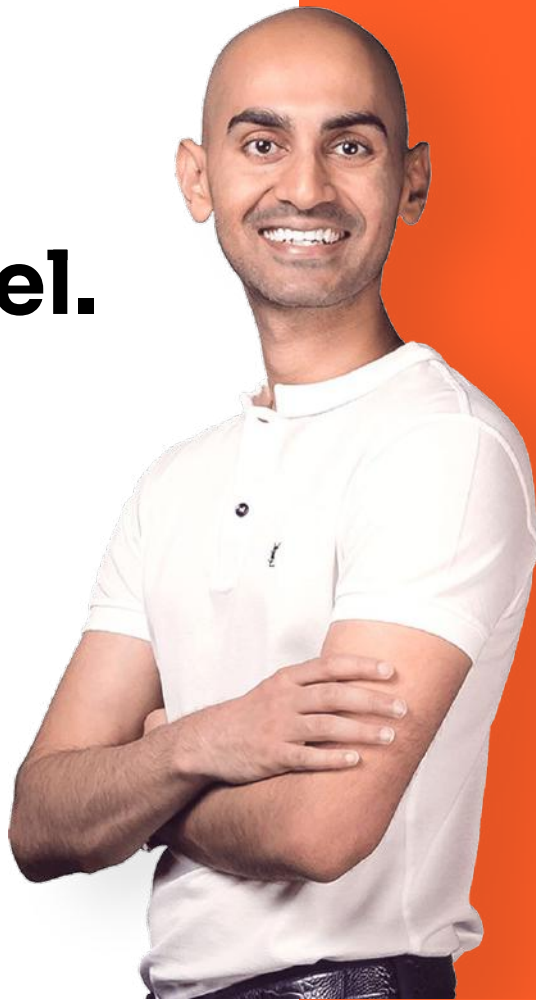
Hi! I'm **Neil** Patel.

Co-founder of NP Digital



UBERSUGGEST

Answer The Public



- ✓ I've helped companies like **Amazon, NBC, GM, HP** and **Viacom** grow their revenue.
- ✓ I've driven over **800,000,000** “wallet-out, ready-to-buy” visitors to my clients’ websites.
- ✓ I've also worked with **Facebook, Microsoft, eBay, Yahoo, Salesforce** and **Intuit**.
- ✓ I was recognized as a top **100 entrepreneur** under the **age of 30** by **President Obama**.
- ✓ I also helped Cheezburger Media reach **500 million page views** a month.

We're



digital

A New Type of Marketing Company



L'ORÉAL



INTUIT



WesternUnion\WU



ESPN



Over 50
awards

and nominations,
including notable
highlights such as:



1 Billion
Pageviews



648% Increase
In Rankings



Google

Media Unification
Strategy

Inc. 500
AMERICA'S
FASTEST
GROWING
PRIVATE
COMPANIES

ADWEEK

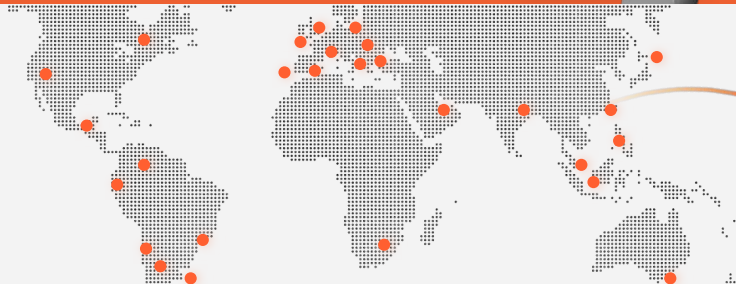
Fastest Growing Company

1,000+
Employees

with offices
in 20 Countries

60+
Enterprise

Clients
& 1500 SMBs



28

Countries

where our employees
are located

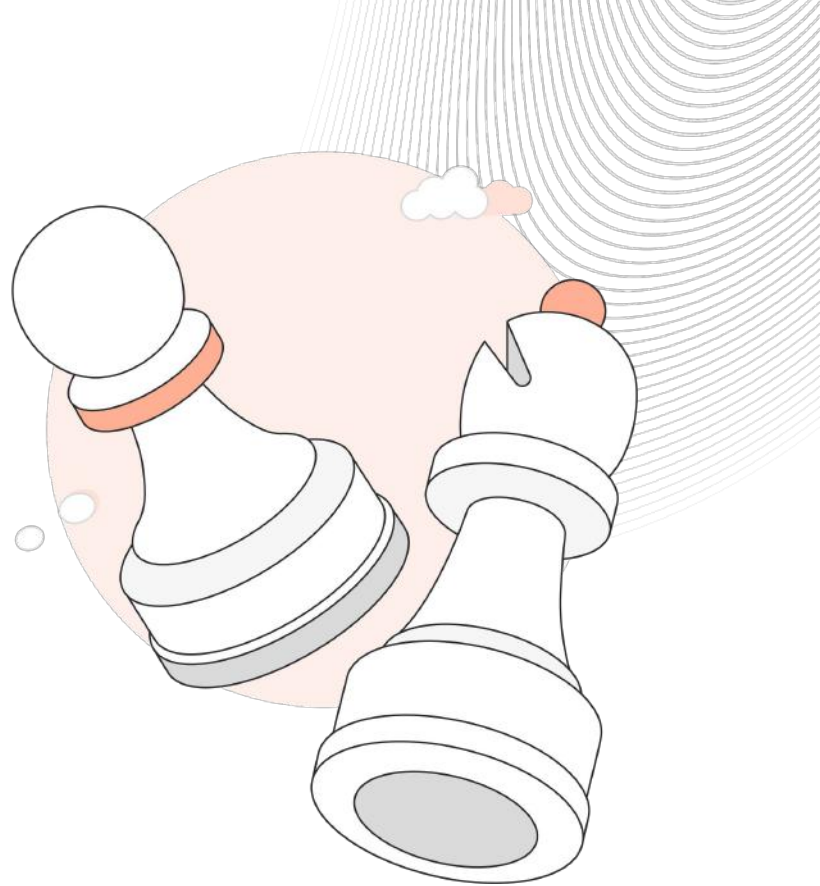
50+

Awards

Industry Recognition
and Nominations

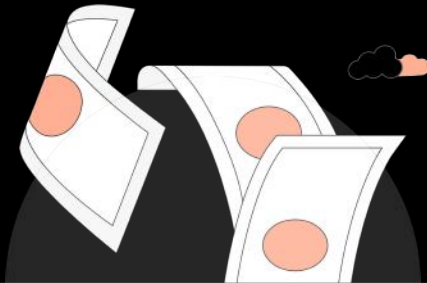
51.1%

of marketing decisions
are based on gut
feelings rather than
analytics.



