

## **Statistical Analysis on Global Social Login and Sharing Trends Q3 2014**

*Based on data from the LoginRadius' platform of 120,000+ websites and millions of users*

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Edmonton, AB Canada

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This study was done to analyze popularity of social networking sites and user preference when it comes to social login and social sharing. It is based upon data from LoginRadius' social platform that powers social login and sharing on over 120,000 websites and has a monthly reach of 250 million social share views. This analysis is valuable for optimizing social login on a website, understanding social media trends, and developing targeted marketing strategies.

## **Table of Contents**

Introduction.....	3
Methodology.....	3
Findings & Results.....	4
Social Login Trends.....	4
Most Popular Social Login Provider.....	4
Social Login Activities through Generations.....	6
Social Login Gender Preferences.....	7
Social Login Device Preferences.....	9
Geographical Analysis.....	12
Asia Social Login Preferences.....	12
Europe Social Login Preferences.....	13
North America Social Login Preferences.....	14
South America Social Login Preferences.....	15
Oceania Social Login Preferences.....	16
Social Sharing Trends.....	17
Social Sharing Network Preferences.....	17
Social Login Popularity by Websites.....	19
Overview.....	20
About LoginRadius.....	21

## **Introduction**

Social login and sharing are all the hype online today, but how is it used the most? Which networks see the most login and sharing activities?

This is crucial information to have in order to optimize your social login and sharing efforts and to get the best return. If your users are of the older generations and are on Facebook, but have no idea what a “tweet” is, it may not be the best to offer Twitter for your social login choice.

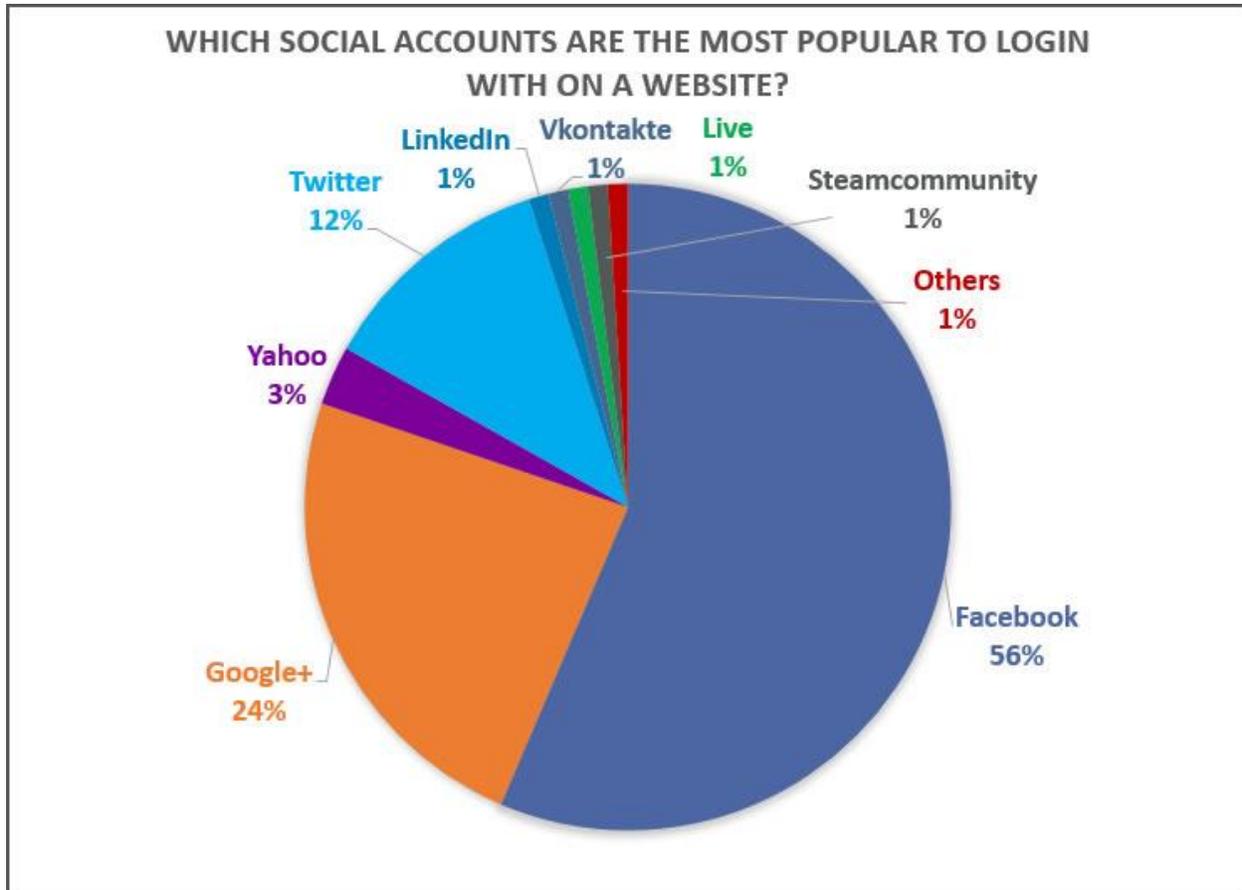
Lucky for you the LoginRadius analytics team has analyzed our 120,000 websites to crunch the numbers and let you know what the most popular networks are.

