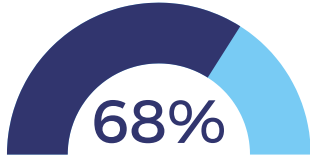


RESEARCH.

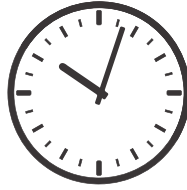
WE ❤️ SALESFORCE. WELL, BECAUSE THEY ARE THE **GOLD** STANDARD IN SALES, SERVICE AND MARKETING. HERE'S WHAT THEY HAVE TO SAY:



2021 STATS.



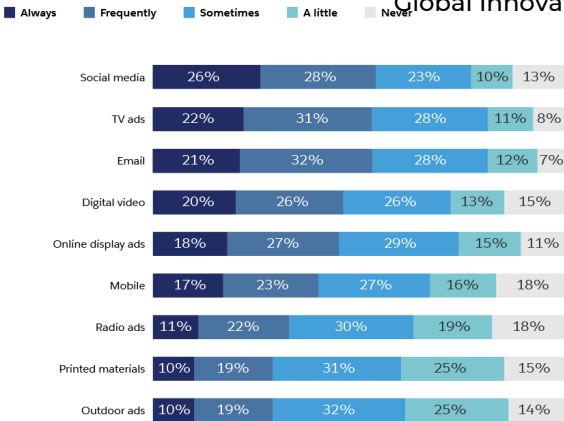
of US consumers say they are likely to buy essentials online after 🌱



2 hours 25 min. average use on social media of mobile phone users per day



Frequency at Which Brand Communication Types Are Noticed



"The companies that use this moment to understand not just how to digitize their existing businesses, but how technology can drive new, innovative experiences that set them apart will prove more resilient as we move into the next normal."
Brian Solis
Global Innovation Evangelist
Salesforce

POCS - Ole Miss Data Report

We're into data. We hit the **highlights** for ya.

f 9.1k @ 6.5k ✉ 21.5k 🌐 160k

64% OF USERS ARE OUT-OF-STATE



91.5 days of videos watched during 2021

"Living out-of-state, I've heavily relied on the 'Parents of' website and social media channels to stay in the know on local businesses for my son. They are always right in everything they recommend and I can't say enough good things about them!"
-Debbie Driver
St. Louis, MO

"Every dollar counted when we started our business in early 2021. The investment we made with POCS-Ole Miss has exceeded our expectations and we look forward to continuing our partnership for years to come." - Austin Weldge
Student Moves

19% are age 25-34
25% are age 45-54
18% are age 55-64

salesforce | Global workforce survey, June 1-2, 2020

Numbers may not total 100% due to rounding.

SMALL (BUT MIGHTY) DETAILS

DID YOU KNOW?

OUR SOCIAL CHANNELS HAVE REACHED NEARLY

3 million users IN THE PAST 6 MONTHS? -AND-
600 clicks ADVERTISERS RECEIVED ON AVERAGE MORE THAN
DIRECTLY TO THEIR SOCIAL PROFILES.
ADS ON OUR WEBSITE ARE VIEWED ON AVERAGE BY MORE THAN
160k VIEWERS EACH YEAR.