Relying On Intuition Can Lead to **Costly Mistakes**

Intuition is inherently subjective.



This approach could backfire due to:

- Cognitive biases
- Missed target audience insights
- Overlooking shifts in consumer behavior and technology adoption
- Overinvestment in underperforming channels or campaigns
- Inaccurate measurement of success

So, Here Are **20 Insights** to Transform Your Marketing



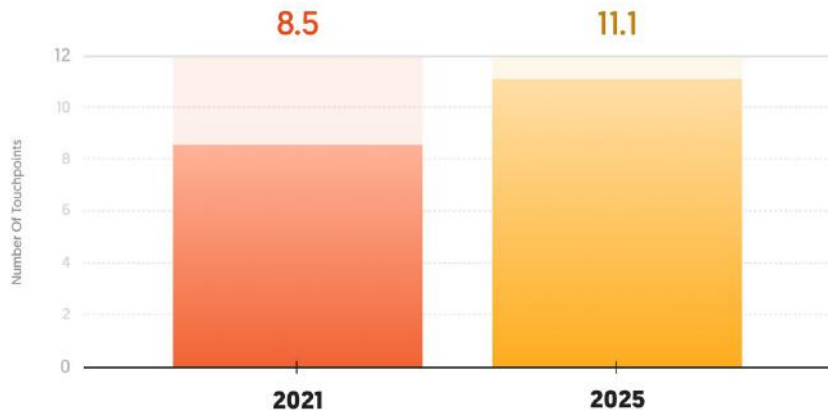
#1

Multiple Touchpoints **Are a Must**

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Customer Behavior & Buying Journey Insights

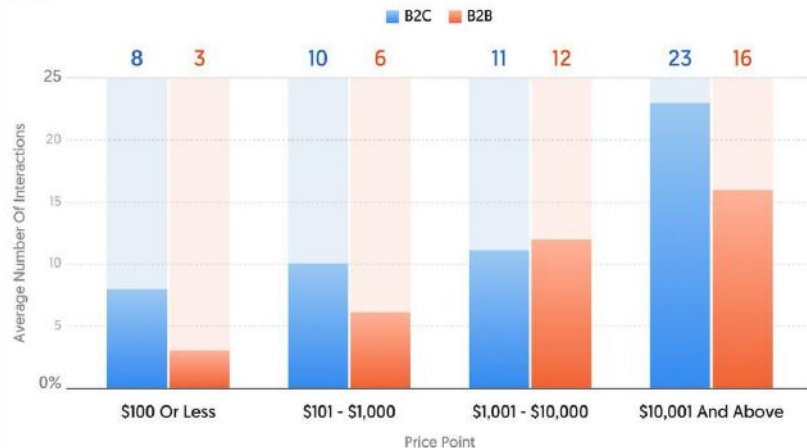
Customer Journey Touchpoints Over Time



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Consumer Behavior Insights

How Many Times Does A Consumer "Roughly" Interact With A Brand Before They Buy?



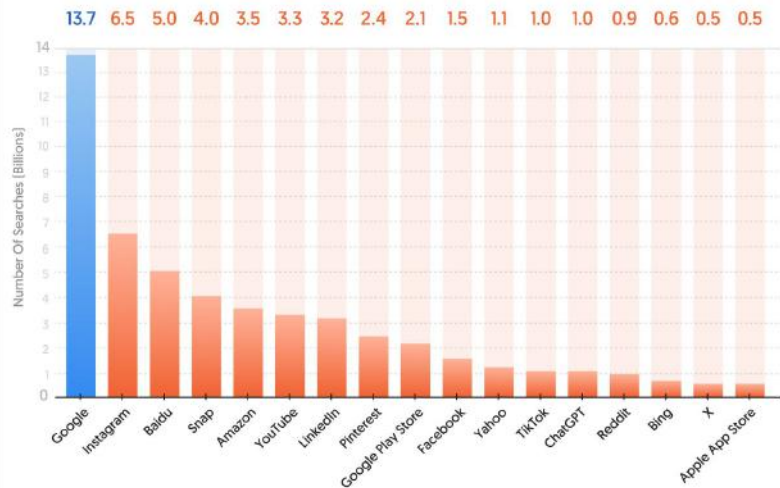
#2

Search is **EVERYWHERE**

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Search Everywhere Optimization Insights

Number Of Daily Searches Per Platform



Source: Estimated from multiple websites - Mar/2025. Among them are Google, ChatGPT, Statista, Similarweb, Exploding Topics, Pew Research, IBISWorld, Gallup, Google Dataset Search, Macrotrends, etc.

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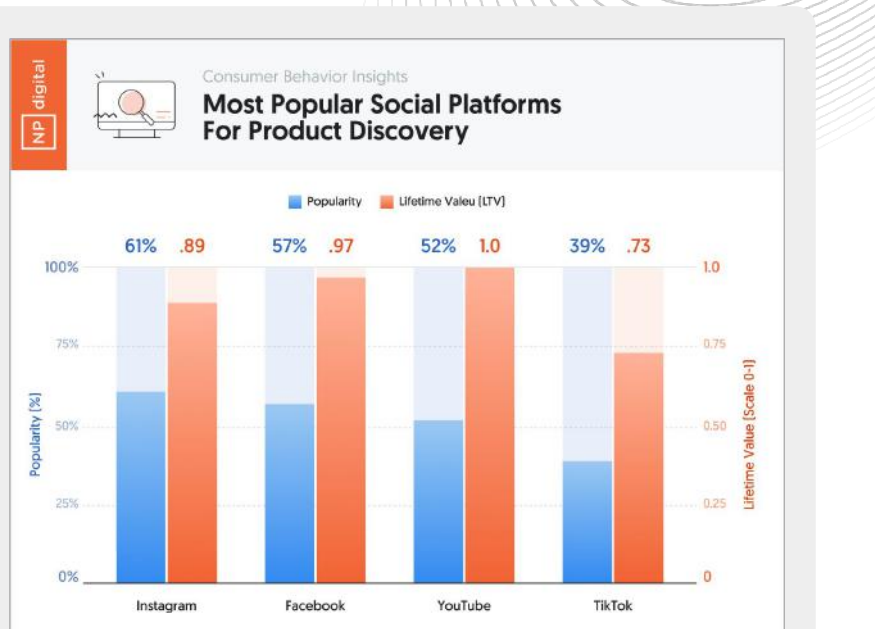
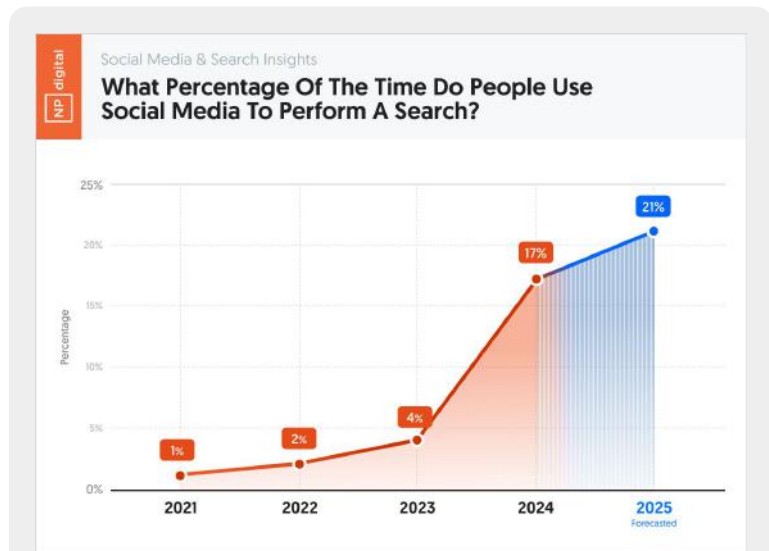
Google only **27%** of total search market share.

