

Data Storytelling Benchmark Report 2021



Data Storytelling

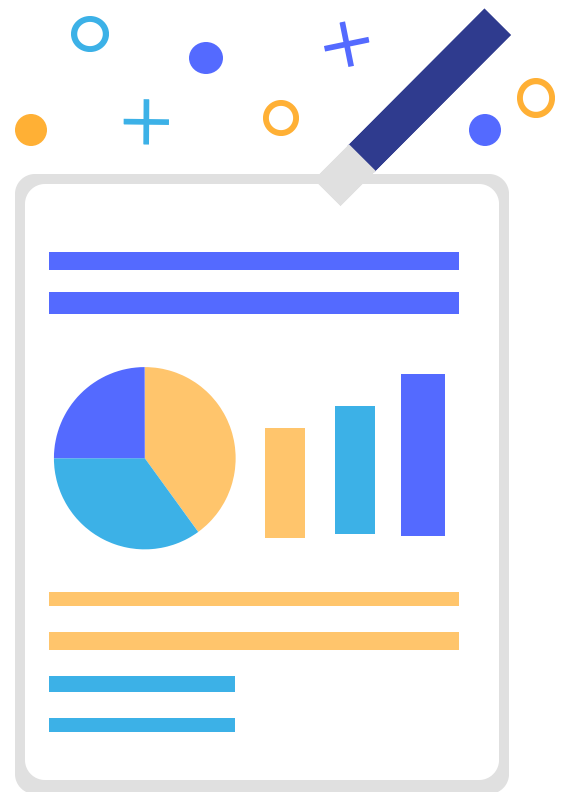
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Introduction

In a year that has seen the entire population look at charts and graphs on a near daily basis, many people are starting to grapple with the communication limitations of data. Graphs can be misleading, confusing, and uninspiring.

This is a familiar problem to any marketer. Data storytelling has been a key narrative device in marketing and sales since at least 2004¹, with search volume of the term steadily growing since 2014 according to Google.

But what is data storytelling? Most commonly it is defined as a data analysis skill in which you are **“extracting value, visualizing, and communicating”**² the data in a way that is engaging to your audience.



¹ <https://trends.google.com/trends/exploredate=all&q=data%20storytelling>

² <https://www.forbes.com/sites/brentdykes/2016/03/31/data-storytelling-the-essential-data-science-skill-everyone-needs/?sh=5d828eec52ad>

In short, data storytelling is a way to bring data to life.

There is a distinction between data storytelling and data visualizations, however. Whilst data visualizations aid data storytelling, the visualization itself is not data storytelling.

Data storytelling is the intersection of visual design, data, and narrative.



What is data storytelling?



Visual Design

- Design principles
- Design elements
- Imagery



Context for communication

- Understanding audience
- Clear purpose/goal
- Feedback loops



Data

- Quality data source
- Statistical analysis
- Accurate representation



Narrative

- Language & messaging
- Beginning, middle & end
- Call to action



according to Lydia Hooper

So what exactly is data storytelling?

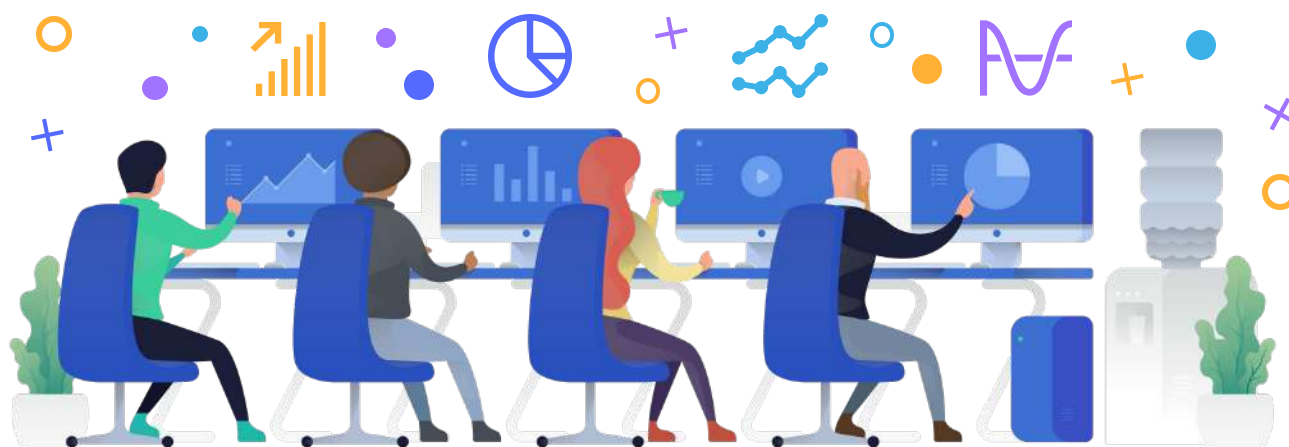


Data storytelling couples data visualization with compelling narratives that help audiences better comprehend and take action based on data analysis. While effective data visualization helps people grasp and remember key takeaways, data storytelling is essential for helping them understand why those takeaways matter.

Lydia Hooper, Data Visualization Expert and Information Design Writer

As Lydia Hooper points out, data storytelling is a comprehensive way of sharing information. It involves data visualization, which plays an important role. As the two are related, we asked marketers about their experiences with both for the report.





Outside of the few insights we get from Google Trends and LinkedIn analysis³, there is not a lot of research about how marketers are using data storytelling in any meaningful way. When Venngage asked marketers in our network what they would like to see us research in the form of a benchmark report, almost half of marketers voted for “data storytelling.”⁴

Part of the desire to conduct research on this topic is how quickly it feels like data storytelling has become a buzzword. As marketers rely increasingly on analytics to make smarter decisions, it makes sense that the content of that marketing would be driven by data too. In order to get a thorough understanding of how marketers currently use data storytelling, we asked 338 marketers how data impacts their organization’s marketing goals, how they use data, and their personal opinions on data storytelling. We asked each marketer to rate their skill level and provide details on their organization, including company size and industry.

Through this information we could clearly see trends about how different marketers interact with data depending on their industry and marketing goals, which we will explore throughout the course of this report. We have also provided a full summary of the data collected at the end of this report for both transparency and information.

To complement this qualitative research, we also dug into the Venngage’s user data. Looking at the creation and design habits of our almost 40,000 active users who identify as a marketer, we were able to understand the types of data visualizations marketers were creating on a regular basis, and what their purpose was.

The information we gathered through researching this benchmark is fascinating, and we know that data storytelling will continue to be an important marketing tool for years to come.

³ <https://blog.linkedin.com/2016/01/12/the-25-skills-that-can-get-you-hired-in-2016>

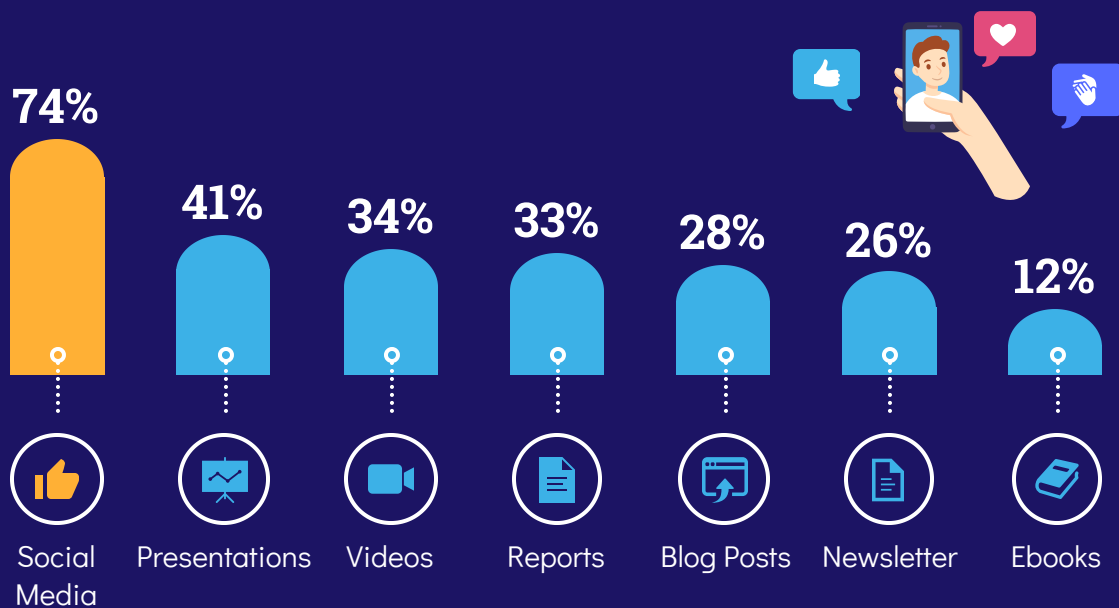
⁴ <https://twitter.com/RyanMcCready1/status/1324758240127815693>



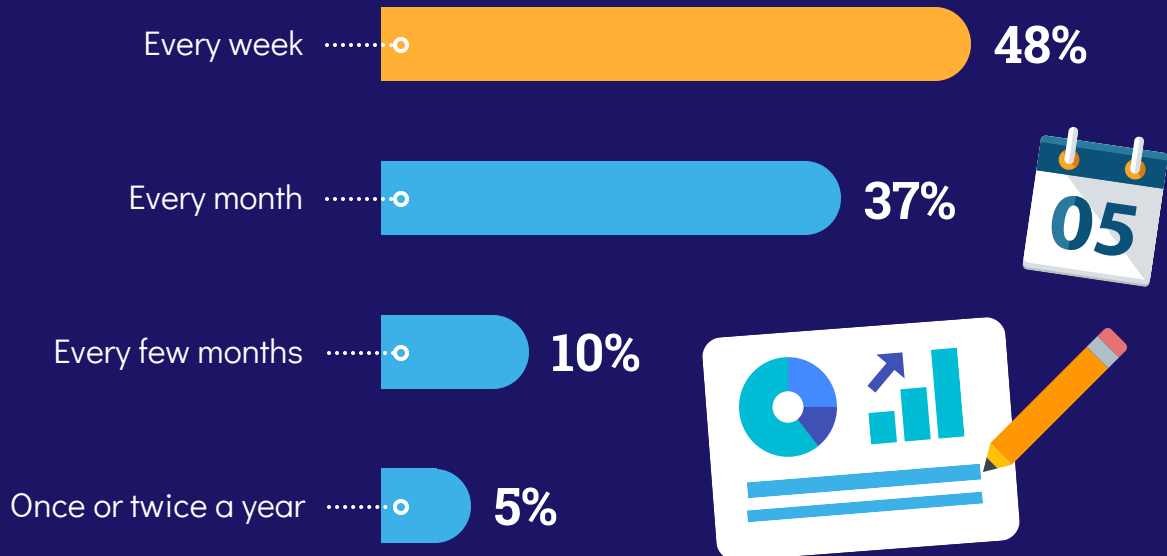
Data visualizations are used to enhance communication clarity



