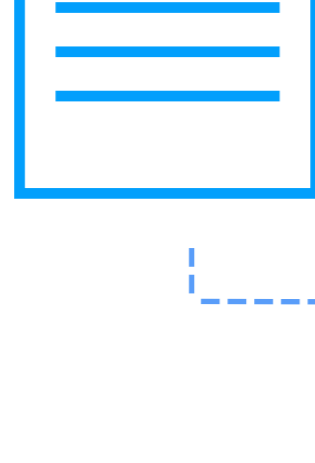


DIGITALMARKETER YEAR IN REVIEW

We say this every year, but that's because it's true! 2019 was really our best year ever. And that's because we got to spend our days doing what we love: helping to train the best marketers in the world. That's YOU!

Because we love what we do so much, we decided to compile a list of our favorite (and some of your favorite) accomplishments of the last year. And we look forward to another year of helping you grow your business!

CUSTOMER CARE

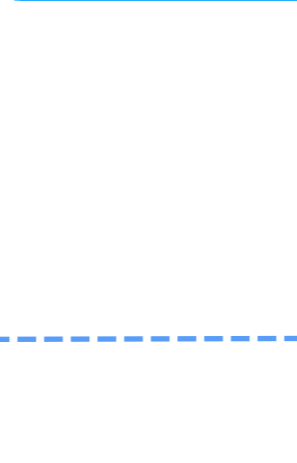
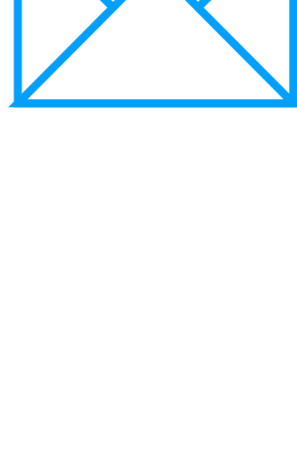


7,000+
SUPPORT TICKETS RESOLVED



82%
AVERAGE CUSTOMER
SATISFACTION SCORE

EMAIL

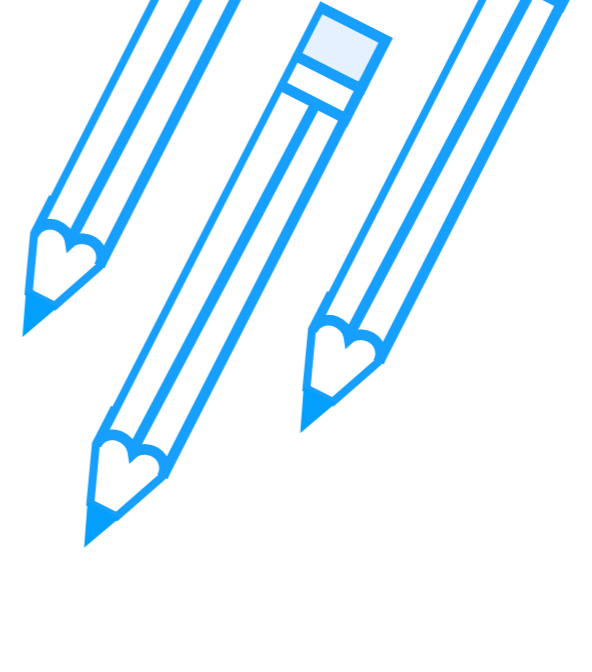


177,292,851
TOTAL NUMBER OF EMAILS SENT

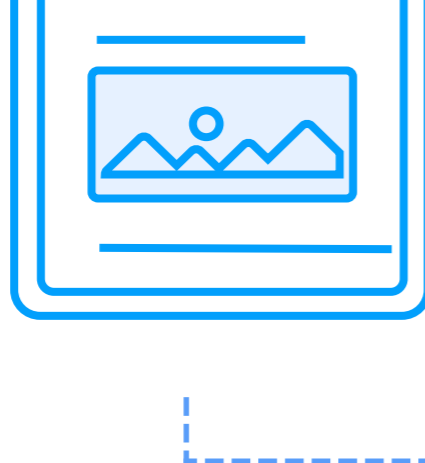
Whether marketing veteran or just a beginner, you read a TON of our emails

“CANCELLED”