Nearly **60%** of Google searches end without a click. (Source:SparkToro)

AI Overviews, Featured Snippets, and Knowledge Panels are stopping searchers in their tracks.

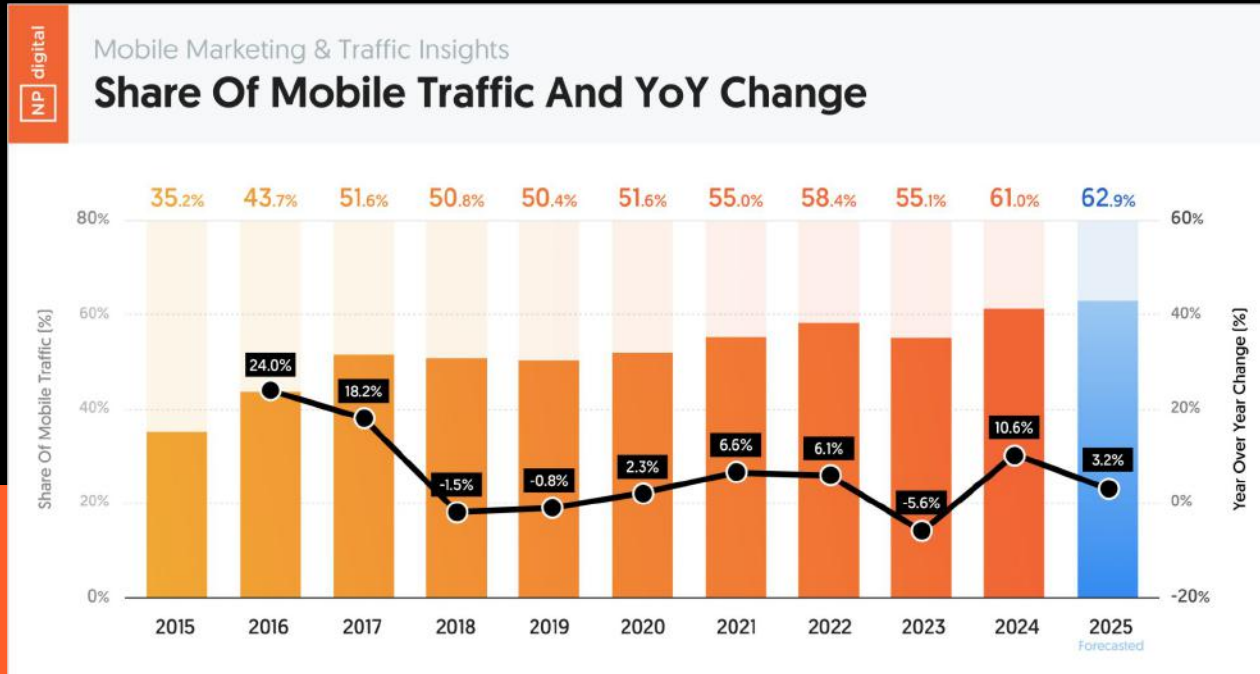
Social Search Is Skyrocketing

It's becoming the dominant channel for product discovery.



#4

Mobile adoption is slowing down...



#5

Add Platforms, Gain ROI

— But Know When to Stop ;)



The more channels you add, the higher ROI you'll see.



After a while, there are diminishing returns.



Before you add more channels, make sure you maximize the ones you already are on.

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Marketing & Strategy Insights

The ROI Of Leveraging Multiple Marketing Platforms



Source: NP Digital

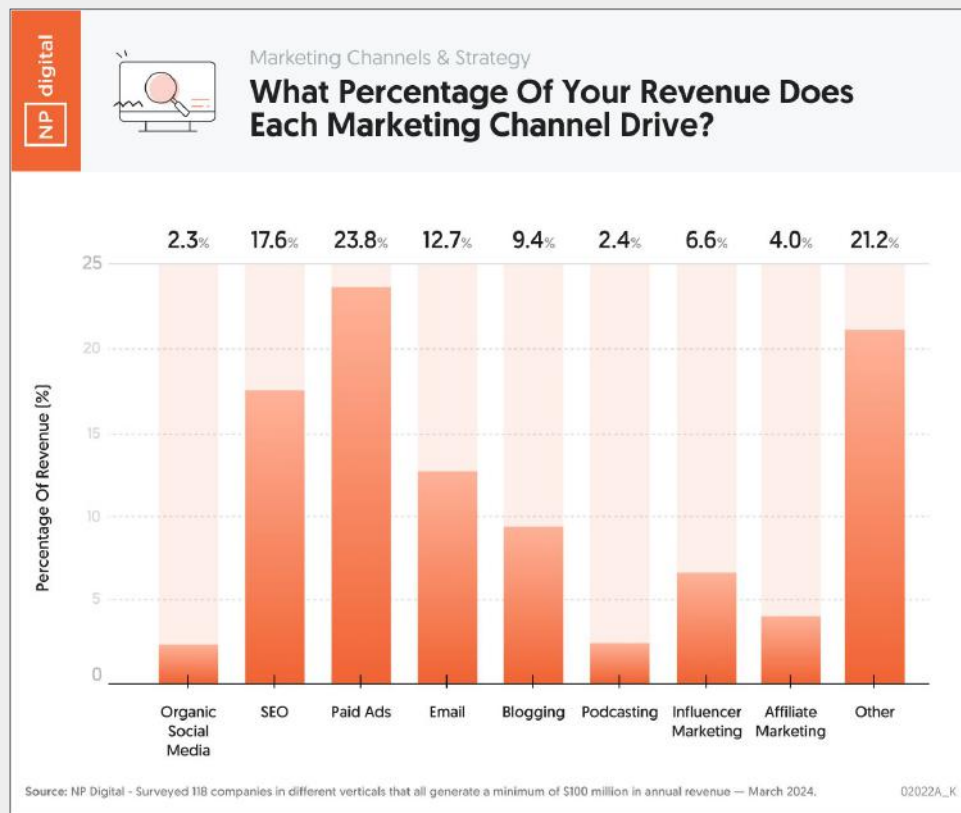
#6

Paid Ads, SEO, and Email Deliver the Best ROI

Social media may be popular,
but it's not a cash cow.



