

Discounts named the top purchase driver in social media ads

Article

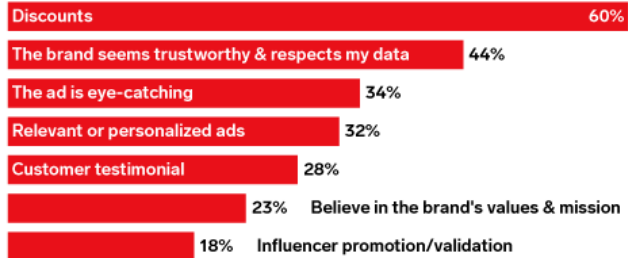
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Three in five US internet users said that discounts are what influence them to buy a product through social media ads, far more than the **44%** who cited the brand's trustworthiness and

customer data practices. Meanwhile, **34%** said they are swayed by how eye-catching the ads are, making visuals the third-most significant driver of purchases via social media advertising.

Factors that Influence US Internet Users to Purchase a Product Through Social Media Ads, July 2021

% of respondents



Source: Smartly.io, "The Social Advertiser's Guide 2021: How Consumers Will Shop This Holiday Season" conducted by Dynata, Sep 28, 2021

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