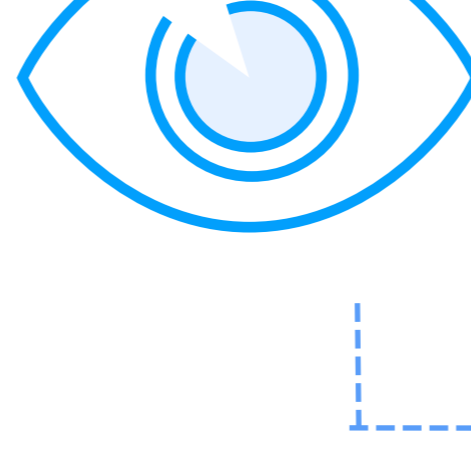
OUR BEST SUBJECT LINE WITH
47.3% TOTAL OPEN RATE



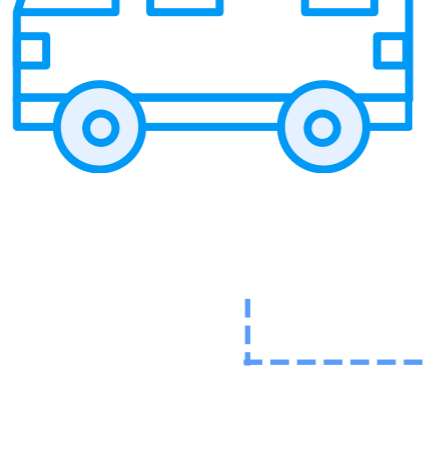
WHAT HAPPENED IN THE BLOG



101
BLOG POSTS PUBLISHED



1.5 Million
UNIQUE VIEWS



**DigitalMarketer's 101 Best Email
Subject Lines of 2018**

MOST TRAFFICKED BLOG POST

OUR WONDERFUL COMMUNITY

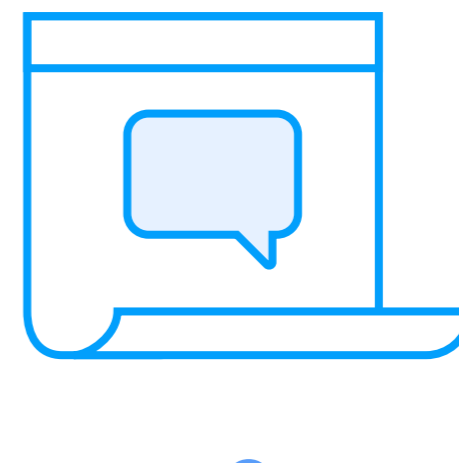
We loved having you as a member of our DM Community this year! Here's how you and your fellow DMers spent 2019 in Engage:



7,676
TOTAL POSTS



60,032
TOTAL COMMENTS

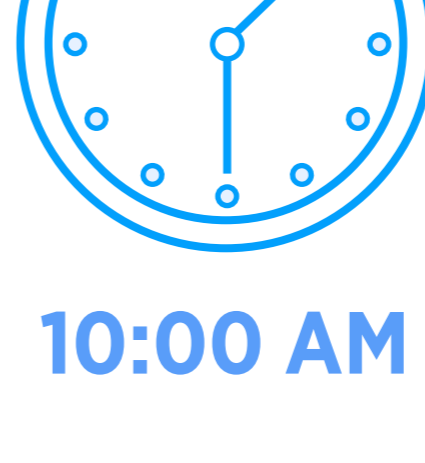


8
AVG. # OF COMMENTS
PER POST



**Tuesdays &
Thursdays**

MOST ACTIVE DAYS



10:00 AM

MOST ACTIVE TIME

PODCASTS



3,880
MINUTES OF
CONTENT



103
NEW EPISODES



1,503,430
TOTAL DOWNLOADS



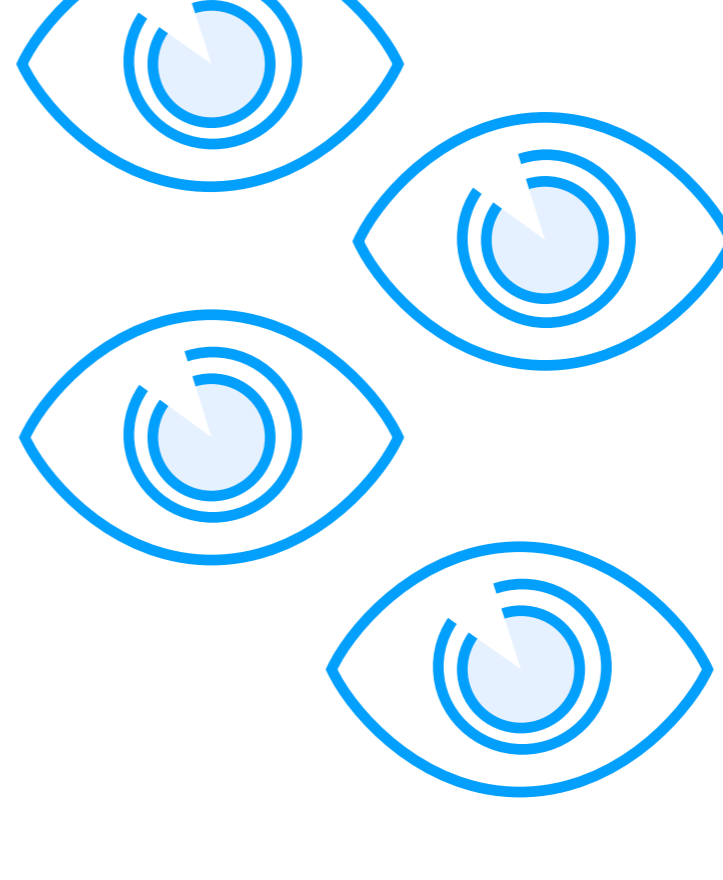
• **Ep186: How to Win With Facebook Ads in 2019 Live With Ezra Firestone**

• **Ep41: What Every Marketer Needs To Know About Selling in 2019 w/ Marcus Murphy and Jarrod Glandt**

TOP EPISODES

WE CREATED SOME NEW PRODUCTS

Time-Blocking, Time Management, And How I Get More Done In A Week Than Most People Get Done In A Month with Ryan Deiss



YOUR MOST WATCHED INSIDER TRAINING



6,930

TOTAL # OF LIVE
INSIDER TRAINING
ATTENDEES



**The 1-Minute Video
Ad Blueprint**

MOST POPULAR
PLAYBOOK



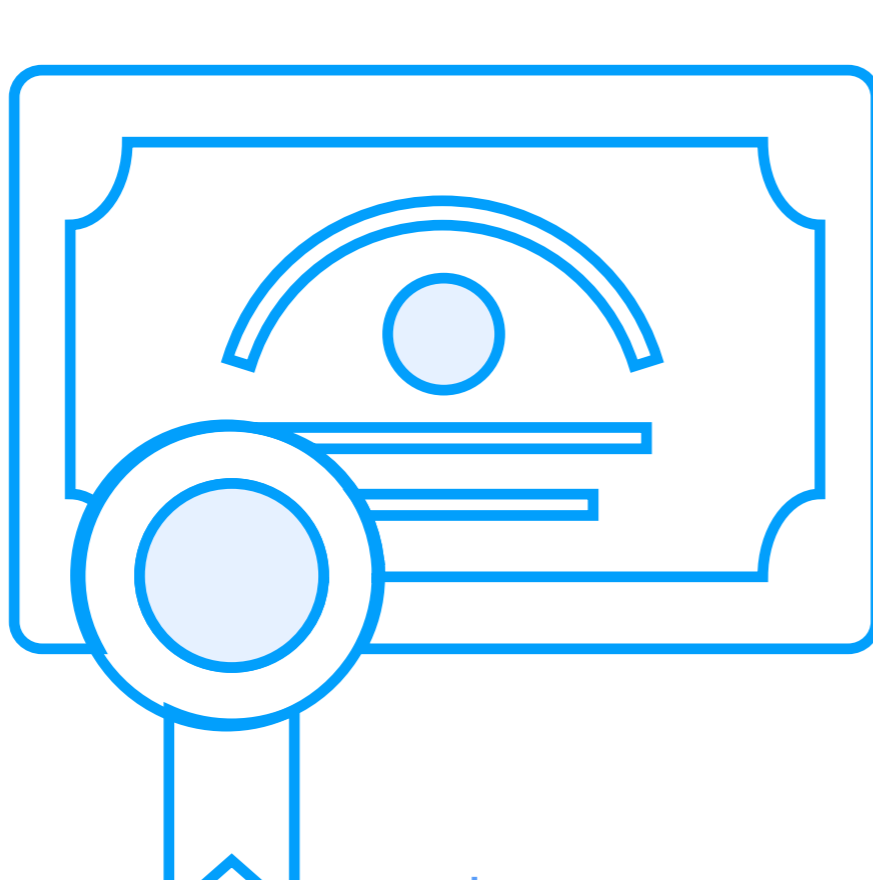
**Paid Traffic Mastery,
Copywriting Mastery**