Marketers mostly create data visualizations for content distribution channels



Marketers create data visualizations regularly



Data visualizations used by marketers tend to be simple enough to create on Microsoft Office



75% of marketers commonly use Microsoft Office used for data visualizations



Data is used to tell stories about users or customers



58%

of marketers
communicate
internally gathered
product / customer data



46%

of marketers
communicate external
data provided
by customers



44%

of marketers
communicate
external data
provided by surveys

Marketers feel confident in their data visualization skills



9%

of marketers felt
like they were
Complete Beginners



60%

of marketers rated
themselves
Good or Very Good



17%

of marketers believed
they were an Absolute
Pro at data visualization



Real Estate professionals use data visualizations to build trust with their clients



75% of Real Estate marketers main goal is to convert leads into customers

Healthcare marketers use visualizations to communicate data clearly

58%



Healthcare

28%



Food & Hospitality

25%



Education

21%



Finance

17%



Arts & Entertainment

14%



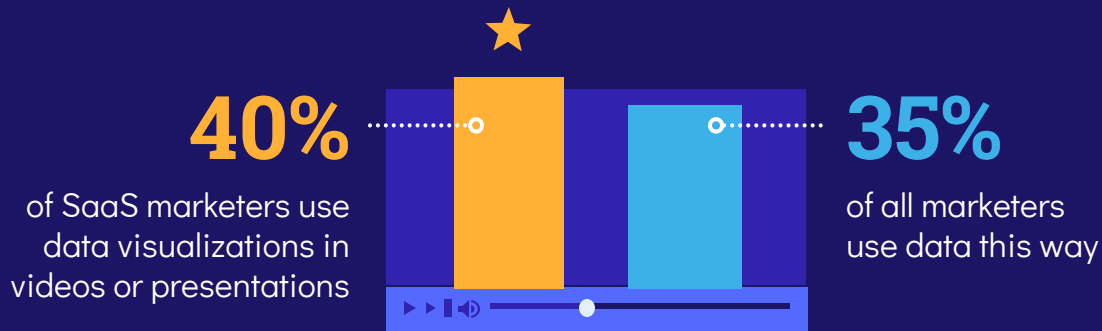
Agriculture



58% of Healthcare professionals use data visualizations in their reports, which is more than any other industry



Tech marketers use data storytelling to bring audio information to life



Construction industry marketers rely on data visualizations the most in their work



23%

of construction marketers has \$10,000 year to spend on data visualization (compared to an average of 15% across all industries)



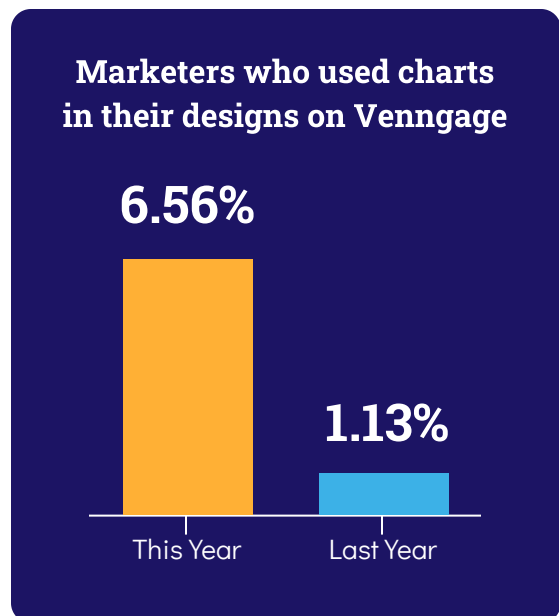
Chapter 1: How Marketers Use Data Visualization



According to SEO tool Ahrefs, “data storytelling” as a keyword has a 2,100 global search volume and a \$6 cost per click (CPC). In terms of keywords, this is a relatively low search volume but a fairly high CPC. The CPC tells us exactly how much companies are willing to pay for people searching that term to visit their website. Usually in Software as a Service (SaaS) companies this indicates a high chance of user acquisition on that specific keyword. This high CPC price coupled with the low search volume tells us that data storytelling as a term is still a relatively niche area, but the people who want to learn about it are very interested and valuable leads.

When we look at Google Trends we can see there has been a steady increase in the search volume of data storytelling since 2014. This increase is reflected in the job market as well, with Data Science roles featuring prominently within LinkedIn’s Emerging Jobs report for 2020.⁵

Additionally, when looking at Venngage internal product data there is a significant increase in marketers who use charts (which encompasses all charts and data visualizations that can be created on Venngage) in their designs over the last 12 months, compared to the previous year (**6.56% compared to 1.13%**).

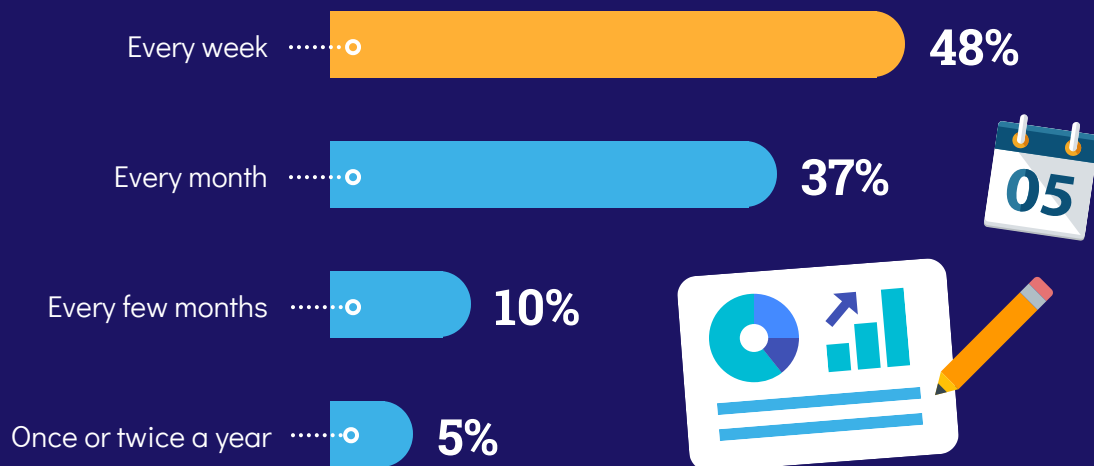


⁵ https://business.linkedin.com/content/dam/me/business/en-us/talent-solutions/emerging-jobs-report/Emerging_Jobs_Report_U.S._FINAL.pdf



We can see the popularity of data storytelling reflected in the results gathered from our survey with almost half (47.67%) of marketers creating data visualizations every week, with only 4% of marketers using data visualizations only once or twice a year. The frequency of the usage alongside the dramatic increase in marketers using charts on Venngage shows us that marketers are finding value in communicating their data in new and interesting ways.

How often marketers create data visualizations



In our survey we also asked marketers to rate their data visualization skill levels and found that only 9% of marketers believed they were a complete beginner at “data visualizations,” whereas 17% thought they were “absolute pros.” The majority of marketers (60%) rated themselves as either “good” or “very good” at creating data visualizations.

Interestingly, the industry that created data visualizations most frequently was Real Estate, with 62.50% of respondents making data visualizations every single week. It was also the industry that was least confident in their skill level, with 25% of respondents rating themselves as “complete beginners.”



[Click to view full template](#)



The industries most confident with their data visualization skill levels are IT/Engineering and SaaS, rating themselves “absolute pros” 39.29% and 30% of the time respectively. About 10% of marketers who identified themselves as within the IT/Engineering and SaaS industries went to school for a data-analytics related subject, and thus have extensive knowledge of data visualizations.

Data visualization skill levels by industry

	Complete Beginner	Average	Good	Very Good	Absolute Pro
Administration	5.13%	15.38%	33.33%	33.33%	12.82%
Agriculture	0.00%	7.14%	28.57%	42.86%	21.43%
Arts & Entertainment	16.67%	16.67%	33.33%	16.67%	16.67%
Construction	15.38%	0.00%	30.77%	30.77%	23.08%
Education	6.25%	25.00%	12.50%	50.00%	6.25%
Finance & Insurance	8.33%	4.17%	45.83%	33.33%	8.33%
Food & Hospitality	12.82%	17.95%	33.33%	20.51%	15.38%
Healthcare	15.79%	5.26%	21.05%	31.58%	26.32%
IT/ Engineering	7.14%	0.00%	10.71%	42.86%	39.29%
Manufacturing	8.70%	17.39%	30.43%	26.09%	17.39%
Real Estate	25.00%	12.50%	37.50%	0.00%	25.00%
Retail	5.45%	23.64%	34.55%	29.09%	7.27%
SaaS	10.00%	10.00%	30.00%	20.00%	30.00%
All Industries	9.00%	13.67%	30.00%	30.33%	17.00%



Whilst the skill level and experience level of data visualizations and data storytelling depended on both industry and individual, trends for overall marketers were more prominent when it came to the tools used to create data visualizations. For this question we allowed multiple choices to be selected in the survey, to get a more accurate picture of the tools marketers were using.

Overwhelming, Microsoft Office was the most used tool across all industries except Education, averaging at 74.67% of marketers indicating they used Microsoft Office to create data visualizations.

Within the Education industry this was only 37.5%, tied with Canva and InDesign. The tools used mostly skewed towards the consumer end with Microsoft Office being followed by Adobe Spark at 32.33% and Canva at 27%. Though interestingly 29.67% of marketers indicated they used InDesign, with a further 18.33% using Tableau. The use of these less consumer tools was split across industries with the exceptions of Food and Hospitality and Construction.