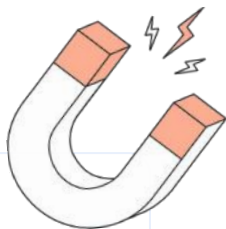
Source: NP Digital



#7

Tools generate the most leads

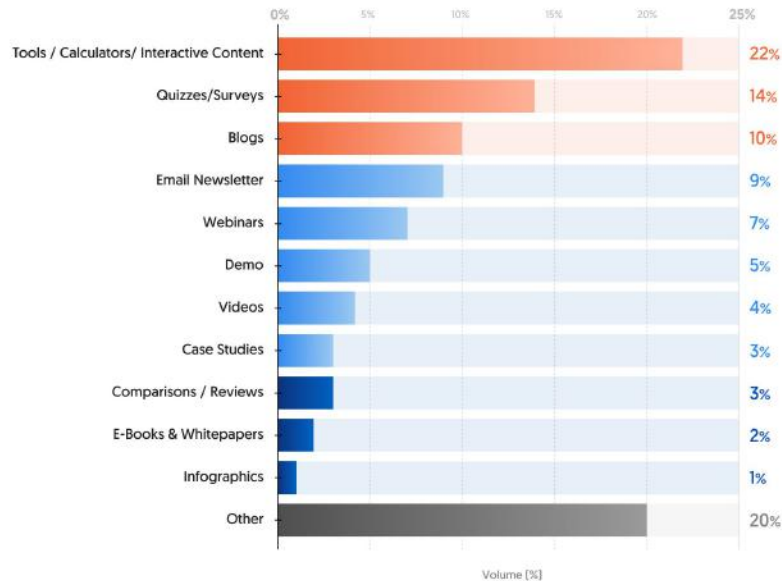
Content marketing generates **3x as many leads** as traditional marketing.



Source: Demand Metric

Content Marketing Insights

Types Of Content That Generate Leads

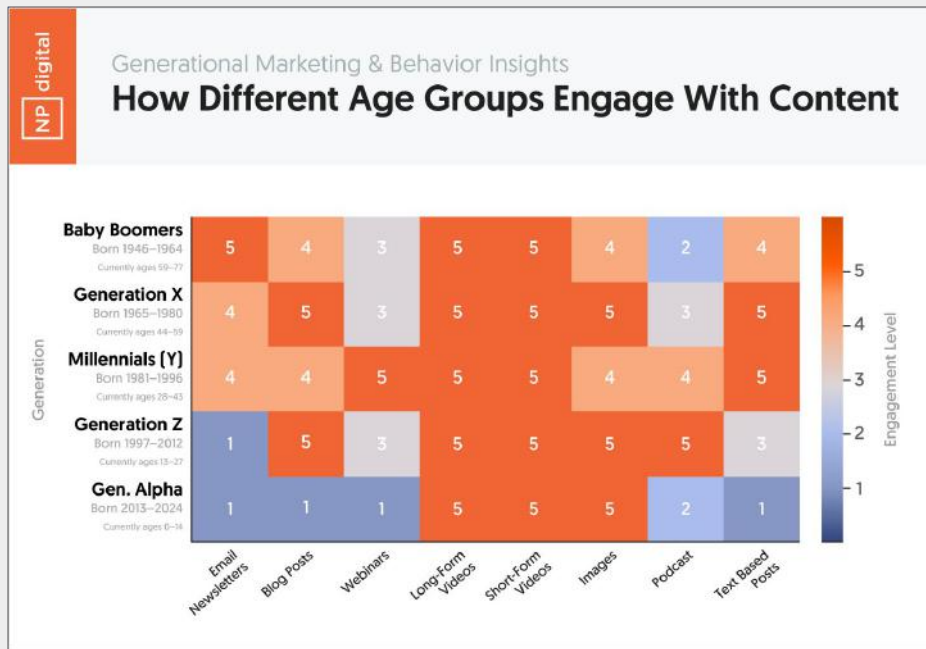


Source: NP Digital

#8

Different Age Groups Prefer Different Content

Tailor content formats to your audience preferences.

