
MARKET FACTS!

MARKET FACT #73

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62%

is the drop of global Facebook referral traffic to the top 30 news sources from August 2022 to August 2023.

DATE: October 19, 2023

COMMENT: Are you still thinking about publishing on Facebook? Well, you shouldn't. Facebook's time is over for businesses since they began attacking brands with their bipolar algorithms. More from the source: **The Sun experienced a 84% decline in traffic; Business Insider experienced a 80% decline in traffic; The Guardian experienced a 79% decline in traffic; The New York Times experienced a 66% decline in traffic.** – SOURCE: [Digiday](#). Among many others.

A MESSAGE FOR BRANDS

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