

Welcome to the Attention Economy

7 Surprising Facts About Today's Distracted Consumer

Consumers have more content competing for their attention than at any other time in history. That makes life particularly difficult for B2C marketers.

How challenging is it for you to capture and hold a customer's attention? The average person is bombarded with up to 10,000 brand messages a day and switches between screens up to 21 times every hour.¹

IN ONE MINUTE ON THE INTERNET...



Email

156 million emails are sent²



Facebook

31.25 million messages are transmitted³



YouTube

4.1 million videos are watched⁴



Twitter

452,000 tweets are posted²



Netflix

70,017 hours of video are streamed²



Text Messages

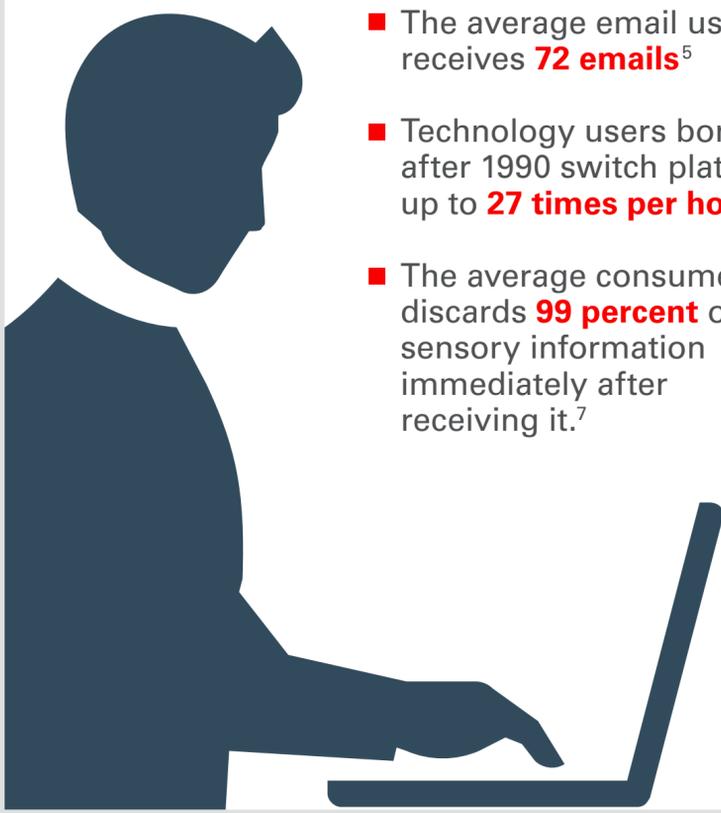
15.2 million text messages are sent⁴



Tinder

990,000 profiles are swiped²

EVERY DAY:



- The average email user receives **72 emails**⁵
- Technology users born after 1990 switch platforms up to **27 times per hour**⁶
- The average consumer discards **99 percent** of all sensory information immediately after receiving it.⁷



- Adults spend **10 hours, 39 minutes** consuming media.⁸
- U.S. consumers spend **5 hours** on their phones, mostly using apps.⁹

ONE SOLUTION: MARKETING AUTOMATION

To capture the attention of distracted consumers, B2C companies need a marketing automation platform that will let their marketing teams send contextual and highly personalized messages to the right consumer, via the right channel, at the right time.



FREE EBOOK



Get the answers you need now about marketing automation. **Download** our ebook "4 Keys to Marketing Success in the Attention Economy."

oracle.com/marketingcloud

¹ American Marketing Association, "Why Your Customers' Attention Is the Scarcest Resource in 2017," <https://www.ama.org/partners/content/Pages/why-customers-attention-scarcest-resources-2017.aspx>

² Visual Capitalist, "What Happens in an Internet Minute in 2017?" <http://www.visualcapitalist.com/happens-internet-minute-2017/>, August 2, 2017

³ CIO.com, "7 Staggering Social Media Use By-the-Minute Stats," <https://www.cio.com/article/2915592/social-media/7-staggering-social-media-use-by-the-minute-stats.html#slide2>, April 28, 2015

⁴ Statista, "Media Usage in an Internet Minute as of July 2017," <https://www.statista.com/statistics/195140/new-user-generated-content-uploaded-by-users-per-minute/>

⁵ Inc., "6 Annoying Habits That Ruin Productivity and Destroy Trust," <https://www.inc.com/glenn-leibowitz/270-billion-email-messages-are-sent-every-day-heres-whats-wrong-with-many-of-the.html>, May 19, 2017

⁶ MarketingProfs, "Advertising in the Age of Distraction," <https://www.marketingprofs.com/articles/2017/31999/advertising-in-the-age-of-distraction>, April 28, 2017

⁷ TrackVia, "Your Shrinking Attention Span: The Truth," <https://www.trackvia.com/blog/productivity/truth-shrinking-attention-span/>

⁸ Adweek, "U.S. Adults Consume an Entire Hour More of Media Per Day Than They Did Just Last Year," <https://www.adweek.com/tv-video/us-adults-consume-entire-hour-more-media-day-they-did-just-last-year-172218/>, June 27, 2016

⁹ TechCrunch, "U.S. Consumers Now Spend 5 Hours Per Day on Mobile Devices," <https://techcrunch.com/2017/03/03/u-s-consumers-now-spend-5-hours-per-day-on-mobile-devices/>, March 3, 2017