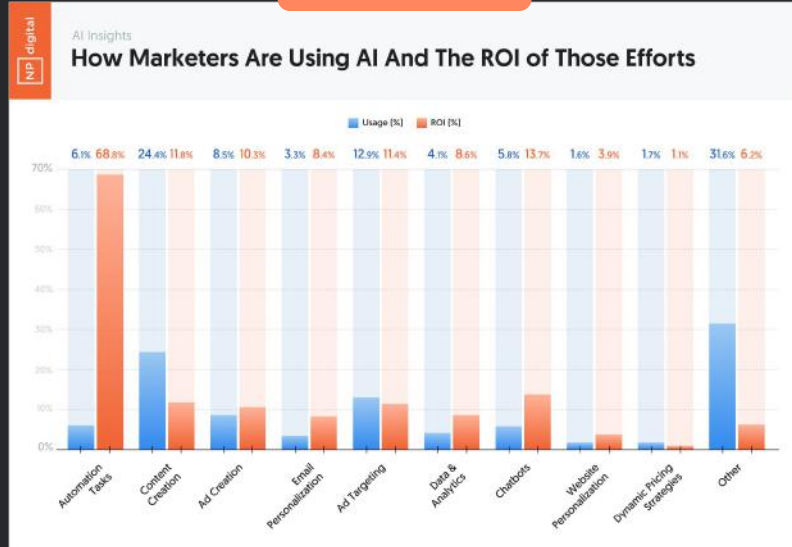


Source: NP Digital

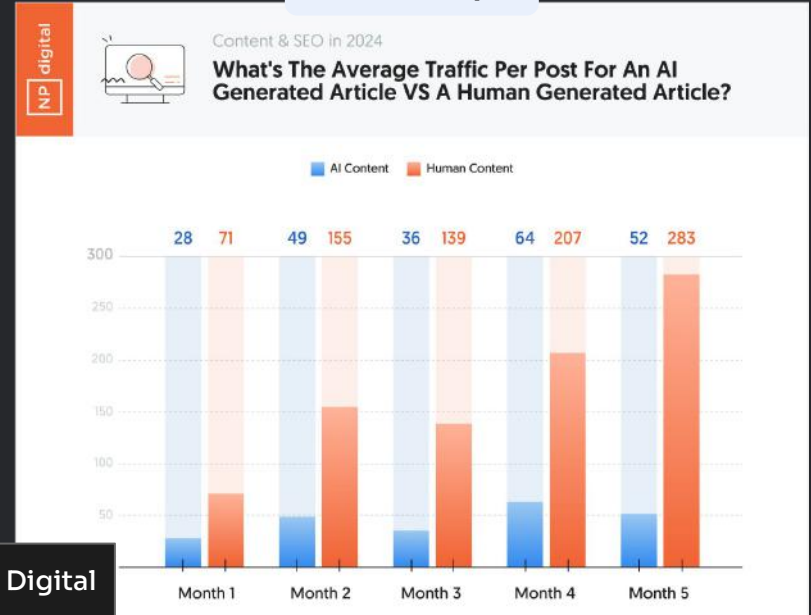
#9

AI Isn't the Holy Grail

ROI Flop



SEO Flop

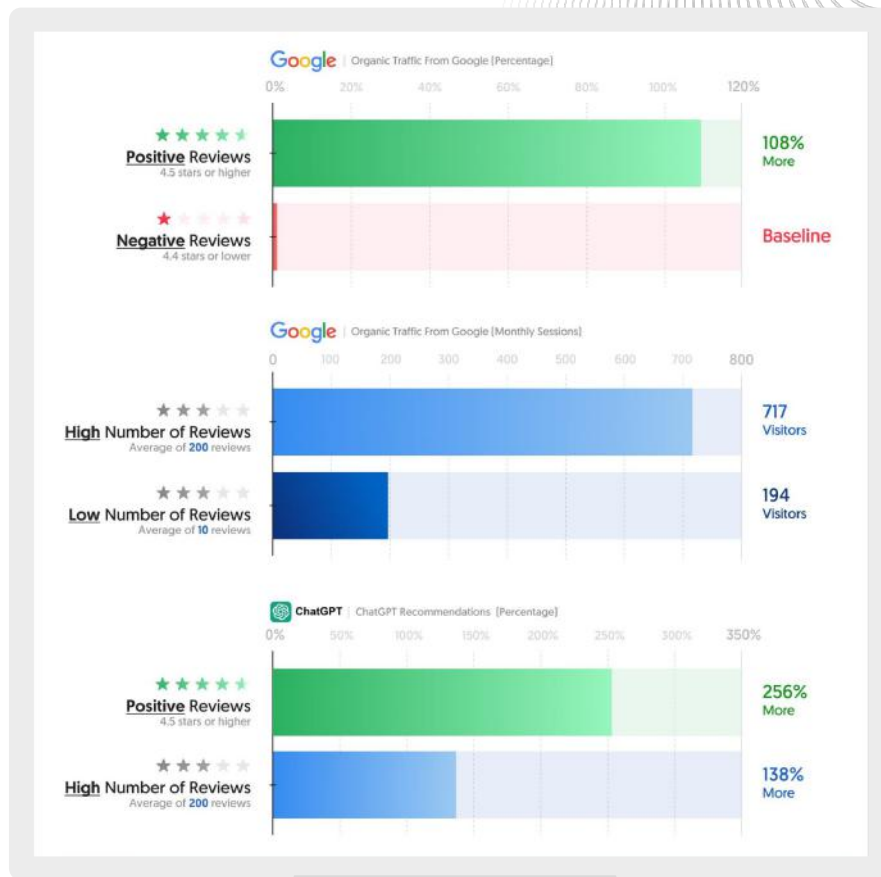


Source: NP Digital

#10

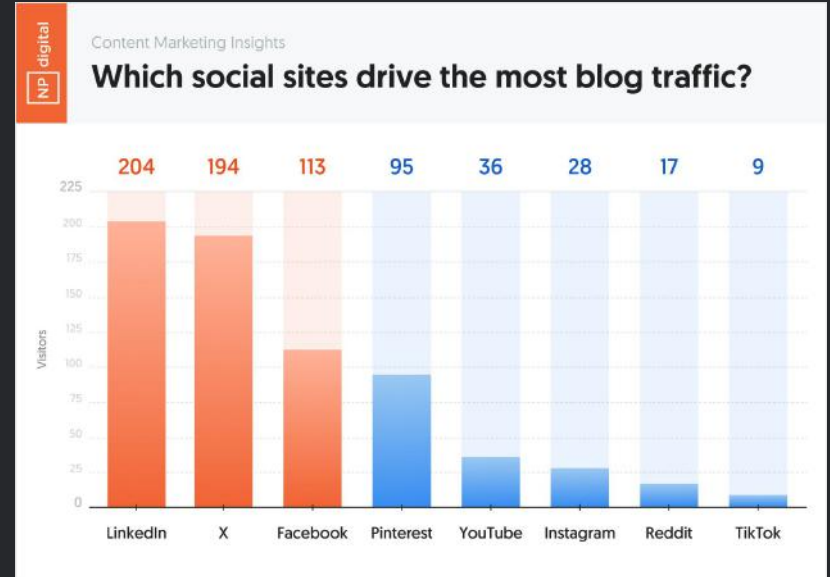
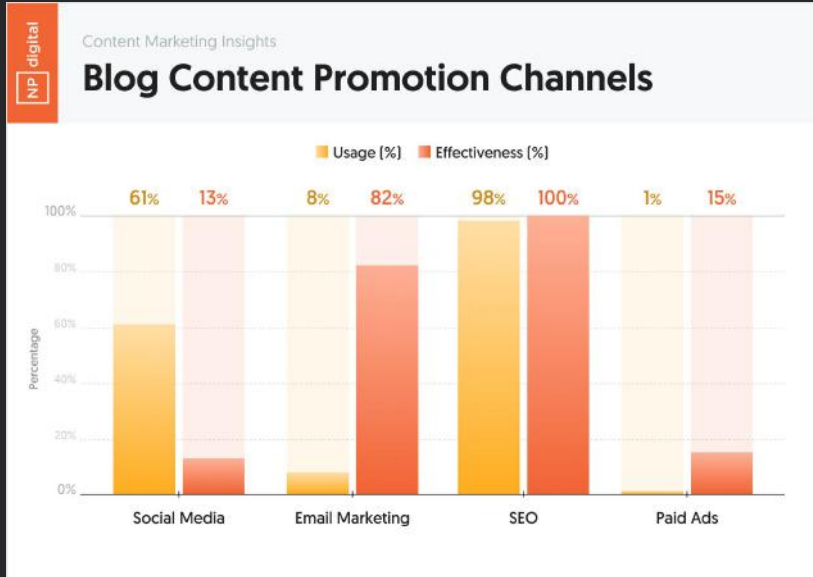
Reviews Affect Traffic, Too

Getting lots of high-quality reviews helps drive more traffic and influences mentions in AI platforms.



