

SHARETHIS

Q4 2014 Consumer Sharing Trends Report

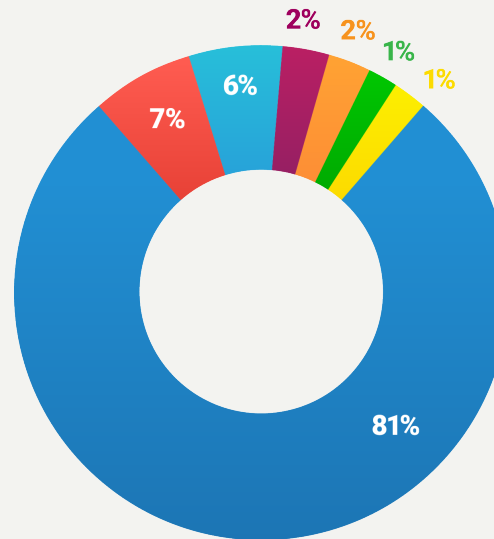
SOCIAL CHANNELS

FACEBOOK REGAINS GROUND

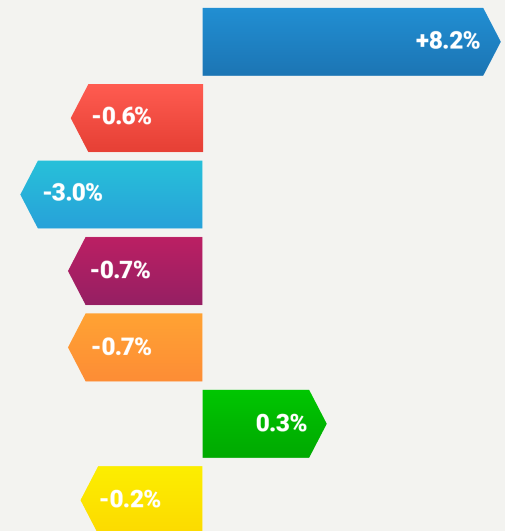
- Facebook continues to dominate sharing activity – 81% of all shares were on Facebook this quarter.
- Since January, Facebook has added 8.2% to it's share of total social activity.
- Email activity also gained – however, email sharing still only represented about 1% of total volume.



SOCIAL CHANNELS



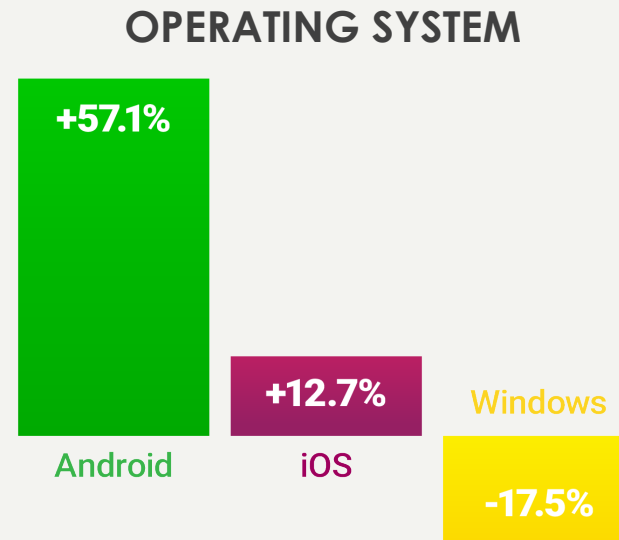
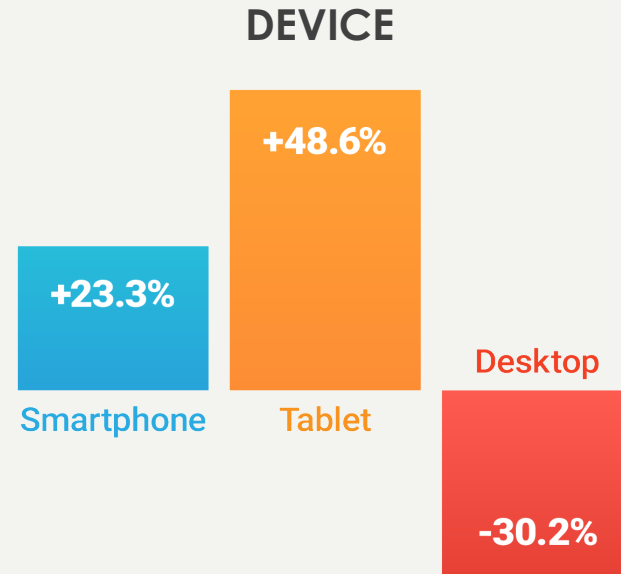
ANNUAL CHANGE



