

# bBIG Communications Quarterly Analytics Report

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## INNOVATION

### 2020 Media Trends –The Flow of Ad Dollars Tells the Story

According to eMarketer.com, digital U.S. ad spending in 2020 is estimated to grow from approximately \$129 billion to over \$150 billion (nearly 60% of total ad spending). The percentage of total media ad spending is on-the-rise with digital increasing year-over-year compared to traditional spends, which is decreasing correspondingly.

bBIG Communications can help you navigate digital trends, such as the skyrocketing utilization of programmatic advertising – an automated approach to online advertising projected to comprise a jaw-dropping 86% of digital display ads in 2020. A bBIG client recently launched a programmatic campaign and saw a 16% display ad click-through rate, 6% higher than the industry average.

## MEMBERSHIP

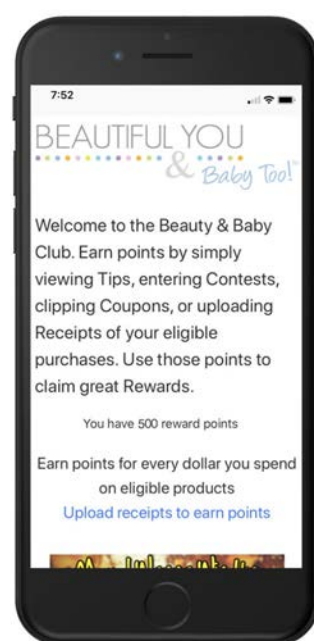
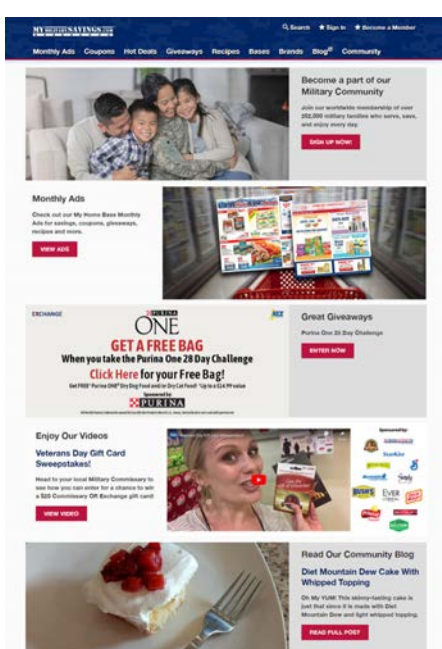
Q3 optimizations drove impressive growth rates across bBIG communities.

MyMilitarySavings.com membership grew 15% in Q3, averaging over 3,000 new members each month (up from approximately 2,600/month in previous quarters this year).



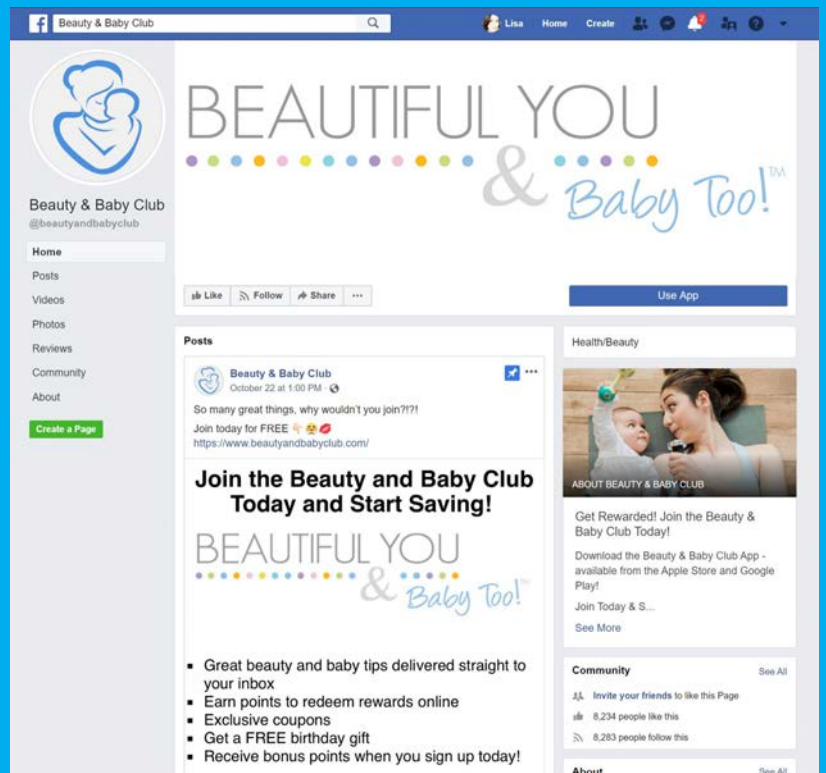
## DIGITAL

MyMilitarySavings.com pageviews rose 31% over Q2, while views of the Beauty & Baby Club app landing page climbed 39%, boosting our bBIG targeted communities to 1.7 million pageviews in 2019.



# SOCIAL

Beauty & Baby Club social media platform impressions were up 37% in Q3 with approximately 1.6 million impressions across its social channels.



# PROMOTION

bBIG Communications was one of many proud sponsors of the 3rd Annual Military Influencer Conference at the Washington D.C. Hilton in September, hosted by founder and CEO Curtez Riggs, a former U.S. Army Soldier. Among the bBIG Communications team were COO Mark Igo, EVP, Sales and Marketing Christine Huie-Roy, Social Media Manager Michelle Dudas, and Social Media Specialist and Vlogger superstar Kate Stewart. The team also hosted its 1st Annual Mentorship Awards program, where business owners were able to pitch their service and/or product to the bBIG team.



Alex Harding, founder and CEO of SmileMail (voice activated greeting cards to help keep military families in touch with loved ones), was the lucky recipient, and will work closely with bBIG Communications over the next year and learn how to navigate the marketing world to achieve his sales goals.

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