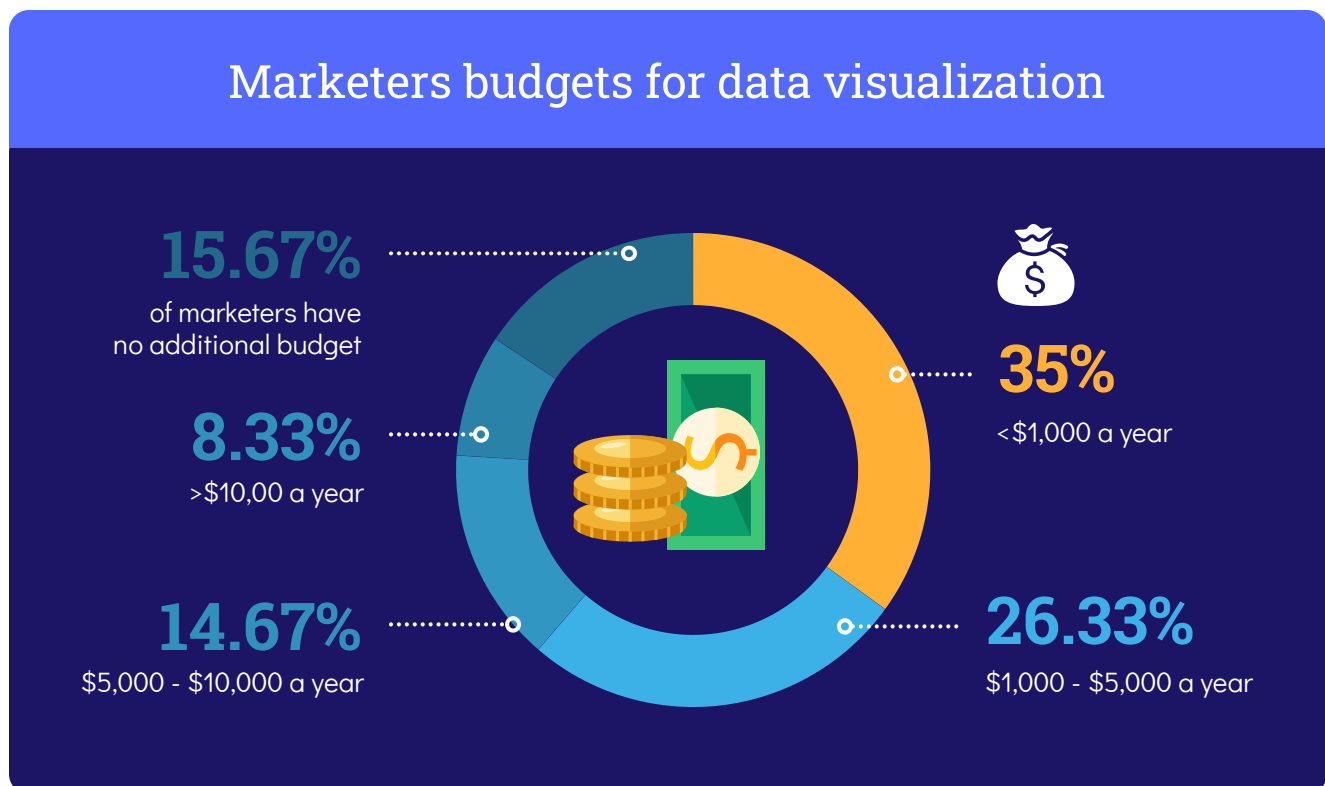
Tools used for data visualizations by industry

	Microsoft Office	Canva	InDesign	Adobe Spark	Tableau
Administration	74.36%	33.33%	23.08%	38.46%	20.51%
Agriculture	71.43%	0.00%	21.43%	28.57%	21.43%
Arts & Entertainment	50.00%	41.67%	41.67%	25.00%	25.00%
Construction	46.15%	7.69%	15.38%	30.77%	0.00%
Education	37.50%	37.50%	37.50%	25.00%	18.75%
Finance & Insurance	83.33%	33.33%	37.50%	41.67%	29.17%
Food & Hospitality	84.62%	17.95%	33.33%	28.21%	5.13%
Healthcare	89.47%	36.84%	26.32%	42.11%	15.79%
IT/ Engineering	71.43%	28.57%	32.14%	21.43%	25.00%
Manufacturing	82.61%	17.39%	21.74%	34.78%	26.09%
Real Estate	87.50%	12.50%	50.00%	50.00%	37.50%
Retail	78.18%	32.73%	29.09%	30.91%	14.55%
SaaS	80.00%	30.00%	30.00%	30.00%	20.00%
All Industries	74.67%	27.00%	29.67%	32.33%	18.33%



In general, marketers use more than one tool for creating data visualizations and outside of Microsoft there doesn't seem to be an industry standard design tool for this purpose. This could be due to the budget constraints that most industries face around data visualization.

The majority of marketers (35%) have a budget of less than \$1000 a year for data visualization and 15.67% of marketers don't have any additional budget at all. A subscription to inDesign as a singular app can run to to \$251.88 a year per person⁶ and a Tableau subscription can cost \$840⁷ a year for a single subscription.



Real Estate used more specialized tools the most, with 50% of people using inDesign, and 37.50% using Tableau. Unexpectedly, half of Real Estate professionals have a budget of over \$1000 a year for data visualizations, with 12.5% having a budget over \$10,000.

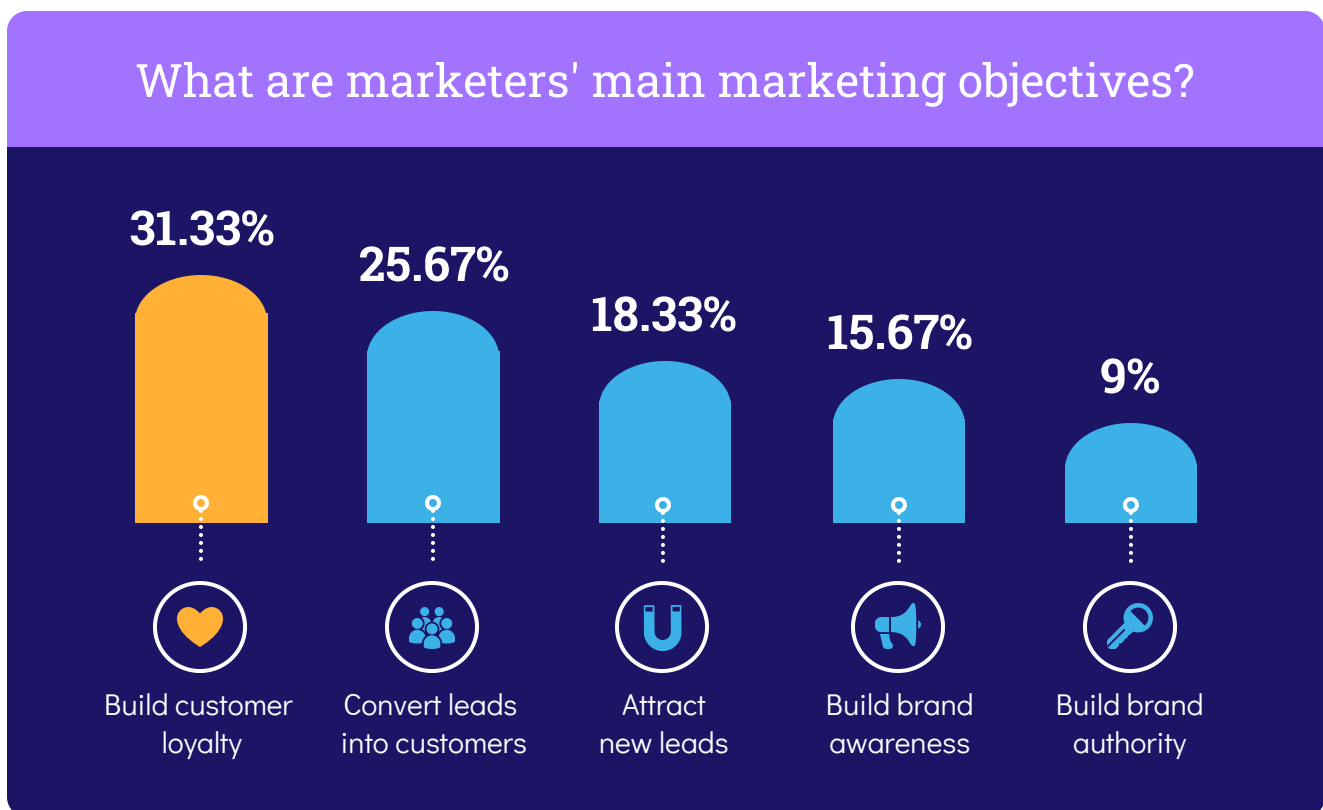
⁶ <https://www.adobe.com/products/indesign/pricing-info.html>

⁷ <https://www.tableau.com/pricing/teams-orgs>



Chapter 2: How Marketers Use Data For Communication

Data is a particularly useful tool for marketers as it helps them show, not just tell. Data can prove a product's effectiveness, a company's market domination, or the benefits a product will bring the consumer. Data also helps marketers communicate their results internally and can be used to share metrics like engagement, conversion, or retention to stakeholders and decision makers. In our survey of marketers we asked respondents what their main marketing goals were alongside the data-related questions. The main marketing goal identified was “Build customer loyalty” with 31.33% of the respondents identifying this option as their top priority. The full results are below:



When we break down the results of this question by industry we can see the stark difference in marketing priorities that is reflected in the way each industry utilizes data storytelling. The Healthcare industry was primarily focused on using marketing to build customer loyalty and primarily used data visualizations for reports (57.89%). Contrast to the Finance industry whose main goal was to build brand awareness (29.17%), where the main focus was creating data visualizations for social media (83.33%).

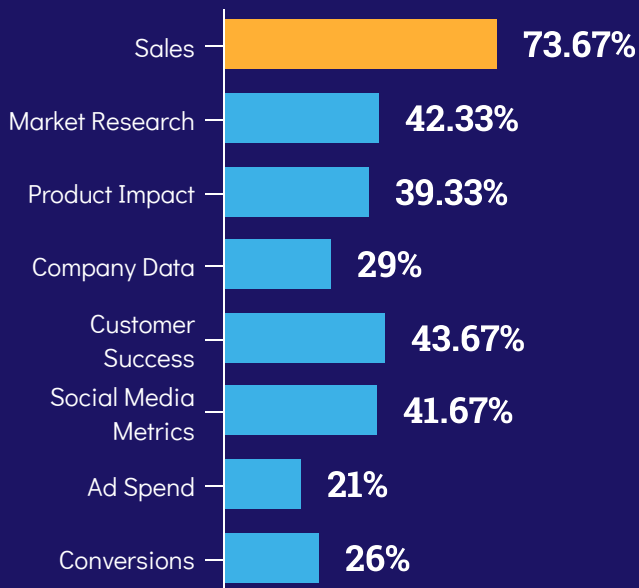


It makes sense that companies who were trying to build a relationship with the general public to attract leads and raise brand awareness would primarily focus on creating data visualizations to share on public platforms such as social media. The only industry that did not overwhelmingly prioritize social media content was Construction (46.15%), who stated their main marketing goal was building customer loyalty.

