
MARKET FACTS!

MARKET FACT #191

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1350

global publishers had 27% of page views coming from external, search and social in January 2018 (Facebook). In April 2023 it was down to 11%.

DATE: January 10, 2024

COMMENT: Do you trust Facebook? [Facebook made harder for publishers to reach audiences without paying IN 2014!](#). In 2018, [advertisers on Facebook were questioning ROI](#) + publishers were fighting Facebook [because it wanted to own Facebook Watch content](#). And longtime friends of Facebook ([data brokers](#)) became [THE COMPETITION](#). Remember: [50% of its users are actually FAKE](#).

A MESSAGE FOR BRANDS

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