DEVICES

IT'S BECOMING A MOBILE WORLD

- Overall mobile device activity grew by 28% since January 2014.
- Much of this growth was driven by tablets, which experienced a 49% lift last year, to represent 15% of total sharing activity.
- Android adoption also continued to grow, gaining 57% throughout the year.



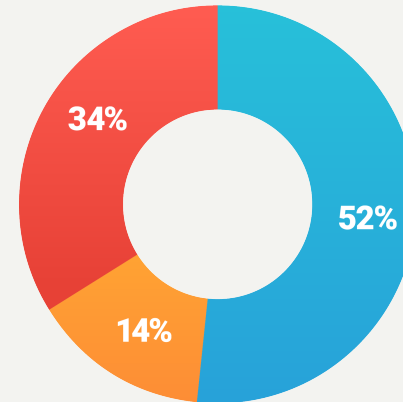
DEVICES

MOBILE DRIVES SOCIAL

- As of December 2014, mobile devices overtook desktop to generate roughly 66% of browsing and sharing activity on our network (compared to 50% in early 2014).
- People are generally more inclined to share on their mobile devices; sharing represents 19% of total activity within mobile devices, compared to only 6% within desktop environments. **Mobile engagement has nearly doubled since the beginning of 2014.**
- iPhone and iPad users tend to be the most social, while Windows Mobile users tend to favor browsing on their devices rather than sharing.

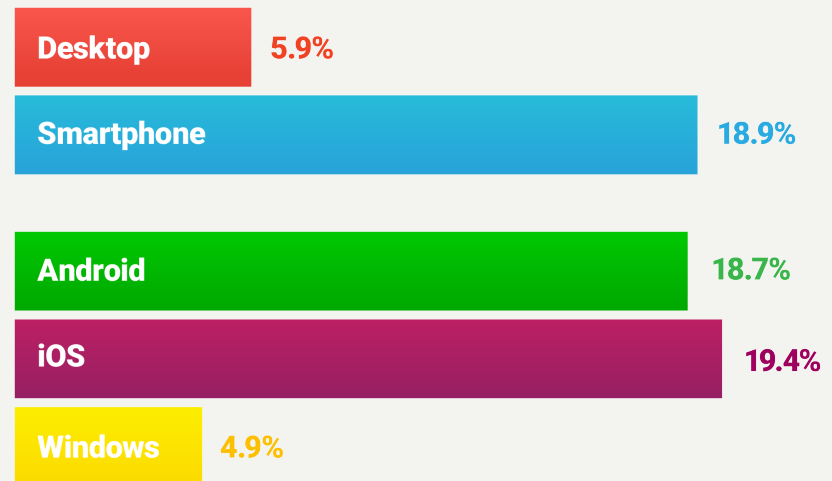
SHARING BY DEVICE

● Smartphone ● Tablet ● Desktop



SOCIAL RATE

(sharing activity as % of total activity)

