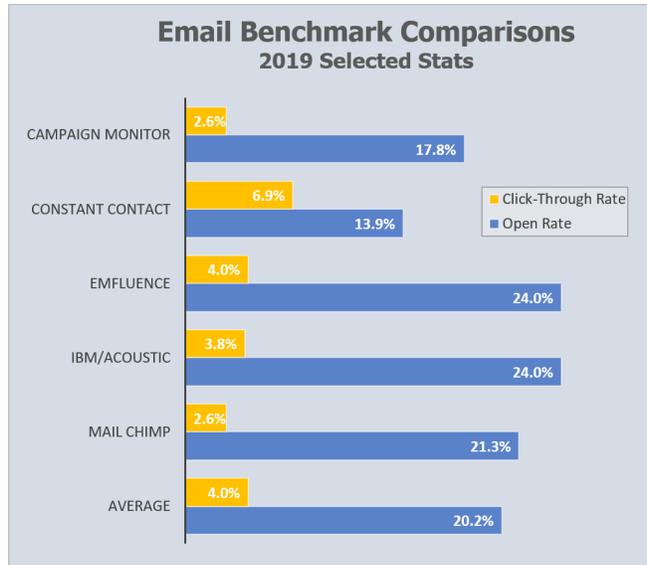




Market Intelligence / Research / Media Planning & Buying / Digital Marketing

~ March, 2020 ~

Digital, demographic and media stats and insights that may come in handy for your business or at least you can use them to stump someone with a trivia challenge!



### Comparing Email Benchmarks

Throughout the year, the various Email Service Providers (ESPs) gather and examine the data from the millions of emails each send out from their customers.

The Open, Click-Through, Bounce and Unsubscribe rates are computed, as are benchmarks by industry, day of week, time of day and more. Here is what six of the leading ESPs reported in 2019 for two key metrics – % Open Rate and % Click-Through Rate.

Read our latest blog post for further information about current email benchmarks. And if you need any other marketing-related benchmarks (Google AdWords, Facebook, etc.), let us know, we have them! [>>READ MORE](#)

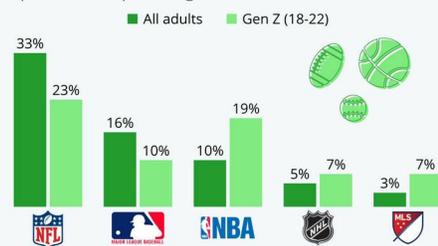
### NFL has been Losing Younger Fans; Players Like Patrick Mahomes Could Get Them Back

In the midst of all of the wonderful news around the Chiefs winning the Super Bowl, we ran across this interesting Statista report. While Americans love the NFL, change is looming down the road. And while baseball is often referred to as "America's favorite pastime," the NFL has long surpassed the MLB as the nation's favorite professional sports league.

However, with younger audiences preferring the action-packed NBA, the NFL should be taking a look down the road because its popularity is fading with younger audiences [>>READ MORE](#)

### Americans Love the NFL, But Change Is Looming

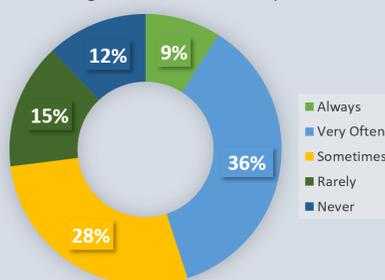
% of U.S. adults saying ... is their favorite professional sports league to follow



Based on a survey of 6,599 U.S. adults conducted in July 2019  
Source: Morning Consult

### SIMULTANEOUS USAGE – TV & DIGITAL

How often do you watch TV and use a Digital Device simultaneously?



Source: Nielsen Total Audience Report

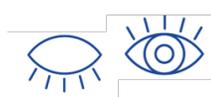
### Impact of TV Viewing with Simultaneous Usage of Digital Devices

We all do it. We're watching something on TV with our smartphone or tablet in hand. Call it dual-tasking or simultaneous usage: 45% of consumers watch TV while using digital devices "very often" or "always." Only 12% "never" use both at the same time.

It's not just about dual-tasking, consumers are using digital platforms in tandem with TV to augment their overall experience. What does this all mean to viewership levels and advertising? [>>READ MORE](#)

## What's New at SJ Insights?

- We were selected to handle and coordinate marketing and promotion activities for the new Kansas City Nutrition & Wellness Festival scheduled this coming June 28. Assignment includes advertising planning and placement, all digital marketing (email, social media, etc.) and overall strategic consultation.
- SJ Insights CEO Sheree Johnson was invited to join the University of Kansas Advisory Board - Integrated Marketing Communications Graduate Program. The program leads to a Master of Science degree in Journalism. As the only program of its kind in the Kansas City area, the course of study emphasizes the integration of marketing communications, including research, marketing ethics, writing, creativity, innovation, branding, sales and leadership.



Fear of Missing Out



**56% of U.S. Adults are afraid of missing something such as an event, news, important status updates if they don't keep a constant eye on their social networks.**

### SJ Social for Small Business

If you are a business owner, would you rather be focusing on your business versus trying to stay on top of social media? Does your website need retooling and refreshing? SJ Social (a service offering from SJ Insights) empowers your small business through reliable digital and social media marketing services. We focus on promoting you online while you concentrate on running a successful business. [Read more](#) about SJ Social, services for small business tailored to your needs!

### About Us

Looking for someone who can help elevate your business? We are a marketing services firm committed to providing best-in-class market intelligence and analysis, custom market research, media planning and buying services, including digital and social media marketing. Check out our [website](#) for information on SJ Insights and the [clients](#) we serve.

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