(Source: NP Digital)

Content Marketing Doesn't End With Hitting "Publish"



#12

You Need to Invest **Your Brand**

Building brand awareness can help you capture more traffic on Google.

Source: NP Digital

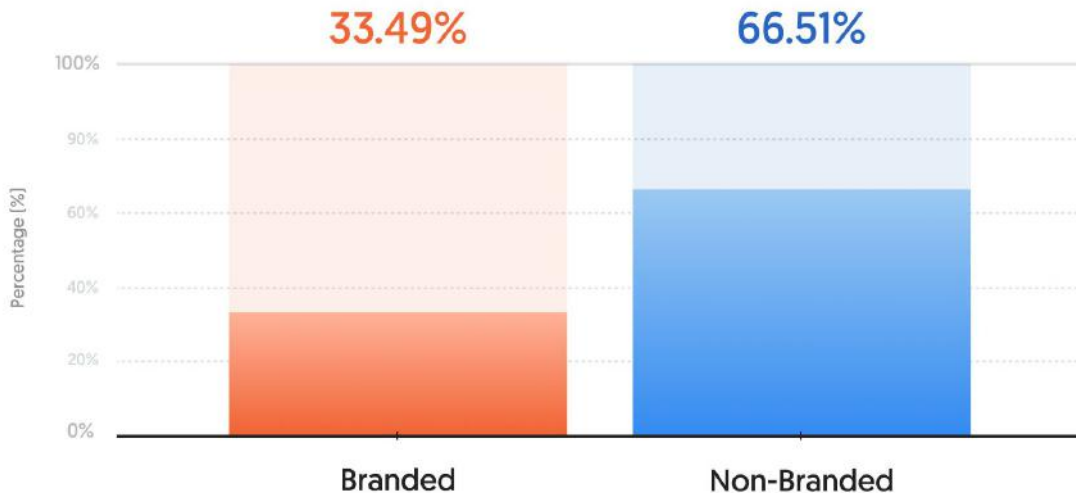


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Search Insights

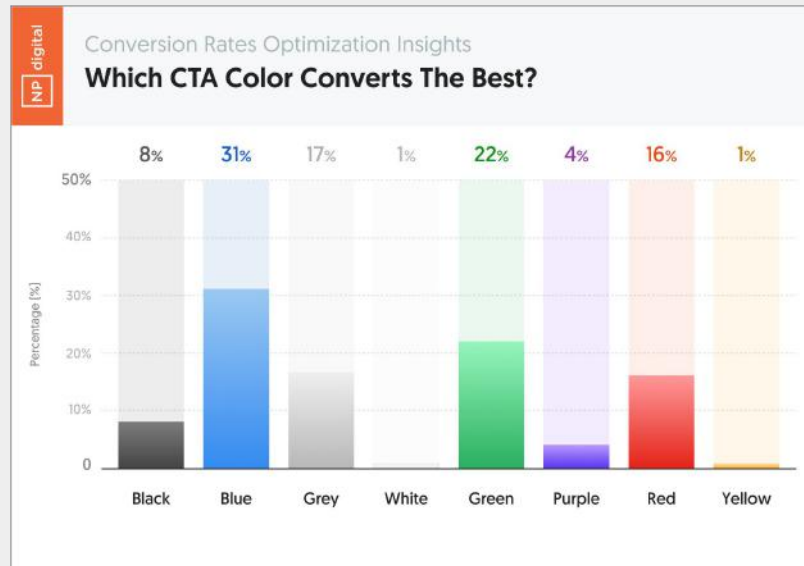
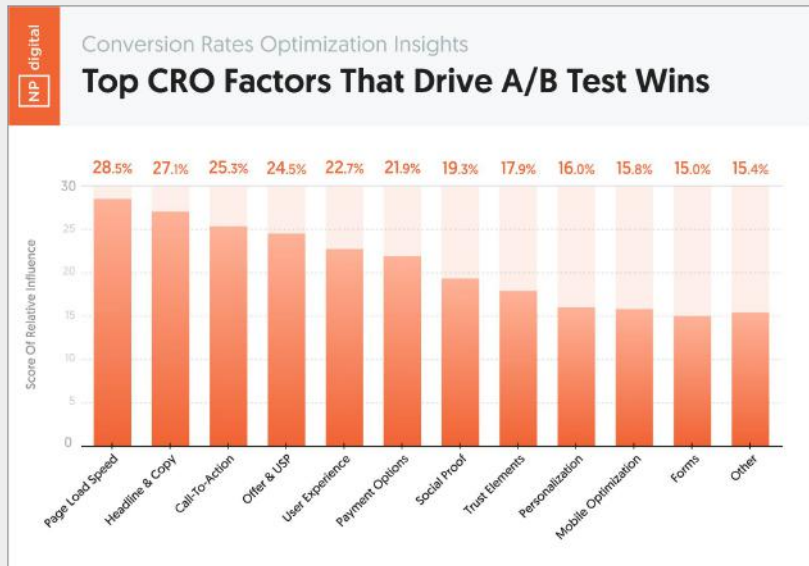
Brand Building Matters: 1 Out Of 3 Google Search Queries Are Branded

What Percentage of Google Search Queries Are For Brands?