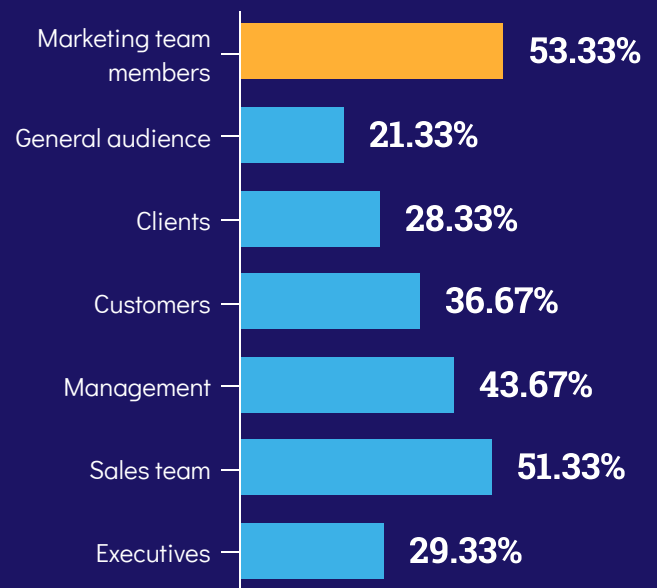
When we look at data gathered from Venngage users, we can see that marketers use charts 6.56% of the time when creating designs on Venngage. Of that 6.56%, 6.09% of marketers are using charts on social media templates within Venngage. We know that data visualizations help with mass media communication and are used frequently, but how does data storytelling benefit communication for marketers specifically?

In our research we asked marketers what types of data they were communicating the most, the top response was sales at 73% followed by market research (42.33%). Both sales and market research are commonly internal data that are unlikely to be shared outside of the company, unless in very general terms. This aligns with who marketers indicated they created data visualizations for, with 55.33% creating visualizations for other Marketing team members, and 51.33% resting data visualizations for Sales teams.

Marketers who used charts in their designs on Venngage



Who marketers create data visualizations for



Our survey of marketers also asked about particular pain points or challenges marketers faced in their role. 49% of respondents said their main pain point was to differentiate their organization from the competition and 38% said communicating the impact of their organization. When we take this into consideration alongside the type of data communicated and the audiences visualizations were created for, we can see that data storytelling is most commonly used within the company to communicate market research and company impact.

Alongside the questions we have already covered about marketing goals, we asked respondents to rate brand attributes by importance to their company, and Authority was the most important attribute overall. Within Venngage chart usage only 8.51% of charts created by marketers were branded in company colors, which provides a huge opportunity for marketers to build brand awareness into their data visualizations which will in turn help boost brand authority.

When we look at creating data visualizations for data storytelling for a general audience, only 21.33% of marketers indicated this was a priority for them. Interestingly around the same number (18.33%) of marketers said their main marketing goal was **“Attracting new leads.”**



Chapter 3: The Advantages & Limitations of Data Storytelling



Data has its limitations in terms of communication, and a lot of the success of data storytelling relies on the narrative skills of the individual marketer - which is significantly harder to quantify. We can make informed conclusions based on the data available to us about the benefits and use cases of data in marketing. But to get a fuller understanding of data storytelling in 2020 we have to look at a case study and real quotes from marketers, which we will do in the next section.

From the data we've gathered via our survey and our internal product data we know that data is beneficial for internal use cases, and data storytelling helps communicate impact and research to both peers and stakeholders within an organization.

We also know that data storytelling is effective for external use cases such as attracting new leads via social media, especially in data heavy industries such as Finance and Agriculture. For both industries, 50% of respondents indicated they used data storytelling to communicate product impact. In Finance in particular, over half (54.17%) used data storytelling to communicate customer success, which is a common marketing tactic for service based industries.



The industries most confident with their data visualization skill levels are IT/Engineering and SaaS, rating themselves “absolute pros” 39.29% and 30% of the time respectively. About 10% of marketers who identified themselves as within the IT/Engineering and SaaS industries went to school for a data-analytics related subject, and thus have extensive knowledge of data visualizations.

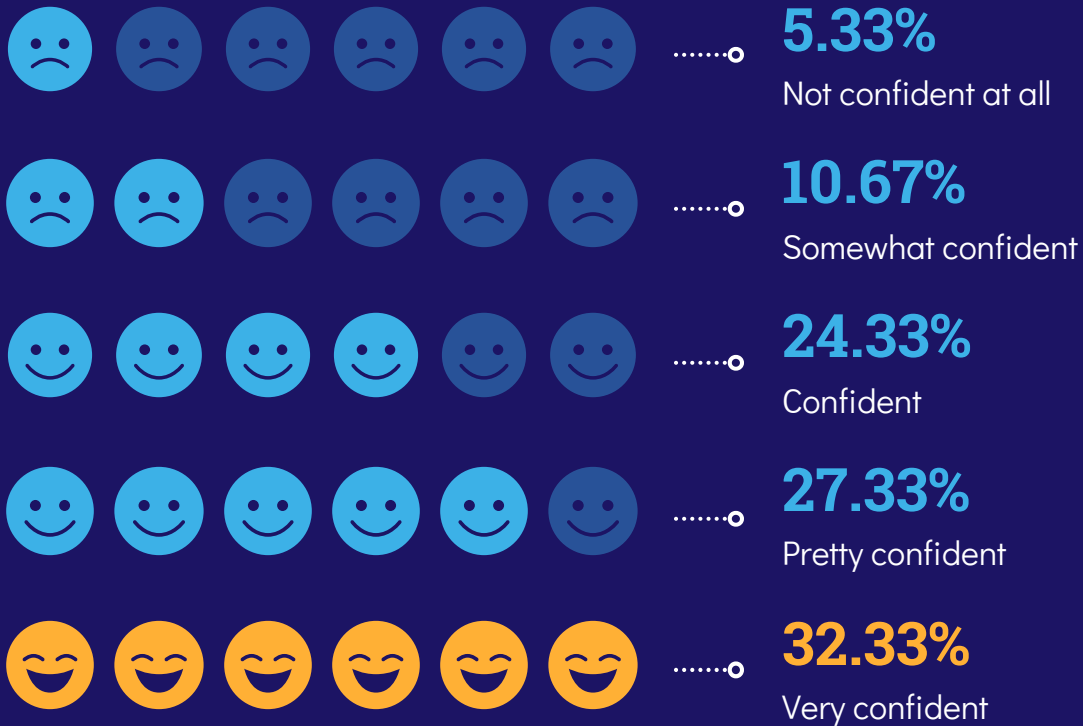
The types of data marketers communicate by industry

	Market Research	Product Impact	Customer Success	Social Media Metrics	Revenue	Sales
Administration	48.72%	41.03%	51.28%	35.90%	41.03%	69.23%
Agriculture	64.29%	50.00%	35.71%	28.57%	50.00%	64.29%
Arts & Entertainment	50.00%	16.67%	25.00%	50.00%	16.67%	50.00%
Construction	30.77%	23.08%	23.08%	38.46%	23.08%	61.54%
Education	43.75%	37.50%	31.25%	56.25%	31.25%	62.50%
Finance & Insurance	45.83%	50.00%	54.17%	62.50%	29.17%	66.67%
Food & Hospitality	48.72%	43.59%	43.59%	28.21%	38.46%	89.74%
Healthcare	23.08%	17.95%	23.08%	20.51%	20.51%	35.90%
IT/ Engineering	32.14%	35.71%	53.57%	50.00%	32.14%	67.86%
Manufacturing	34.78%	39.13%	43.48%	30.43%	21.74%	82.61%
Real Estate	37.50%	37.50%	37.50%	25.00%	62.50%	87.50%
Retail	36.36%	40.00%	40.00%	47.27%	38.18%	85.45%
SaaS	30.00%	40.00%	60.00%	40.00%	30.00%	40.00%
All Industries	42.33%	39.33%	43.67%	41.67%	35.33%	73.67%

One stark limitation of data storytelling that is obvious from our survey is the learning curve of effective communication. Our research found that only 32.33% of marketers felt **very** confident using data in their marketing, despite that fact that over half (51.33%) of marketers have experience of using data outside of their marketing careers.



Marketers' confidence levels in their data visualization skills



Marketers' experience levels with data visualization



We know from Venngage data that the amount of marketers adopting charts as part of their content is quickly increasing (6.56% of marketers had used a chart in the last twelve months compared to 1.13% the previous year), we can also feel certain this trend will continue. 1/5th of marketers indicated that they have been using data in their marketing for over five years, and equally 1/5th marketers responded that they have just started using data within their marketing within the last six months.

Data storytelling is going to be a crucial skill for marketers for the foreseeable future, and learning materials for this skill are incredibly in demand.



The Udemy course “How to tell a story with data” has enrolled over 17,000 students⁸ and entire companies are now formed around educating professionals with data storytelling skills.⁹

Additionally, we asked marketers where they learnt data storytelling and data visualization skills and 62% of marketers said that online courses were how they learnt. The second highest source of learning was videos at 49.67% of marketers indicating they watched videos as part of their data storytelling learning. According to VidIQ, a YouTube SEO tool, videos with the keyword “data storytelling” average 34,072 views, with the highest viewed video gaining a quarter of a million views total (250,241). Conversely written materials were the least popular way to learn data storytelling techniques.

As we discussed in Chapter one, the search term “data storytelling” only has a 2,100 global search volume according to SEO tool Ahrefs. This aligns with our findings, where only 19.67% of marketers used blogs to learn about data visualization.

