

TRACKING DARK SOCIAL

WHAT IT IS, HOW TO TRACK IT AND IS IT WORTH IT?

DARK SOCIAL



SNAPCHAT



FACEBOOK



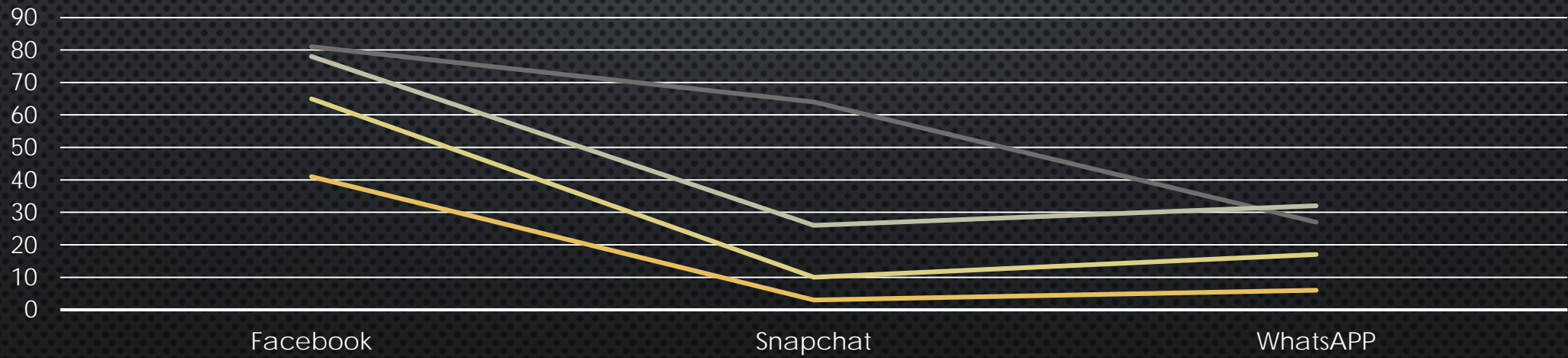
SMS



WHO USES DARK SOCIAL?

DARK SOCIAL USAGE

— 18 - 29 — 30 - 49 — 50 - 64 — 65+





WHO USES DARK SOCIAL?

- WHATSAPP AND FACEBOOK MESSENGER COMBINE FOR MORE THAN 60 BILLION MESSAGES SENT EVERY DAY
- 15,220,700 TEXTS SENT EVERY DAY
- 81% OF AMERICANS TEXT REGULARLY
- 26% OF PEOPLE 18-24 USE MESSAGING APPS FOR NEWS
- ITEMS POSTED ON FACEBOOK OR TWITTER OFTEN END UP GETTING SHARED VIA DARK SOCIAL



TEXT MESSAGING

- TEXT MESSAGES HAVE A HIGHER OPEN AND RESPONSE RATE THAN EMAIL & SOCIAL MEDIA
- 72% OF MILLENNIALS TEXT 10 OR MORE TIMES PER DAY
- 83% OPEN TEXTS WITHIN 90 SECONDS OF RECEIVING THEM
- MILLENNIALS PREFER POSTAL MAIL OVER CONTACT WITH BUSINESSES ON SOCIAL
- MILLENNIALS PREFER TO RECEIVE THESE TEXTS FROM BUSINESSES
 - APPOINTMENT REMINDERS
 - DELIVERY NOTIFICATIONS
 - PAYMENT REMINDERS

SHORT LINKS WHAT ARE THEY?

www.michaelpbuono.com






<http://www.mpbuono.com/4s26>



[2018/06/tracking-dark-social/](http://www.michaelpbuono.com/2018/06/tracking-dark-social/)

SHORT LINKS HOW DO THEY HELP?

<input type="checkbox"/> Name	Keywords	Clicks / Uniq	Group	Created ▼	Links
<input type="checkbox"/>   Tracking Dark Social		0/0	Post	2018-06-18 04:16:52	<input type="text" value="http://www.mpbuono.com/4s26"/>  Target URL: http://www.michaelpbuono.com/2018/06/tracking-d...

USE “AFFILIATE” MARKETING

http://www.michaelpbuono.com/2018/06/tracking-dark-social/?wpam_id=1



USING “AFFILIATE” MARKETING

<input type="checkbox"/>	Row ID	Date	Affiliate ID	Tracking Key	Referring URL	IP Address
<input type="checkbox"/>	1	2018-06-18 05:00:45	1	5b273c7dcb1c1		72.69.137.241
<input type="checkbox"/>	Row ID	Date	Affiliate ID	Tracking Key	Referring URL	IP Address

THANK YOU

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