



100  
WEIRD THINGS  
WE KNOW



pwr  
new media

**1. Rounded corners on Call-to-Action buttons deliver better metrics.** Neuroscientists tell us that's because curved corners take our eyes and our attention inward, while square corners take them outward. So curving your corners is a good way to drive up response rates.



**2. People are more creative when their dopamine levels are high** (dopamine is a neurotransmitter that controls the brain's reward and pleasure centers). That's why many people feel most creative after exercise, dreaming or driving.

**3. 10%** of all the photos ever taken in all of human history have been taken in the past 12 months.

**4.**

The average American teen sends over

**2,200**  
texts per month.



**5.** The computer in your cell phone is a million times cheaper, a thousand times more powerful, and a hundred thousand times smaller than the 1965 computer at MIT (so what use to fit in a building now fits in your pocket).

**6.** Almost **50%** of your brain is involved in visual processing.

**7. 70%** of all your sensory receptors are in your eyes.



**44%** of users are more likely to engage with a brand if they post pictures.



9. The dot on top of the letter 'i' is called a **tittle**.

10. The two middle **T's** in the Tostitos logo are people dipping a tortilla chip into the **i's** "tittle."

11. Our brains are designed to organize information into categories and narrative formats in order to make sense of the world. Our brains literally plug in missing info—info we've been led to expect from our experience of the world. Our brains like order and will create it even when it's not really there.

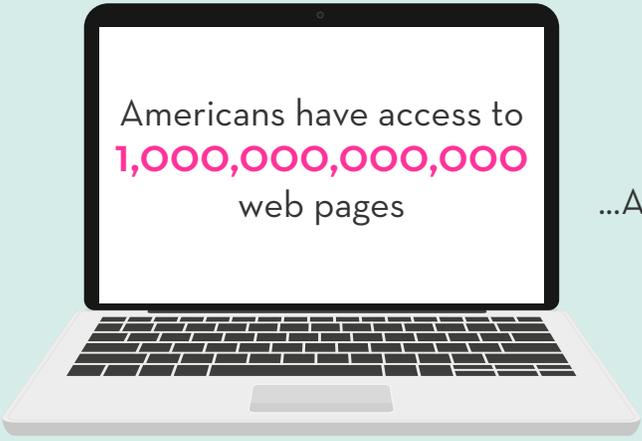
YOUR M1ND 15 R34D1NG 7H15 4U70M471C4LLY  
W17HoU7 3V3N 7H1NK1NG 4BoU7 17

12. The most commonly used letter in the alphabet is E.

13. The least used letter in the alphabet is Q.

14. When our brains process facts, two areas of the brain are activated. But **stories can engage many additional areas of our brains**, including the motor cortex, sensory cortex and frontal cortex.

15.



Americans have access to  
**1,000,000,000,000**  
web pages

...AND...



**65,000**  
phone  
apps

**16.** Newspaper circulation is down 7 million in past 25 years but in the last 5 years, unique readers of online newspapers are up 30 million.



**17.** **74%** of readers trust educational content from a brand, as long as it doesn't push a sale.

**18.** **2.5 billion** pieces of content are shared each day.



**19.** **People have been drawing for tens of thousands of years.** We've written for about 5,000. (Images are not silly and inconsequential, as our traditional educational system might suggest.) They are powerful and essential for understanding.

**20.** J.K. Rowling admitted a few years ago that she drew Harry Potter's world before she wrote it.

**21.** Tolkien drew Middle Earth before writing Lord of the Rings.

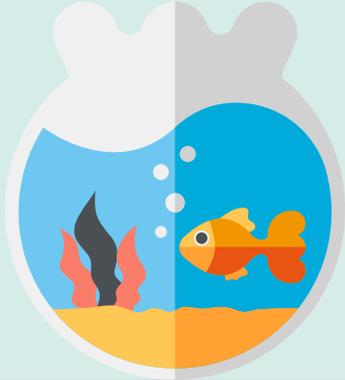


**22.** **3 out of 4 professionals** indicate that their access to useful data has at least somewhat increased during the past year.

**23.** **78% of CMO's** think custom content is the future of marketing.



**24.** Buyers go through about 57% of the purchasing process before ever talking to sales.



**25.** People have crazy short attention spans, about **8 seconds** (which is, as often reported, shorter than a goldfish).



**26.** Most B2B decision makers consume 8-12 pieces of a brand's content before deciding to do business with the brand.

**27.** **Email has higher ROI** than direct mail or social in study after study.

**28.** And email is still the **#1 activity** people spend time on online.



**29.** Email is **40X** more successful delivering new customers than Facebook or Twitter.



**30.** Content is **6x** more likely to get click thru's from email than social.



**31.** **88%** of journalists prefer to receive news releases via email.

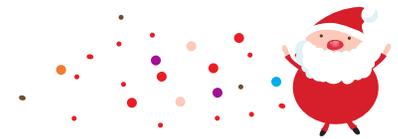
**32.** In 2011, the average American adult watched 21 minutes of digital video a day. Now, we watch an average of 1 hr and 16 mins a day.