Original visual helped marketing professionals reach their marketing goals, with infographics and charts making up almost half of this visual content (49%) in 2019, and the proliferation of data storytelling as a content format in 2020 has felt much more pronounced. With 3/4 of marketers creating visualizations for social media the obvious impact of data storytelling skills is immediate.¹⁰

⁸ <https://www.udemy.com/course/tell-a-story-with-data/>

⁹ <https://www.datastoryacademy.com/>

¹⁰ <https://venngage.com/blog/visual-content-marketing-statistics/>



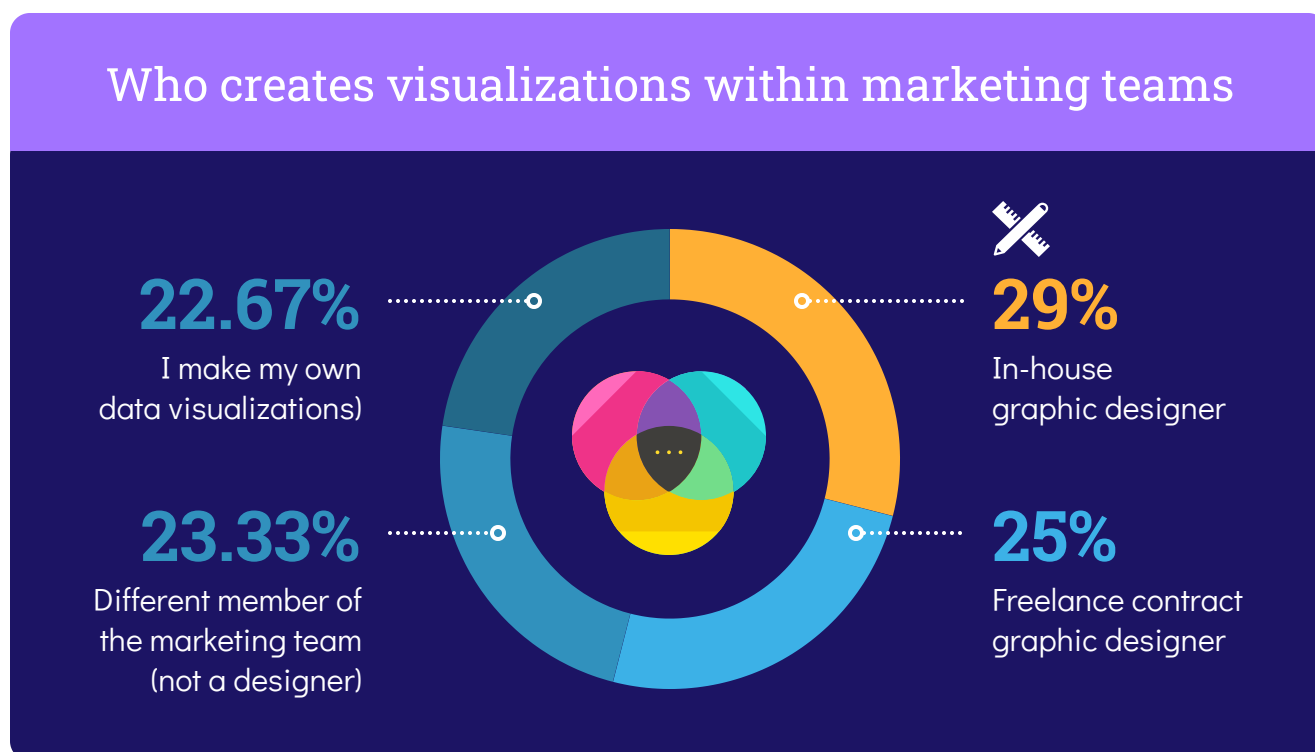
Platforms marketers make data visualizations for by industry

	Videos	eBooks	Presentations	Newsletters	Reports	Blog Posts	Social Media
Administration	33.33%	15.38%	33.33%	30.77%	28.21%	28.21%	82.05%
Agriculture	28.57%	14.29%	42.86%	28.57%	14.29%	28.57%	78.57%
Arts & Entertainment	41.67%	25.00%	16.67%	25.00%	16.67%	50.00%	66.67%
Construction	23.08%	7.69%	15.38%	30.77%	38.46%	23.08%	46.15%
Education	43.75%	37.50%	31.25%	31.25%	56.25%	25.00%	18.75%
Finance & Insurance	45.83%	50.00%	37.50%	54.17%	62.50%	25.00%	25.00%
Food & Hospitality	48.72%	43.59%	25.64%	43.59%	28.21%	23.08%	20.51%
Healthcare	23.08%	17.95%	15.38%	23.08%	20.51%	15.38%	10.26%
IT/ Engineering	32.14%	35.71%	50.00%	53.57%	50.00%	7.14%	28.57%
Manufacturing	34.78%	39.13%	21.74%	43.48%	30.43%	4.35%	17.39%
Real Estate	37.50%	37.50%	0.00%	37.50%	25.00%	50.00%	50.00%
Retail	36.36%	40.00%	23.64%	40.00%	47.27%	18.18%	25.45%
SaaS	30.00%	40.00%	10.00%	60.00%	40.00%	20.00%	30.00%
All Industries	42.33%	39.33%	29.00%	43.67%	41.67%	21.00%	26.00%

In our research we also found a large percentage of marketers creating data content to support audio information in a video or presentation. Across all industries 35% marketers said they did this, but by industry over 50% of marketers in Arts and Entertainment, Finance, Healthcare, and IT said this was a major output for them, with a further 60% of SaaS marketers creating data visualizations for videos specifically.



A further limitation of data storytelling is the resources organizations can dedicate to creating visualizations. Alongside budget constraints we discussed in Chapter One, having enough people to actually create is a problem. In our survey we asked marketers who creates data visualizations on your team, the results are below.

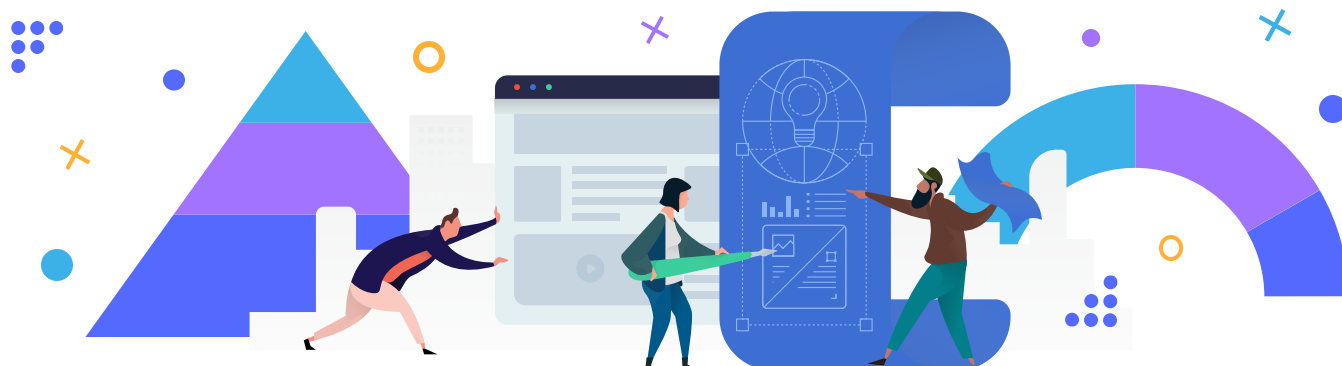


Whilst the results are fairly evenly distributed across all marketers, the breakdown by industry is interesting in its contrasts. 35.9% of Food and Hospitality marketers make their own visualizations. Relatedly, 42.11% of Food and Hospitality marketers have less than \$1000 additional budget for data visualization each year, one of the highest industries in that category. In contrast 75% of Real Estate marketers rely on an in-house or contract graphic designer, and 75% of Real Estate marketers have additional budget for data visualizations, with 25% having over \$5000 a year additional budget.

Data storytelling has many advantages as a marketing tool, including how it can be used to support audio information and help companies build authoritative personas, whilst attracting new leads and effectively communicating market research and impact. However data also has drawbacks and limitations when it comes to storytelling as a marketing device, including the accessibility of good data budgets and the steep learning curve of communicating data effectively.



Chapter 4: Data Storytelling in Practice



Through speaking to marketers for our research it was clear that data storytelling was a potentially important but incredibly untapped skill for effective communication. In our survey we left a comment box open for marketers to offer opinions and thoughts about data storytelling and data visualizations. These comments tended to follow one of two tones. They would either be a data storytelling convert:

“

I think it's essential to know how to tell a compelling story that taps into the interests of the audience. Data emphasizes the story - but it should not be the backbone of the story. We don't want to see spreadsheets and graphs and other BS - we are humans. The story should be a human one, that is infused with data to make it more powerful.”

Keith MacKenzie, Content Strategy Manager, Workable

“

Data helps bring our marketing to life! While customer quotes and product benefits are great, being able to show the actual impact in real numbers and dollars makes our marketing messages a lot more powerful. I'm a big fan of data-driven marketing, and encouraging my team to learn more, take courses, and get comfortable digging into the data (with the tools they need to do so!) is a big part of my objectives as a leader.”

Kasey Bayne, Director of Growth Marketing, VRIFY



Or they would be struggling to utilize data effectively in their marketing narratives:

- **“Data is better for the business market.”**
- **“I need more visual and real time experience in storytelling.”**
- **“Last time we did it didn’t go well.”**



“Anecdotally, it seems data storytelling has become an increasingly popular approach in content marketing—which makes it harder to get eyes on the data-centric content we produce. Upleveling our insights & finding ways to carve a unique niche for my company in that landscape has been one of our biggest challenges as we consider data storytelling for external content.”

Anonymous Marketer, SaaS industry

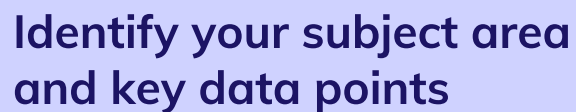
If your competitors suddenly adopt data storytelling as a marketing tool, how do you ensure that you can continue to differentiate your organization and your content from theirs?



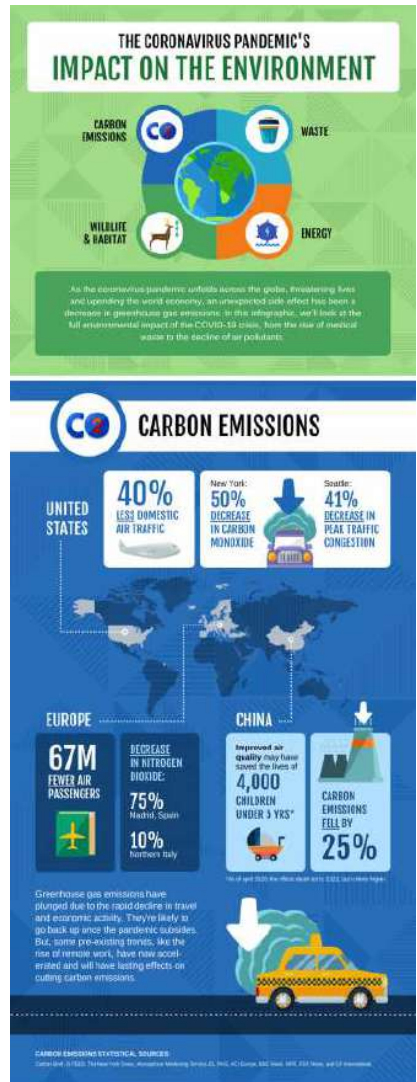
Case Study: Infographic Showing Coronavirus Pandemic's Impact on the Environment

Venngage is an online design tool for simple communications, and we've been making our data visualization infographics go viral for years. Notably our Game of Thrones Infographic¹² that mapped every betrayal in the television series was mentioned by the Wall Street Journal, Fast Company, Pop Sugar, and more.