## **Methodology**

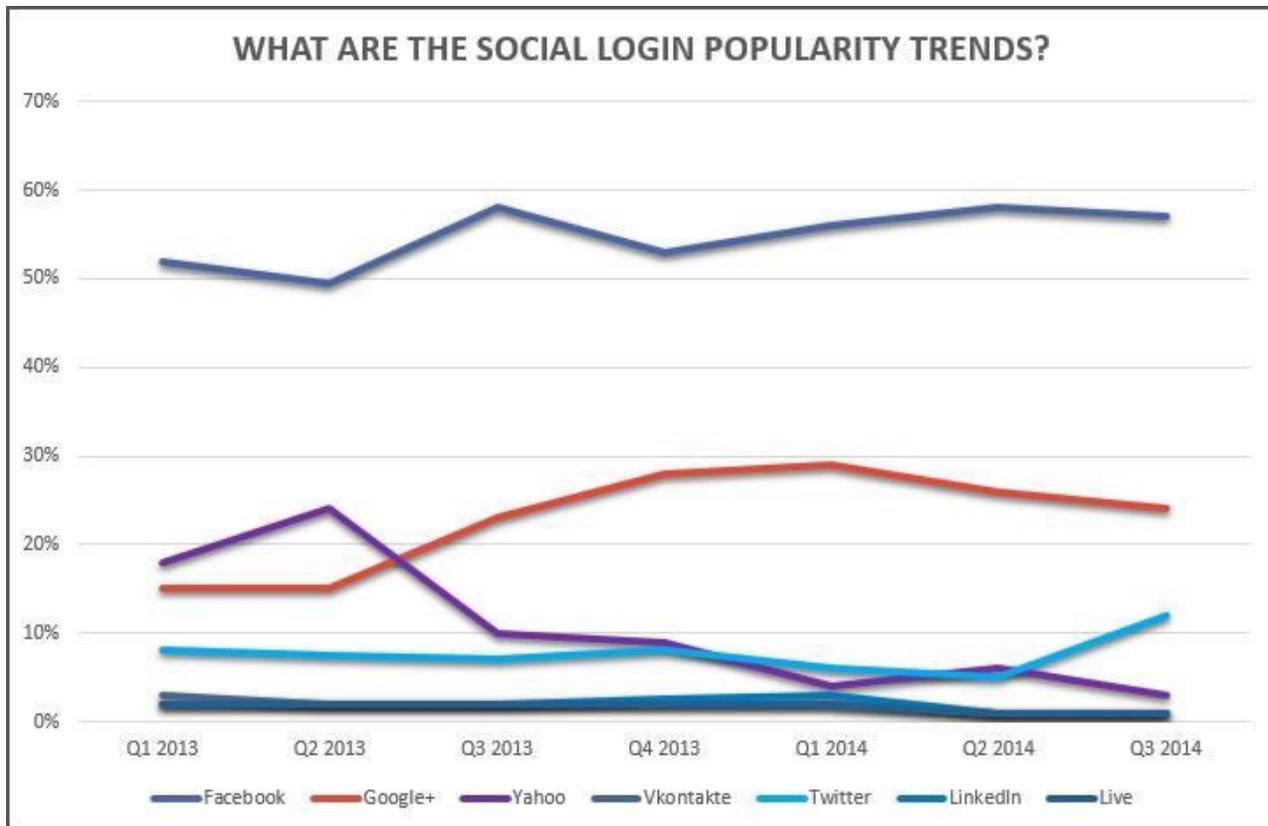
The data for this study was taken from LoginRadius’ social platform which powers social login and social sharing on over 120,000 websites and has a monthly reach of more than 20 million users worldwide. This analysis was conducted at the end of quarter three 2014 based on global statistics from July 1st, 2014 to September 30th, 2014. The data is received from two key LoginRadius services: social login and social sharing. The analysis is presented in comparative manners and doesn’t disclose the actual numbers. The results are also compared to previous social statistics from LoginRadius to understand the trends.