**33.** Viewers attach more importance to buttons that are larger, so if you have a CTA that is most important, make that button the largest. It also helps to put your “benefit” on the button and make it “front and center” on your page.

**34.** People remember **10% of what they hear, 20% of what they read, and 80% of what they SEE and DO!**

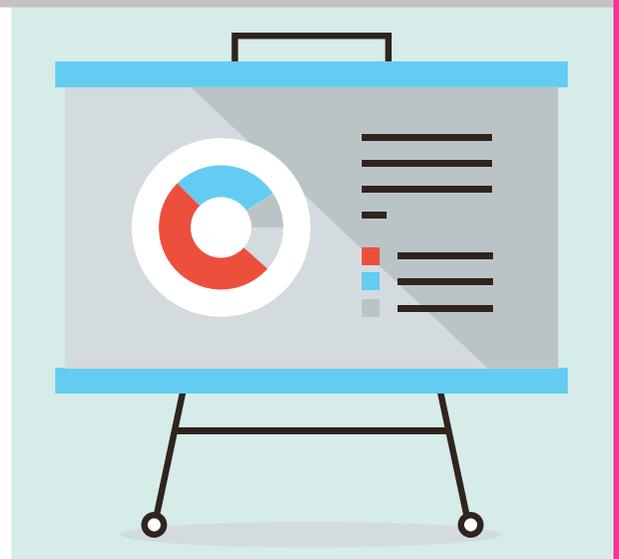
**35.** Every day is a holiday somewhere in the world.



**36.** **BLACK** on **YELLOW** are the 2 colors with the strongest impact.

**37.** The safest car color is white.

**38.** Wharton recently conducted a study that found 50% of an audience was convinced by a purely verbal presentation, but **67% of the audience was convinced** by a presentation that was verbal but accompanied **by visuals**.





**39.** Great stories, especially if they're interactive, can trigger **"neural coupling,"** activating parts of the brain that allow the audience to turn the story into their own ideas and experiences.

**40.** **75%** of marketers generate positive returns from content marketing.

**41.** Data driven marketing lead to revenue increases for **57%** of marketers.

**42.** **77%** of journalists say they're more likely to use a news release to craft a story if they have easy access to story images.



**43.** **67%** of B2B companies say newsletters are effective drivers of ROI.

**44.** **Over 40 million people have been Rick rolled.**

**45.** Marketers who publish a blog are **13x more likely** to generate ROI.



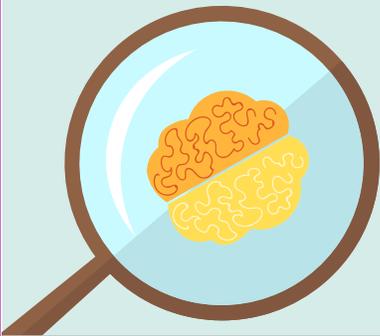
**46.** **Emotions are what make stories stick.** Visuals trigger emotions. And emotions trigger dopamine (logic doesn't). Dopamine is like a sticky for the brain—a sticky that tells our minds: "Remember this. This matters."



47. According to one surprising neuroscience study, people love brands more than their friends and family.



48. The often quoted stat that we only use 10% of our brains is inaccurate. In fact, while we don't use all parts of our brains at the same time, just as we don't use all of our muscles at the same time, throughout an average day all areas of our brain are put to work.



49. Similarly, a study from the University of Utah has debunked the familiar left-brain, right-brain theories. Studying over 1,000 brains they found that the study participants used their entire brain equally.

50. A “charismatic brand” is any product, service or organization people believe has NO SUBSTITUTE.

51. News releases that contain multimedia get 77% more responses compared to plain text releases.

52. The Hershey's Kiss logo has a hidden kiss between the K and the I.



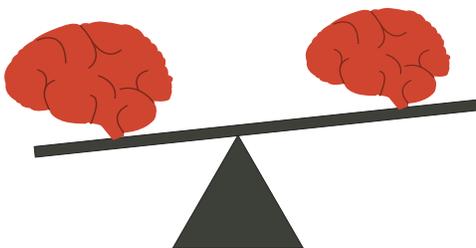
53. Yellow signifies both happiness and caution.

**54.** **68%** of journalists now have on-line responsibilities (blogs, on-line magazines, websites, etc.) in addition to their traditional duties.



**55. The Rule of Three** works because of the way we humans process information. We have become proficient at pattern recognition by necessity, and three is the smallest number of elements required to create a pattern.