In the spring of 2020 we published an infographic¹² and accompanying blog post looking at the Coronavirus Pandemic's Impact on the Environment for #EarthDay2020. This infographic was incredibly popular and was shared widely in both environmental and general circles. The entire post makes great use of data storytelling and uses statistics and facts to weave a narrative throughout the post. But how did we do it?



To create our Earth Day post we first identified which subject areas we wanted to work within. Our requirements were there must be sufficient data to use, and it must be interesting. With viral and social content you're relying on human interest and sharing rather than an SEO keyword driven traffic strategy, so it was important to us to pick a topic that we wanted to know more about. If we wanted to know the answers, other people probably did as well.



[Click to view full template](#)

¹² <https://venngage.com/blog/game-of-thrones-infographic/>

¹³ <https://venngage.com/blog/coronavirus-impact-on-environment-infographic/>

Once we chose our subject, we started to think about the specific data points we wanted to uncover. We knew we wanted to talk about the impact on nature, as that was what had drawn us to this subject in the first place. And waste and disposable medical equipment was another area. Through a team brainstorm session we also identified two other areas that we felt might be impacted by the pandemic. This gave us four subjects to look at: **waste, wildlife and habitat, carbon emissions, and energy**. We knew we wanted to find data within these areas, and specifically we knew we wanted to find data that indicated change.



Start Researching your Data

The data research of this infographic was heavy and took significant in house resources. However our marketing strategy is built around creating high quality data storytelling content, so this is built into our scopes of work.

Sources for our research came from everywhere from the *New York Times*, to the European Centre for Medium-Range Weather Forecasts, to *Energy.gov*, *Market Watch*, *National Geographic*, and more. Having a variety of data sources meant that there was depth to our research, and we were able to craft a well rounded narrative based on multiple different types of data. By plotting out key data points and more general subject areas, we began to develop questions that we wanted to answer. If we were looking at the Coronavirus Pandemic's impact on energy, what was the increase in broadband demand?

What places are banning reusable items such as bags and coffee cups for hygiene reasons? It is easier to find answers to questions in data if you already know what you're looking for.

We also spoke to a variety of environmental experts about changes they had seen during this time, both as a way to guide the tone and direction of our post, but also to help inspire confidence and build trust in the information we were sharing. Venngage is a tool for data communications, not environmentalism, so having authoritative voices attached to our research helped us when it came to distribution.

We arranged our data in a variety of Google Sheets, and used a separate Google Doc to pull out any particularly important or interesting data or insights.





Group your data and plot your narrative

Once all of the data is collected you can start grouping it into categories. Since we had preselected data areas, and questions to answer, we could begin to group this data together and note any correlations or interesting data links.

When looking at carbon emissions we noticed that when traffic congestion decreased, the air pollution decreased as well. Knowing the decrease in congestion was due to shelter in place orders, we could correlate the two data points and craft a written narrative that places them together.

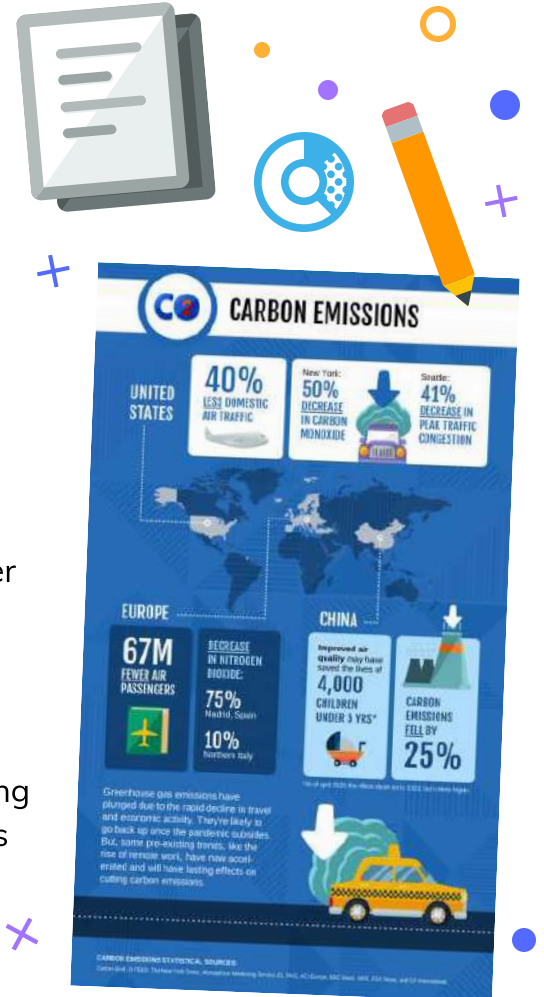
Writing a narrative for data storytelling is a skill that comes best with practice, but the usual rules of good content writing apply. Explain things clearly, write compellingly, and always provide sources.



Design your infographic

Once our post was written, we pulled out the key stats from each section and grouped them together for an infographic. This is slightly different to grouping your data for writing, as design limitations are very different to writing limitations.

Once we had identified the key data we wanted within our infographic we shared a Google Doc outline with our in-house designers. Our outlines contain the key stats alongside any design or visualization suggestions. We also explain the intended audience, and any other design requests. For the Coronavirus Pandemic's Impact on the Environment post we knew we wanted both a longer, complete infographic at the top of the post, but smaller data visualizations for each section as well. We also requested stand alone statistics that we could use for social media graphics.





Bring your design and your writing together

Once we had the finished infographic back from design we added the visuals into a blog post and hit publish.



With our blog content distribution, we follow a variety of strategies which we outline in our [How To Grow Your Blog Traffic](#) guide. Notably with our Earth Day infographic we focused on creating specific social media posts around stand out statistics and accompanying data visualizations. Making use of the “threads” function on Twitter we were able to post multiple tweets, each with a different statistic and visualization, but link them together to help craft a narrative. Social media lends itself particularly well to data storytelling, and the ability to use bite sized chunks of content to create a full story was very beneficial for us. Our #EarthDay2020 tweets received very positive responses.

Alongside our social media output, we also contacted journalists and writers who covered environmental issues to make them aware of our data. Nonprofit organizations in particular found a lot of value in our infographic and shared it with their audiences both on social, and on their blogs.

Taking a multi pronged approach to distribution allows us to showcase our data in multiple ways for multiple audiences, and helps contribute to the success of our data storytelling content.

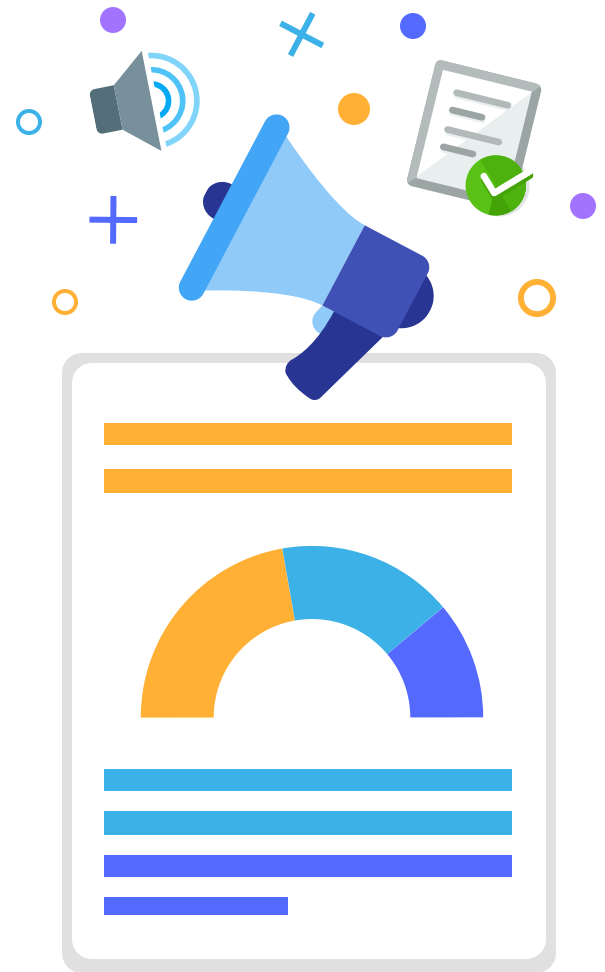


Summary

Data storytelling is an exciting marketing tool for communicating impact, successes, and research effectively. Whilst still a relatively young marketing technique, there is a large appetite both professionally and on a personal level to improve data skills.

Data proves particularly useful as an internal communication tool to align team members, but also is important for external marketing across industries.

The data storytelling skill set of most marketers is fair, but the confidence marketers have in their ability to use and understand data varies based on industry and experience levels.



Data storytelling is used as stand alone content and to support audio content, but is most commonly used currently as a way to support text in a document.

Microsoft Office and other consumer tools are most commonly used to create data visualizations, but there is a sizeable amount of marketers with both access to and knowledge of more specialized tools. From our research, data, and conversations with marketers alongside our experience in creating highly engaging data storytelling content we feel confident that data storytelling is an exploding topic, that demand will continue to grow for.



How big is your organization?

	1-99 employees	100-499 employees	500 employees
Administration	58.97%	17.95%	23.08%
Agriculture	64.29%	28.57%	7.14%
Arts & Entertainment	50.00%	25.00%	25.00%
Construction	76.92%	23.08%	0.00%
Education	62.50%	18.75%	18.75%
Finance & Insurance	29.17%	45.83%	25.00%
Food & Hospitality	58.97%	23.08%	15.38%
Healthcare	47.37%	26.32%	26.32%
IT/ Engineering	32.14%	28.57%	39.29%
Manufacturing	56.52%	26.09%	17.39%
Real Estate	62.50%	0.00%	37.50%
Retail	60.00%	21.82%	18.18%
SaaS	50.00%	10.00%	40.00%
All Industries	54.00%	24.00%	21.67%

What is your main marketing goal?

	Attract New Leads	Build Brand Awareness	Build customer loyalty	Convert Leads into Customers	Build Brand Authority
Administration	25.64%	12.82%	28.21%	20.51%	12.82%
Agriculture	14.29%	28.57%	28.57%	21.43%	7.14%
Arts & Entertainment	0.00%	33.33%	16.67%	33.33%	16.67%
Construction	23.08%	7.69%	53.85%	0.00%	15.38%
Education	43.75%	31.25%	12.50%	6.25%	6.25%
Finance & Insurance	12.50%	29.17%	25.00%	25.00%	8.33%
Food & Hospitality	17.95%	17.95%	38.46%	20.51%	5.13%
Healthcare	10.53%	15.79%	47.37%	21.05%	5.26%
IT/ Engineering	17.86%	10.71%	14.29%	42.86%	14.29%
Manufacturing	17.39%	8.70%	39.13%	26.09%	8.70%
Real Estate	0.00%	0.00%	12.50%	75.00%	12.50%
Retail	18.18%	5.45%	38.18%	32.73%	5.45%
SaaS	20.00%	30.00%	30.00%	10.00%	10.00%
All Industries	18.33%	15.67%	31.33%	25.67%	9.00%



How often do you create data visualizations for your marketing?