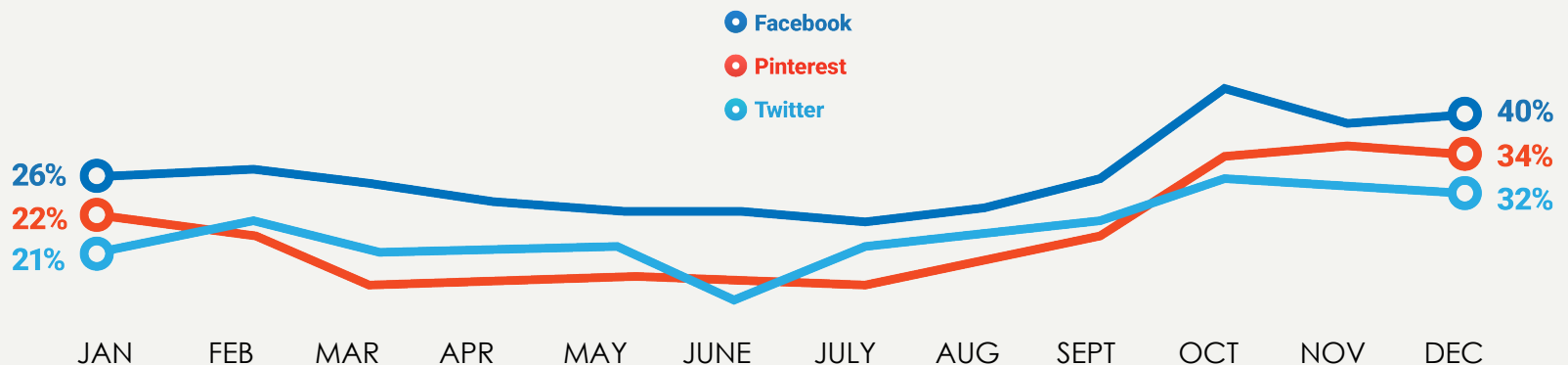
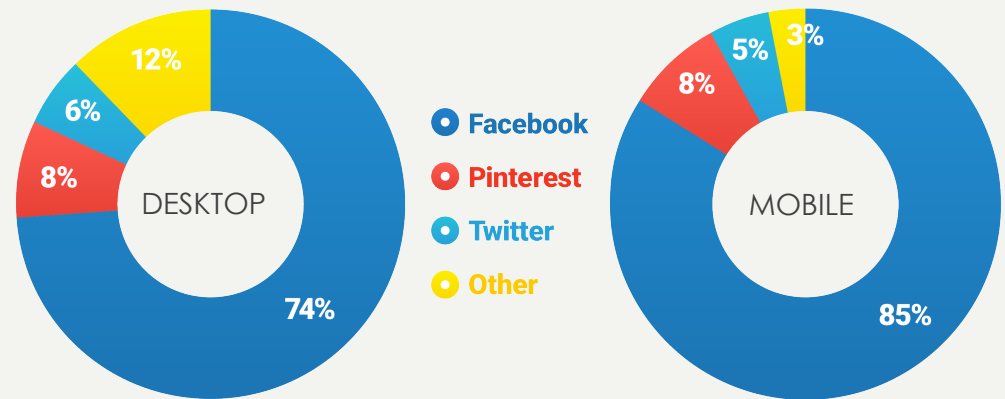