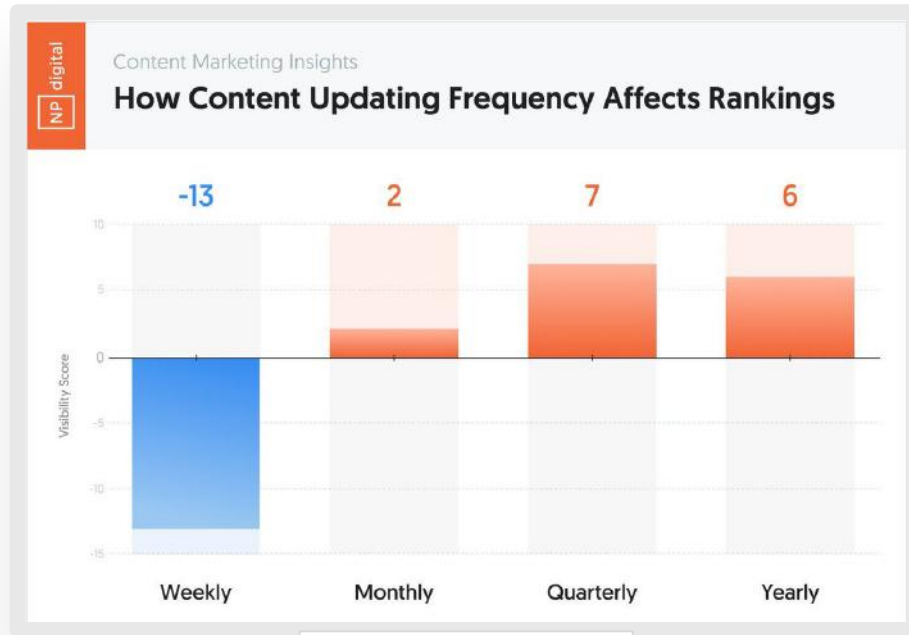
#13

CRO Can Make a Big Difference



Source: NP Digital

Keep your content updated like Wikipedia

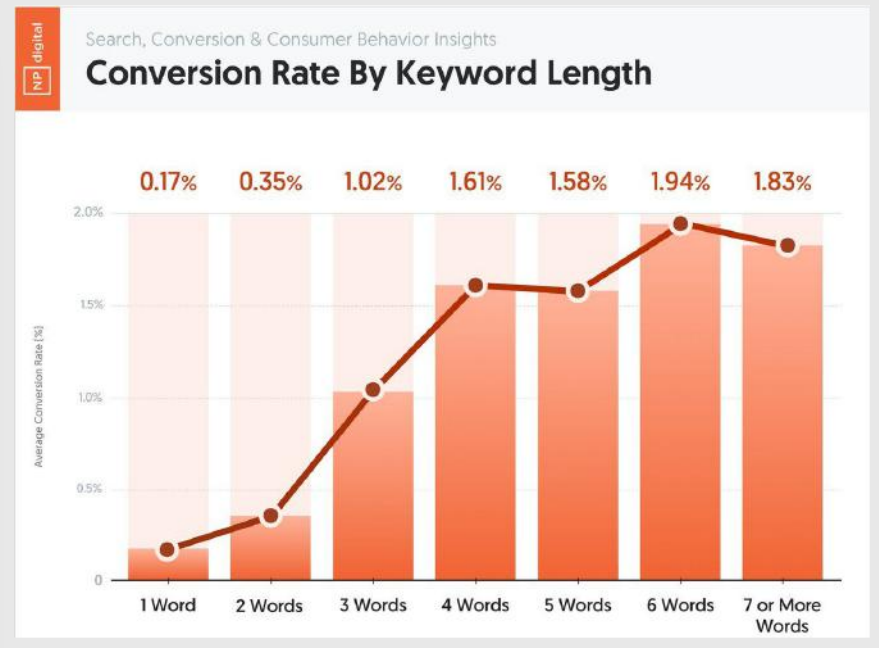
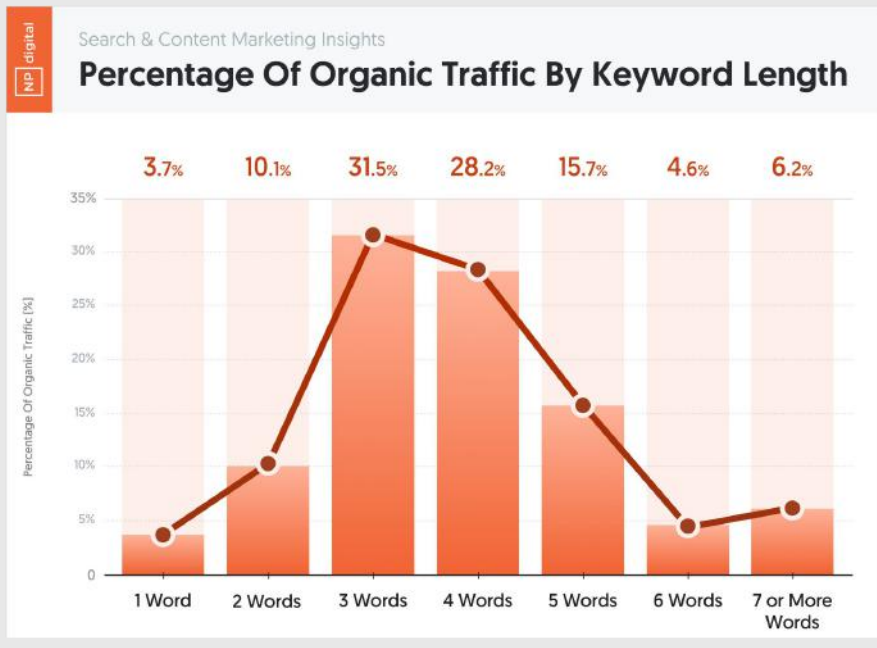


Source: NP Digital

... but updating it too often can actually hurt your rankings.

#15

Long-tail = **less** traffic, **more** money



Focus on getting leads from all profitable channels

... and then scaling them to their maximum extent.

Don't focus on one platform because it creates too much risk from an algorithm change.



Source: NP Digital

#17

Search ≠ Search

ChatGPT is

88%

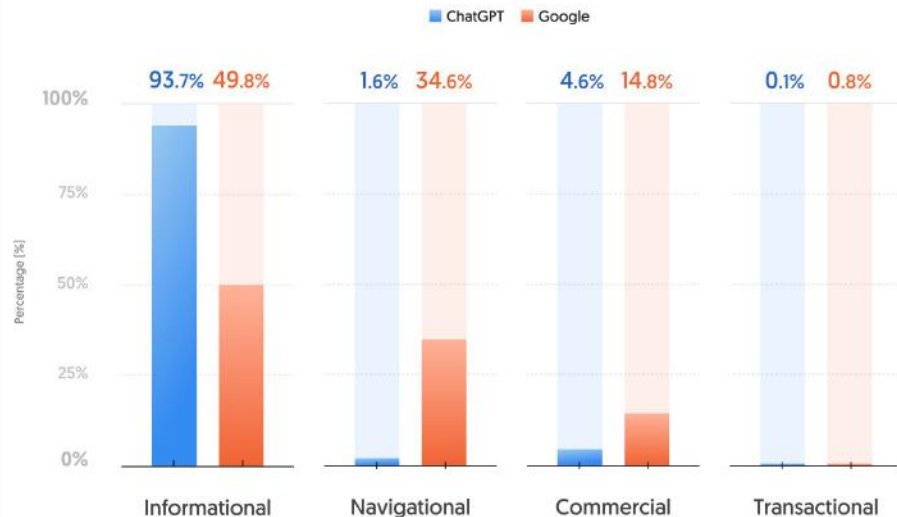
more likely than
Google to be used
for informational
searches.