	Every week	Every month	Every few months	Once or twice a year	Never, we are too small
Administration	48.72%	41.03%	2.56%	2.56%	5.13%
Agriculture	57.14%	35.71%	7.14%	0.00%	0.00%
Arts & Entertainment	41.67%	41.67%	0.00%	16.67%	0.00%
Construction	53.85%	30.77%	15.38%	0.00%	0.00%
Education	31.25%	56.25%	6.25%	0.00%	6.25%
Finance & Insurance	45.83%	50.00%	4.17%	0.00%	0.00%
Food & Hospitality	56.41%	23.08%	10.26%	7.69%	2.56%
Healthcare	52.63%	31.58%	10.53%	5.26%	0.00%
IT/ Engineering	53.57%	28.57%	17.86%	0.00%	0.00%
Manufacturing	34.78%	39.13%	17.39%	8.70%	0.00%
Real Estate	62.50%	0.00%	0.00%	37.50%	0.00%
Retail	41.82%	45.45%	10.91%	1.82%	0.00%
SaaS	50.00%	20.00%	20.00%	10.00%	0.00%
All Industries	47.67%	36.67%	9.67%	4.67%	1.33%

What platforms do you create data visualizations for?

	Videos	eBooks	Presentations	Newsletters	Reports	Blog Posts	Social Media
Administration	33.33%	15.38%	33.33%	30.77%	28.21%	28.21%	82.05%
Agriculture	28.57%	14.29%	42.86%	28.57%	14.29%	28.57%	78.57%
Arts & Entertainment	41.67%	25.00%	16.67%	25.00%	16.67%	50.00%	66.67%
Construction	23.08%	7.69%	15.38%	30.77%	38.46%	23.08%	46.15%
Education	25.00%	12.50%	37.50%	18.75%	25.00%	25.00%	81.25%
Finance & Insurance	41.67%	4.17%	58.33%	29.17%	20.83%	29.17%	83.33%
Food & Hospitality	30.77%	5.13%	46.15%	12.82%	28.21%	23.08%	76.92%
Healthcare	47.37%	0.00%	47.37%	21.05%	57.89%	26.32%	68.42%
IT/ Engineering	32.14%	28.57%	42.86%	39.29%	50.00%	32.14%	67.86%
Manufacturing	39.13%	8.70%	52.17%	34.78%	30.43%	30.43%	73.91%
Real Estate	25.00%	12.50%	62.50%	12.50%	50.00%	37.50%	75.00%
Retail	27.27%	12.73%	36.36%	23.64%	30.91%	25.45%	72.73%
SaaS	60.00%	20.00%	30.00%	30.00%	50.00%	30.00%	60.00%
All Industries	33.67%	12.33%	40.67%	26.00%	32.67%	28.33%	73.67%



How do you most often use data visuals?

	To support text information in a document	To support audio information in a video or presentation	As a stand alone piece of content
Administration	53.85%	23.08%	23.08%
Agriculture	64.29%	21.43%	14.29%
Arts & Entertainment	25.00%	58.33%	16.67%
Construction	46.15%	38.46%	15.38%
Education	43.75%	43.75%	12.50%
Finance & Insurance	45.83%	54.17%	0.00%
Food & Hospitality	53.85%	28.21%	17.95%
Healthcare	36.84%	57.89%	5.26%
IT/ Engineering	35.71%	50.00%	14.29%
Manufacturing	56.52%	26.09%	17.39%
Real Estate	62.50%	25.00%	12.50%
Retail	56.36%	23.64%	20.00%
SaaS	20.00%	40.00%	40.00%
All Industries	48.67%	35.00%	16.33%

What is your budget for data visualization?

	<\$1000/year	\$1000 - \$5000/year	\$5000 - \$10000/year	>\$10,000/year	No additional budget
Administration	38.46%	25.64%	15.38%	0.00%	20.51%
Agriculture	57.14%	14.29%	7.14%	7.14%	14.29%
Arts & Entertainment	16.67%	33.33%	16.67%	8.33%	25.00%
Construction	38.46%	15.38%	15.38%	23.08%	7.69%
Education	37.50%	25.00%	12.50%	12.50%	12.50%
Finance & Insurance	16.67%	45.83%	8.33%	8.33%	20.83%
Food & Hospitality	46.15%	20.51%	12.82%	5.13%	15.38%
Healthcare	42.11%	26.32%	10.53%	15.79%	5.26%
IT/ Engineering	32.14%	21.43%	17.86%	17.86%	10.71%
Manufacturing	26.09%	30.43%	26.09%	4.35%	13.04%
Real Estate	25.00%	25.00%	12.50%	12.50%	25.00%
Retail	34.55%	27.27%	12.73%	7.27%	18.18%
SaaS	30.00%	30.00%	30.00%	0.00%	10.00%
All Industries	35.00%	26.33%	14.67%	8.33%	15.67%



Who creates data visualizations on your team?

	I make my own data visualizations	In-house Graphic Designer	Freelance / Contract Graphic Designer	Non-designer Marketing Team Member
Administration	30.77%	25.64%	23.08%	20.51%
Agriculture	14.29%	14.29%	35.71%	35.71%
Arts & Entertainment	16.67%	16.67%	50.00%	16.67%
Construction	23.08%	15.38%	38.46%	23.08%
Education	12.50%	43.75%	12.50%	31.25%
Finance & Insurance	12.50%	20.83%	41.67%	25.00%
Food & Hospitality	35.90%	35.90%	10.26%	17.95%
Healthcare	26.32%	31.58%	15.79%	26.32%
IT/ Engineering	17.86%	32.14%	28.57%	21.43%
Manufacturing	4.35%	43.48%	21.74%	30.43%
Real Estate	12.50%	50.00%	25.00%	12.50%
Retail	29.09%	21.82%	25.45%	23.64%
SaaS	20.00%	40.00%	20.00%	20.00%
All Industries	22.67%	29.00%	25.00%	23.33%

Where do you learn about data visualization and data storytelling?

	Blogs	Videos	Webinars	Books	In-Person Courses	Online courses
Administration	23.08%	48.72%	30.77%	15.38%	48.72%	66.67%
Agriculture	21.43%	50.00%	28.57%	28.57%	42.86%	64.29%
Arts & Entertainment	25.00%	33.33%	41.67%	33.33%	8.33%	58.33%
Construction	23.08%	38.46%	30.77%	15.38%	30.77%	61.54%
Education	12.50%	43.75%	37.50%	25.00%	31.25%	75.00%
Finance & Insurance	8.33%	37.50%	29.17%	41.67%	33.33%	62.50%
Food & Hospitality	15.38%	51.28%	30.77%	38.46%	30.77%	51.28%
Healthcare	26.32%	47.37%	57.89%	21.05%	26.32%	68.42%
IT/ Engineering	28.57%	50.00%	39.29%	35.71%	32.14%	67.86%
Manufacturing	8.70%	56.52%	34.78%	13.04%	39.13%	52.17%
Real Estate	25.00%	62.50%	37.50%	50.00%	50.00%	75.00%
Retail	23.64%	54.55%	38.18%	23.64%	38.18%	61.82%
SaaS	10.00%	70.00%	50.00%	40.00%	30.00%	50.00%
All Industries	19.67%	49.67%	36.33%	27.67%	35.33%	62.00%



Rate your data visualization skill level

	Complete Beginner (0-20)	Average (21-40)	Good (41-60)	Very Good (61-80)	Absolute Pro (81-100)
Administration	5.13%	15.38%	33.33%	33.33%	12.82%
Agriculture	0.00%	7.14%	28.57%	42.86%	21.43%
Arts & Entertainment	16.67%	16.67%	33.33%	16.67%	16.67%
Construction	15.38%	0.00%	30.77%	30.77%	23.08%
Education	6.25%	25.00%	12.50%	50.00%	6.25%
Finance & Insurance	8.33%	4.17%	45.83%	33.33%	8.33%
Food & Hospitality	12.82%	17.95%	33.33%	20.51%	15.38%
Healthcare	15.79%	5.26%	21.05%	31.58%	26.32%
IT/ Engineering	7.14%	0.00%	10.71%	42.86%	39.29%
Manufacturing	8.70%	17.39%	30.43%	26.09%	17.39%
Real Estate	25.00%	12.50%	37.50%	0.00%	25.00%
Retail	5.45%	23.64%	34.55%	29.09%	7.27%
SaaS	10.00%	10.00%	30.00%	20.00%	30.00%
All Industries	9.00%	13.67%	30.00%	30.33%	17.00%

Do you feel confident using data in your marketing?

	Not Confident at All (0-20)	Somewhat Confident (21-40)	Confident (41-60)	Pretty Confident (61-80)	Very Confident (81-100)
Administration	5.13%	17.95%	10.26%	25.64%	41.03%
Agriculture	0.00%	7.14%	28.57%	21.43%	42.86%
Arts & Entertainment	16.67%	25.00%	16.67%	16.67%	25.00%
Construction	7.69%	0.00%	46.15%	30.77%	15.38%
Education	6.25%	12.50%	31.25%	37.50%	12.50%
Finance & Insurance	4.17%	12.50%	29.17%	37.50%	16.67%
Food & Hospitality	5.13%	2.56%	38.46%	23.08%	30.77%
Healthcare	0.00%	5.26%	15.79%	21.05%	57.89%
IT/ Engineering	0.00%	14.29%	3.57%	39.29%	42.86%
Manufacturing	4.35%	17.39%	13.04%	43.48%	21.74%
Real Estate	12.50%	0.00%	37.50%	12.50%	37.50%
Retail	7.27%	9.09%	30.91%	21.82%	30.91%
SaaS	10.00%	10.00%	30.00%	10.00%	40.00%
All Industries	5.33%	10.67%	24.33%	27.33%	32.33%



Who do you create data visualizations for?