MOST POPULAR
CERTIFICATIONS

Architect a Multi-Channel Marketing Blitz to Drive a Surge of Awareness and Sales



MOST POPULAR WORKSHOP

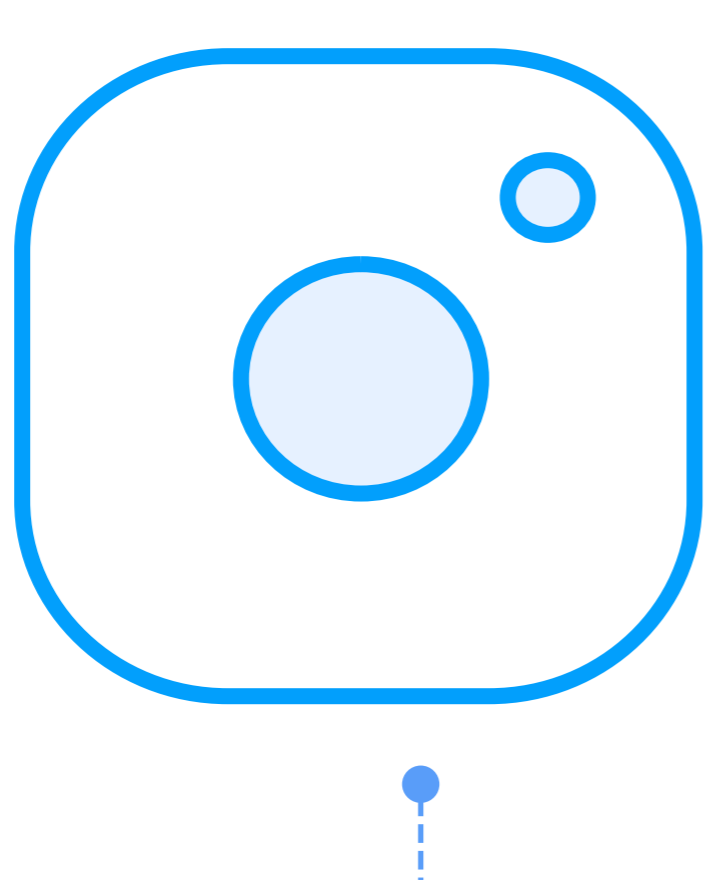


8,431

TOTAL # CERTIFIED THIS YEAR

We like big brains and we cannot lie! A lot of you picked up a certification (or several) this year.

SOCIAL



**4 Resources for
Creating Social
Graphics (2, 857 likes)**

MOST LIKED IG POST

You gave more than one ❤️ to content about Tools on our Instagram (and we're not talking about table saws and screwdrivers).



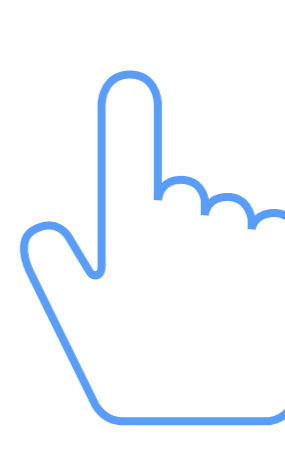
585,300

OF FOLLOWERS
ON IG, FB, AND YT



6.9 Million

FACEBOOK VIDEO
VIEWS



32,743,473

FACEBOOK AD
IMPRESSIONS

FUN STATS



• **Bacon Subscription Box**

• **Fairytale Performers**

• **Large Animal Vet Merch**

MOST UNIQUE CUSTOMER NICHE

You've found some pretty unique niches in the market, and we salute you for finding your calling!



\$50,000

AMOUNT OF MONEY
DONATED TO
CHARITY



3,300

TACOS CONSUMED
DURING CATERED LUNCHES



10-15

TARANTULAS FOUND
IN THE OFFICE