SOCIAL CHANNELS ON MOBILE

ON MOBILE, TWEETS & PINS THRIVE

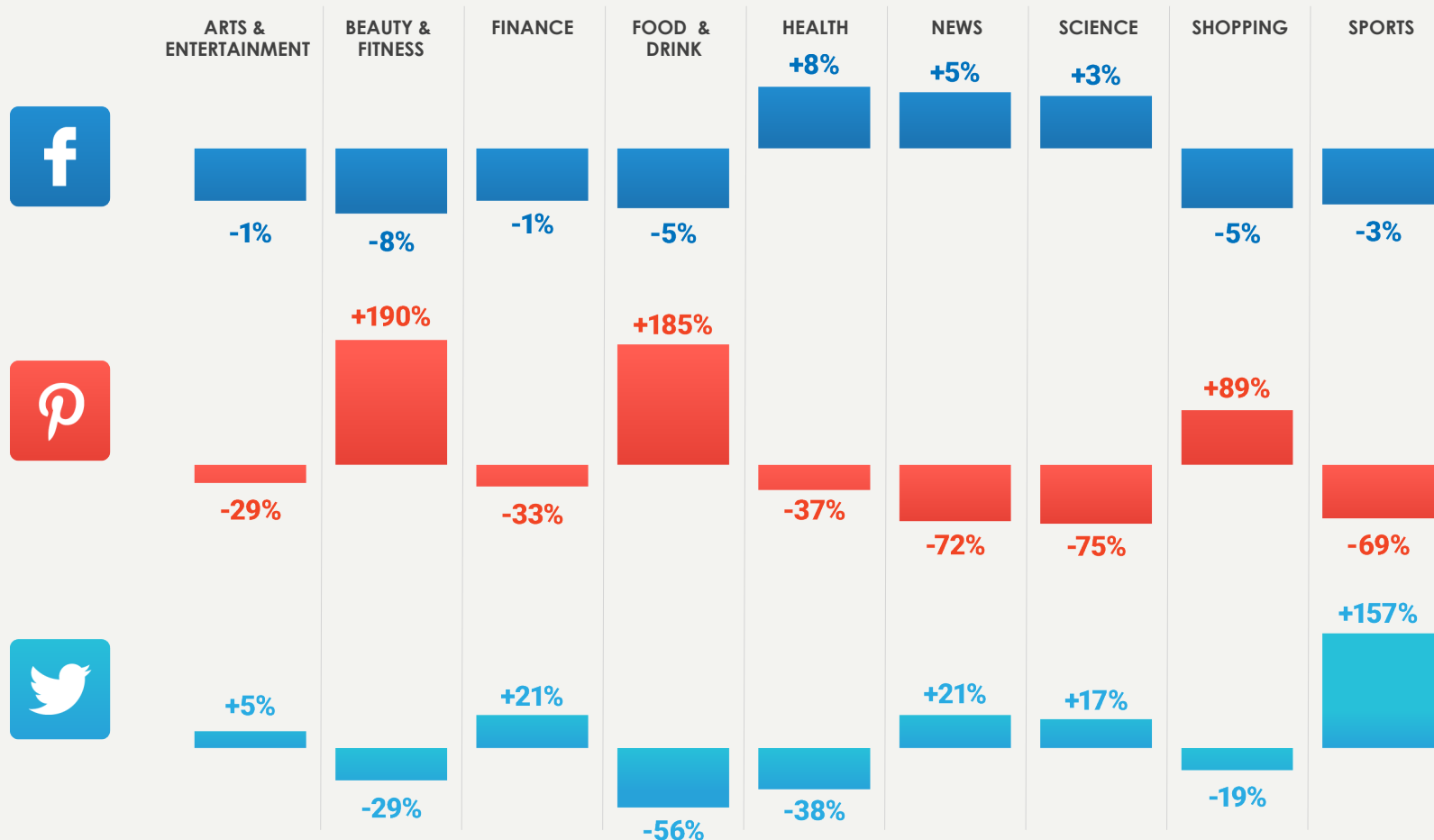
- On mobile, 85% of activity happens on Facebook, up 51% from last year.
- Desktop is less Facebook dominant; the social channel represents 74% of activity.