	Marketing Team	Social Media / Blog Content	Clients	Customers	Management	Sales team	Executives
Administration	64.10%	33.33%	33.33%	38.46%	35.90%	48.72%	30.77%
Agriculture	71.43%	28.57%	28.57%	42.86%	50.00%	50.00%	42.86%
Arts & Entertainment	75.00%	8.33%	25.00%	25.00%	25.00%	41.67%	16.67%
Construction	53.85%	23.08%	46.15%	46.15%	23.08%	53.85%	30.77%
Education	43.75%	6.25%	25.00%	31.25%	37.50%	25.00%	31.25%
Finance & Insurance	54.17%	8.33%	25.00%	29.17%	66.67%	41.67%	29.17%
Food & Hospitality	41.03%	20.51%	33.33%	43.59%	38.46%	66.67%	15.38%
Healthcare	73.68%	21.05%	26.32%	52.63%	57.89%	52.63%	52.63%
IT/ Engineering	64.29%	25.00%	28.57%	35.71%	32.14%	60.71%	35.71%
Manufacturing	52.17%	17.39%	8.70%	21.74%	47.83%	43.48%	39.13%
Real Estate	50.00%	25.00%	37.50%	25.00%	75.00%	75.00%	50.00%
Retail	43.64%	25.45%	27.27%	34.55%	43.64%	52.73%	21.82%
SaaS	70.00%	10.00%	30.00%	50.00%	60.00%	40.00%	10.00%
All Industries	55.33%	21.33%	28.33%	36.67%	43.67%	51.33%	29.33%

How long have you been using data within your marketing?

	<6 months	6 months - 1 year	More than 1 year	More than 5 years	We don't use data within our marketing
Administration	12.82%	20.51%	38.46%	23.08%	5.13%
Agriculture	14.29%	35.71%	21.43%	21.43%	7.14%
Arts & Entertainment	0.00%	75.00%	8.33%	16.67%	0.00%
Construction	38.46%	0.00%	38.46%	15.38%	7.69%
Education	37.50%	18.75%	31.25%	6.25%	6.25%
Finance & Insurance	20.83%	12.50%	50.00%	8.33%	8.33%
Food & Hospitality	25.64%	20.51%	30.77%	20.51%	2.56%
Healthcare	10.53%	31.58%	21.05%	36.84%	0.00%
IT/ Engineering	7.14%	17.86%	39.29%	35.71%	0.00%
Manufacturing	17.39%	13.04%	34.78%	30.43%	4.35%
Real Estate	12.50%	0.00%	50.00%	37.50%	0.00%
Retail	18.18%	34.55%	21.82%	16.36%	9.09%
SaaS	20.00%	20.00%	50.00%	10.00%	0.00%
All Industries	18.00%	23.67%	32.33%	21.33%	4.67%



Where do you source your data?

	Data collected using data scraping tools	Academic journals	Surveys	Data repositories	Data collection agencies	External data provided by customers / users	Internally gathered product / customer data
Administration	23.08%	17.95%	38.46%	23.08%	30.77%	46.15%	58.97%
Agriculture	21.43%	14.29%	50.00%	14.29%	28.57%	64.29%	71.43%
Arts & Entertainment	8.33%	16.67%	50.00%	8.33%	25.00%	16.67%	50.00%
Construction	23.08%	15.38%	38.46%	38.46%	23.08%	53.85%	38.46%
Education	6.25%	18.75%	43.75%	18.75%	37.50%	31.25%	50.00%
Finance & Insurance	16.67%	29.17%	54.17%	25.00%	33.33%	58.33%	45.83%
Food & Hospitality	33.33%	15.38%	53.85%	10.26%	35.90%	46.15%	58.97%
Healthcare	10.53%	10.53%	36.84%	15.79%	47.37%	31.58%	73.68%
IT/ Engineering	25.00%	14.29%	42.86%	17.86%	35.71%	46.43%	53.57%
Manufacturing	4.35%	13.04%	21.74%	4.35%	34.78%	52.17%	60.87%
Real Estate	12.50%	0.00%	50.00%	12.50%	50.00%	62.50%	75.00%
Retail	21.82%	7.27%	49.09%	20.00%	34.55%	49.09%	65.45%
SaaS	20.00%	20.00%	30.00%	40.00%	60.00%	30.00%	40.00%
All Industries	19.67%	14.67%	44.00%	18.33%	35.33%	46.33%	58.33%



What is your background with data storytelling?

	None - I learnt about it in my marketing job	Some experience of data outside of marketing	I was previously in a data-heavy career	I went to school for a data analytics-related subject
Administration	41.03%	38.46%	5.13%	15.38%
Agriculture	50.00%	21.43%	7.14%	21.43%
Arts & Entertainment	50.00%	41.67%	0.00%	8.33%
Construction	30.77%	38.46%	30.77%	0.00%
Education	25.00%	62.50%	6.25%	6.25%
Finance & Insurance	8.33%	79.17%	4.17%	8.33%
Food & Hospitality	30.77%	56.41%	0.00%	12.82%
Healthcare	31.58%	52.63%	5.26%	10.53%
IT/ Engineering	14.29%	64.29%	10.71%	10.71%
Manufacturing	39.13%	34.78%	17.39%	8.70%
Real Estate	50.00%	25.00%	12.50%	12.50%
Retail	36.36%	58.18%	5.45%	0.00%
SaaS	20.00%	50.00%	20.00%	10.00%
All Industries	32.00%	51.33%	7.67%	9.00%



What are the main communication challenges you face in your role?

	Communicate the impact of our business / organization	Simplify processes for stakeholders & clients	Show the ROI of our marketing campaigns	Differentiate our business from the competition	Make dry and technical information engaging
Administration	43.59%	33.33%	20.51%	53.85%	23.08%
Agriculture	42.86%	21.43%	0.00%	42.86%	14.29%
Arts & Entertainment	16.67%	8.33%	25.00%	25.00%	41.67%
Construction	23.08%	15.38%	7.69%	69.23%	30.77%
Education	18.75%	18.75%	31.25%	50.00%	37.50%
Finance & Insurance	37.50%	20.83%	33.33%	45.83%	29.17%
Food & Hospitality	38.46%	5.13%	12.82%	53.85%	12.82%
Healthcare	31.58%	26.32%	31.58%	47.37%	31.58%
IT/ Engineering	35.71%	25.00%	10.71%	35.71%	39.29%
Manufacturing	26.09%	21.74%	4.35%	47.83%	34.78%
Real Estate	50.00%	25.00%	37.50%	50.00%	12.50%
Retail	50.91%	23.64%	20.00%	50.91%	9.09%
SaaS	50.00%	80.00%	20.00%	60.00%	30.00%
All Industries	38.00%	23.00%	18.67%	49.00%	24.00%



What sort of data do you communicate?

	Market Research	Product Impact	Company Data (size, growth, locations)	Customer Success	Social Media Metrics	Ad Spend	Conversions	Revenue	Sales
Administration	48.72%	41.03%	30.77%	51.28%	35.90%	23.08%	28.21%	41.03%	69.23%
Agriculture	64.29%	50.00%	35.71%	35.71%	28.57%	28.57%	35.71%	50.00%	64.29%
Arts & Entertainment	50.00%	16.67%	16.67%	25.00%	50.00%	33.33%	25.00%	16.67%	50.00%
Construction	30.77%	23.08%	38.46%	23.08%	38.46%	15.38%	38.46%	23.08%	61.54%
Education	43.75%	37.50%	31.25%	31.25%	56.25%	25.00%	18.75%	31.25%	62.50%
Finance & Insurance	45.83%	50.00%	37.50%	54.17%	62.50%	25.00%	25.00%	29.17%	66.67%
Food & Hospitality	48.72%	43.59%	25.64%	43.59%	28.21%	23.08%	20.51%	38.46%	89.74%
Healthcare	23.08%	17.95%	15.38%	23.08%	20.51%	15.38%	10.26%	20.51%	35.90%
IT/ Engineering	32.14%	35.71%	50.00%	53.57%	50.00%	7.14%	28.57%	32.14%	67.86%
Manufacturing	34.78%	39.13%	21.74%	43.48%	30.43%	4.35%	17.39%	21.74%	82.61%
Real Estate	37.50%	37.50%	0.00%	37.50%	25.00%	50.00%	50.00%	62.50%	87.50%
Retail	36.36%	40.00%	23.64%	40.00%	47.27%	18.18%	25.45%	38.18%	85.45%
SaaS	30.00%	40.00%	10.00%	60.00%	40.00%	20.00%	30.00%	30.00%	40.00%
All Industries	42.33%	39.33%	29.00%	43.67%	41.67%	21.00%	26.00%	35.33%	73.67%



What tools do you use for data visualization?

	Microsoft Office	Sisense	Chartio	Zoho Analytics	Visme	Canva	Adobe Spark	Vennngage	InDesign	Tableau
Administration	74.36%	7.69%	5.13%	15.38%	7.69%	33.33%	38.46%	12.82%	23.08%	20.51%
Agriculture	71.43%	0.00%	7.14%	7.14%	7.14%	0.00%	28.57%	7.14%	21.43%	21.43%
Arts & Entertainment	50.00%	8.33%	8.33%	0.00%	8.33%	41.67%	25.00%	16.67%	41.67%	25.00%
Construction	46.15%	7.69%	15.38%	0.00%	15.38%	7.69%	30.77%	7.69%	15.38%	0.00%
Education	37.50%	0.00%	6.25%	12.50%	6.25%	37.50%	25.00%	25.00%	37.50%	18.75%
Finance & Insurance	83.33%	4.17%	12.50%	16.67%	0.00%	33.33%	41.67%	4.17%	37.50%	29.17%
Food & Hospitality	84.62%	7.69%	2.56%	5.13%	0.00%	17.95%	28.21%	5.13%	33.33%	5.13%
Healthcare	89.47%	5.26%	5.26%	21.05%	5.26%	36.84%	42.11%	5.26%	26.32%	15.79%
IT/ Engineering	71.43%	10.71%	3.57%	17.86%	7.14%	28.57%	21.43%	10.71%	32.14%	25.00%
Manufacturing	82.61%	0.00%	8.70%	13.04%	4.35%	17.39%	34.78%	0.00%	21.74%	26.09%
Real Estate	87.50%	0.00%	0.00%	12.50%	0.00%	12.50%	50.00%	12.50%	50.00%	37.50%
Retail	78.18%	10.91%	3.64%	5.45%	7.27%	32.73%	30.91%	1.82%	29.09%	14.55%
SaaS	80.00%	20.00%	10.00%	10.00%	10.00%	30.00%	30.00%	10.00%	30.00%	20.00%
All Industries	74.67%	7.00%	6.00%	10.67%	5.67%	27.00%	32.33%	7.67%	29.67%	18.33%



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About the Author

Alice Corner is a Content Marketer at Venngage who creates interesting and actionable content that enables users to communicate better. Outside of work she likes DJing, doing jigsaw puzzles, and Tweeting British Political Memes.

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