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Search & AI Insights

How People Search On ChatGPT Vs. Google



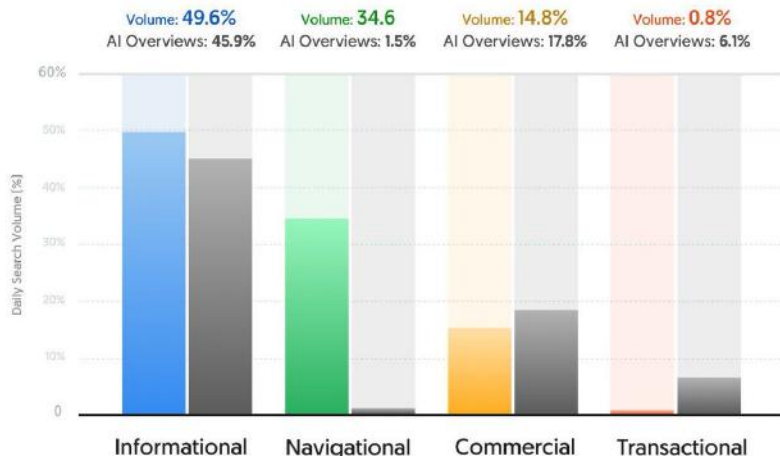
#18

As **AI Overviews** become more common, the new SEO (Search Everywhere Optimization) will become more important.

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Search Insights

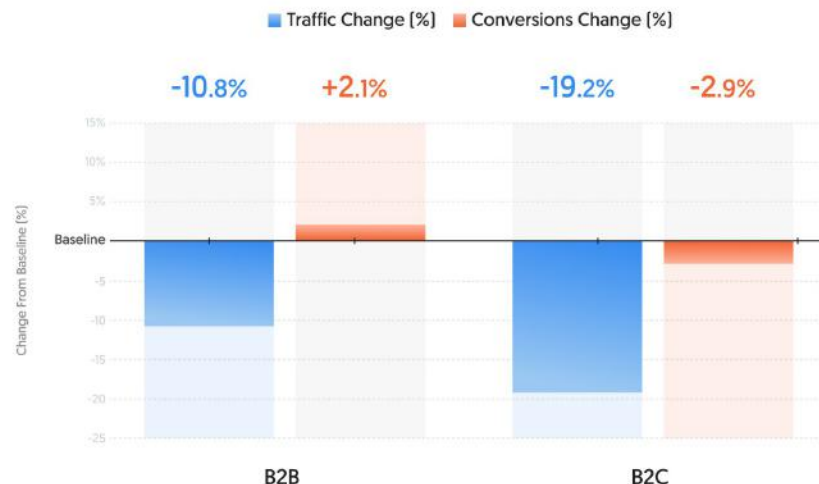
Google Searches Volume Vs. AI Overview Frequency By Query Type



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Traffic & Conversion Insights

How AI Overviews Affected Traffic And Conversions



#19

Search Everywhere Optimization is the Biggest **Emerging Opportunity**

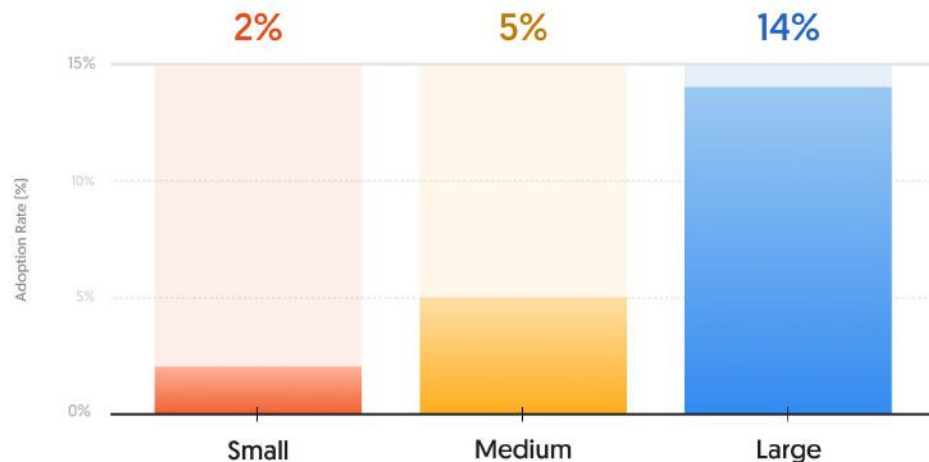
Create optimized content for:

- Traditional search engines
- YouTube
- Social media channels
- AI engines
- App Stores
- Marketplaces
- Podcast platforms

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Search Everywhere Optimization Insights

Adoption Rate Of Search Everywhere Optimization By Business Size



#20

Use These Charts to Create a Prioritization Framework

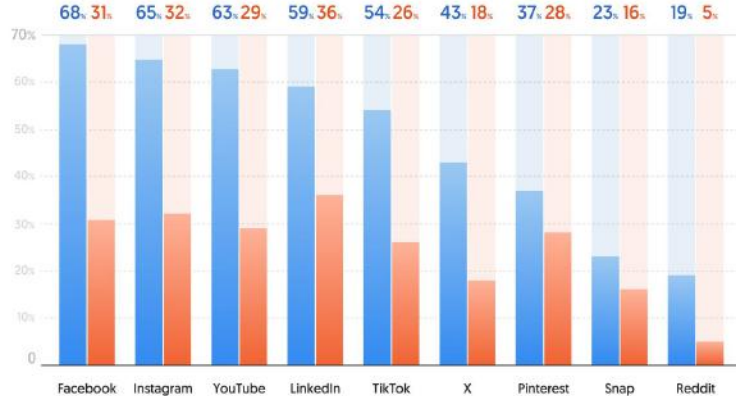
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Marketing Insights

Top Social Channels For Marketers

Channels marketers are using ROI per channel

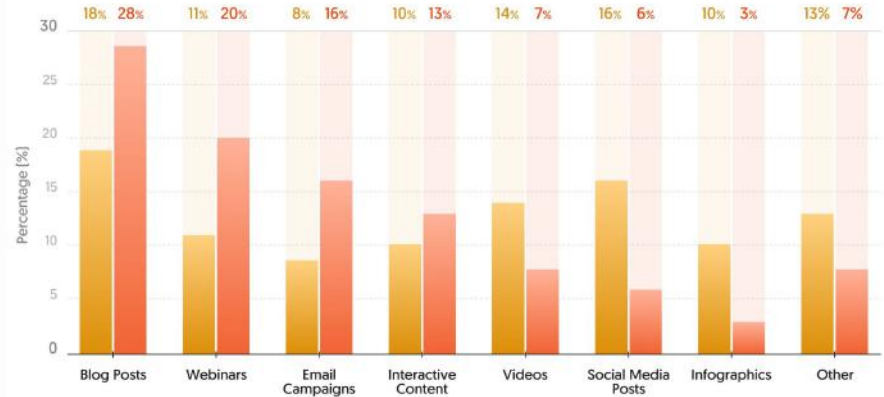


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Content Marketing Insights

Content Marketing Budget vs. Revenue Contribution (2025)

Budget Revenue Contribution



Balance Intuition With Data-Driven Insights

While intuition can spark creative ideas, marketing decisions should be **validated with data** to minimize risks, optimize results, and stay aligned with evolving customer needs.





Thank You!

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