**56.** When we blink we fail to notice that the world plunges into darkness every 2 out of 10 seconds. We ignore the momentary blackout because **our brains suppress key activities related to detecting environmental changes so that we experience the world as continuous.**



**57.** **The average adult brain weighs about three pounds.** But don't get cocky—human brains were about 10% larger in the distant past.

**58.** **99%** of all sensory information is filtered out by the brain immediately. That means **only 1% of information actually gets through.**

**59.** Of the information successfully transmitted to the brain, **90% is visual.**

**60.** **There is no such thing as a naturally blue food.**

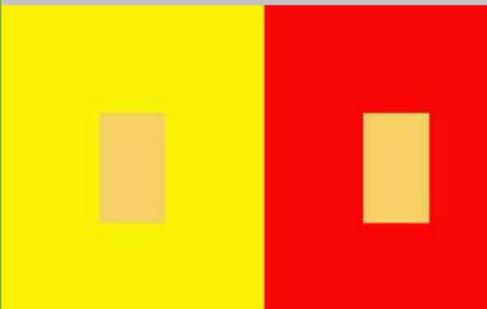
**61.** Our brain is overwhelmingly devoted to visual functioning and, of course, our eyes are extensions of the brain. That's probably why **65% of the population are visual learners.**

**62.** Blue in a logo conveys the notion that your brand is dependable, stable and trustworthy.

**63.** Blue is the most popular color in logos—about **33% of brands have blue in their logo.**



**64.** Purple in a logo suggests creativity and wisdom and is common in finance, healthcare and technology palettes.



**65.** The context color appears in changes how it looks. For example, if you put a yellow square inside a larger yellow square, it will look more orange than yellow due to contrast.



**66.** ...is the longest word that is typed with only the left hand.

**67.** There is a reference to Superman in every episode of Seinfeld.

**68.** The sentence **"the quick brown fox jumps over the lazy dog"** uses every letter in the English alphabet.

**69.** Your brain uses between 20 - 25% of the oxygen you breathe.

**70.** The first example of SPAM occurred in 1864 when the telegraph was used to send unsolicited mass messages from a dentistry shop to British politicians.

**71.** SPAM gets its name from a 70s Monty Python skit that features diners getting SPAM in every dish, whether they want it or not.



**72.** In 1998, the New Oxford Dictionary added a second meaning under SPAM: Irrelevant or inappropriate messages sent on the Internet.

**73.** Traditional advertising has declined in the past year (print ads down 18% and TV ads down 10%), but digital advertising is growing (mobile is up 18% and online 9%).



**74.** Website and email are still the most popular channels among the majority of marketers, followed by webinars, social media, and organic search.

**75.** The brain's right hemisphere controls the muscles on the left side of the body, while the left hemisphere controls the muscles on the right side.

**76.** The past tense for the English word 'dare' is "durst."

**77.** Every single possible 3 character .com domain has been registered.

**78.** The word “racecar” can be spelled the same way backwards.

**79.** So can “mom.”

**80.** The average person laughs **10 times a day.**



**81.** On average, we conduct 12 billion searches per month on the web in the United States.

**82.** If a post is greater than 1,500 words, on average it receives **68.1% more tweets** and **22.6% more Facebook likes** than a post that is under 1,500 words.

**83.** **60%** of all organic clicks go to the organic top 3 search results.

**84.** **You Tube**

YouTube has become the 2nd Largest Search Engine



- bigger than Bing, Yahoo, Ask & AOL combined.

**85.** **50%** of all mobile searches are conducted in hopes of finding local results, and 61% of those searches result in a purchase.





86.

Comparing interactive to passive content, **interactive content is somewhat to very effective at educating the buyer** (93% vs. 70%), differentiating from competitors (88% vs. 55%) and being shared (38% vs. 17%).

87.

Of the consumers in a recent study who said they have a brand relationship, **64% cited shared values as the primary reason**. That's far and away the largest driver.

88.

Meanwhile, only 13% cited frequent interactions with the brand as a reason for having a relationship.

89. **189 million**

of Facebook's users are "mobile only."

90.

✉ Personalized subject lines ☰

are 22.2% more likely to be opened.

2:48 PM

91.

People would rather give up give up alcohol, chocolate or sex before spending one week without their smartphone.



92. **40% of shoppers**

consult 3 or more channels (often while shopping) before making a purchase decision.

93. Pinterest has **100 million users.**



94. Instagram users share an average of 80 million photos daily.



95. Every second, Twitter users send **6,000 tweets.** Or you can think of it this way: users send 350,000 tweets per minute.



96. **32 billion** search queries are submitted on Twitter each month.

97. Facebook has 1.49 billion users as of June 2015.

98. **20 minutes** is the average time users spend per visit on Facebook.



99. Pet owners are happier and healthier.

100. Team PWR had loads of fun coming up with 100 weird things we know. Believe it or not, we have even more odd facts stuffed around here!

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