SHARING BY DEVICE



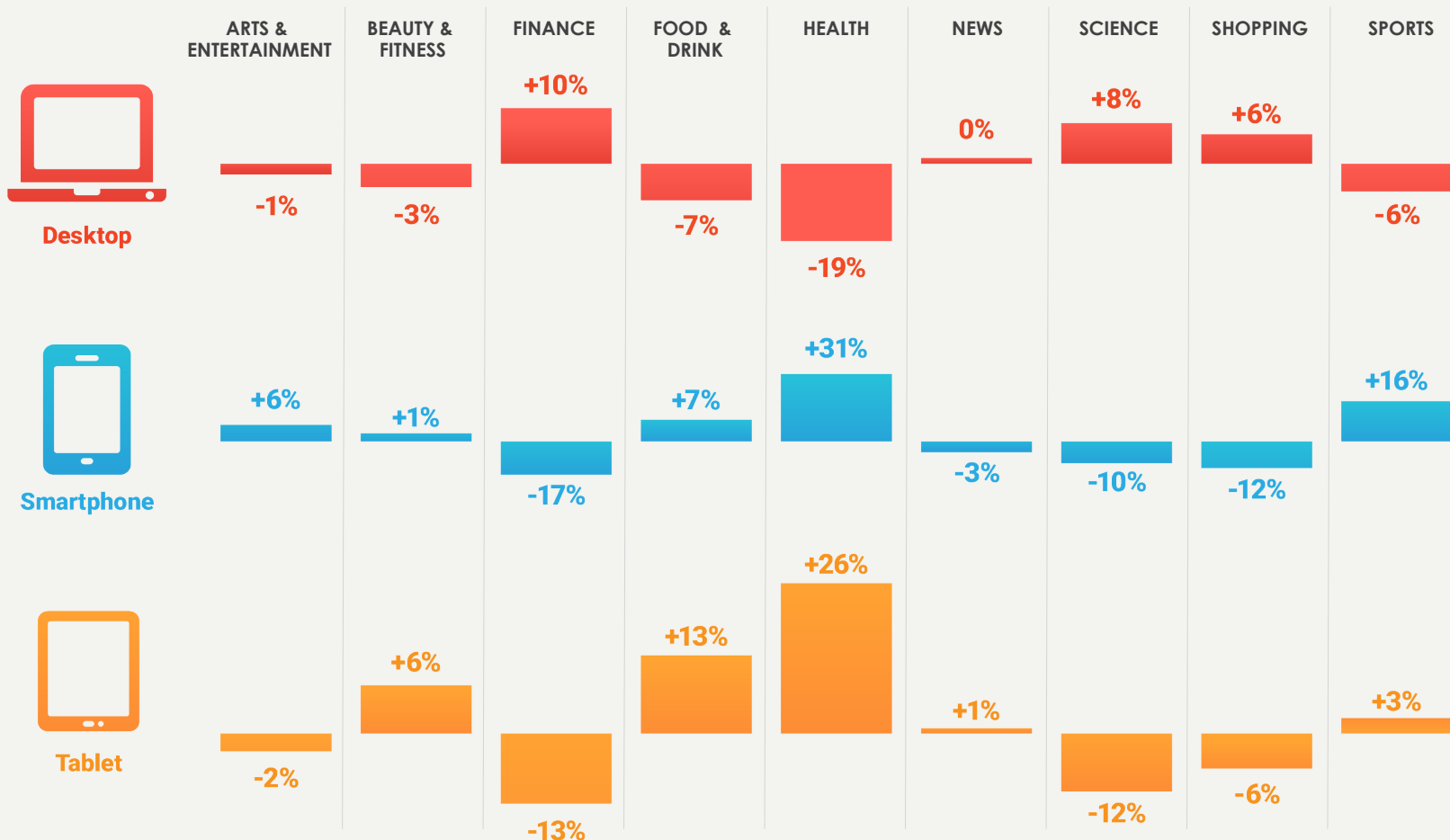
CATEGORY SHARING INDEX* BY CHANNEL

Sports is the dominant conversation driver among twitter users, while beauty, food, and shopping all over-index on Pinterest.



CATEGORY SHARING INDEX* BY CHANNEL

Mobile is surprisingly popular among the health-conscious, who use smartphones and tablets 31% and 26% more often, respectively, to share about health.



THANK YOU