## Findings and Results

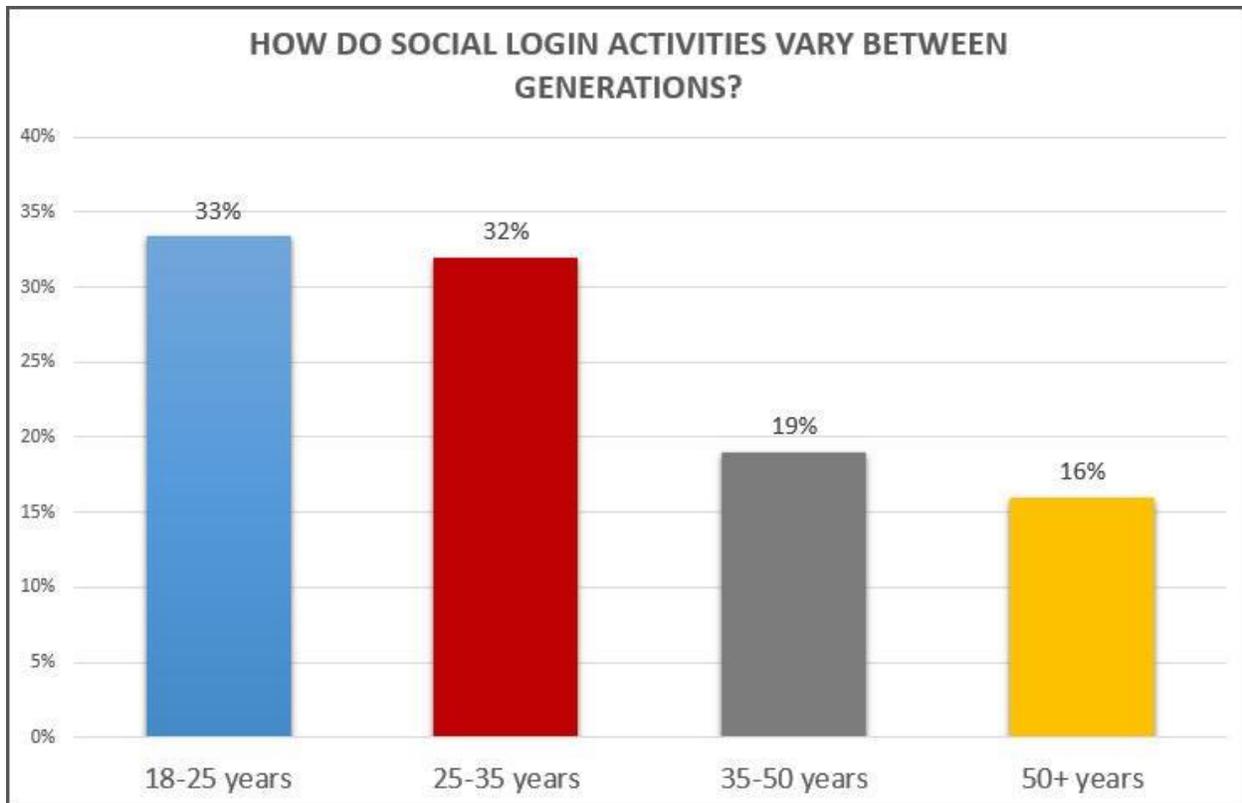
### Social Login Trends



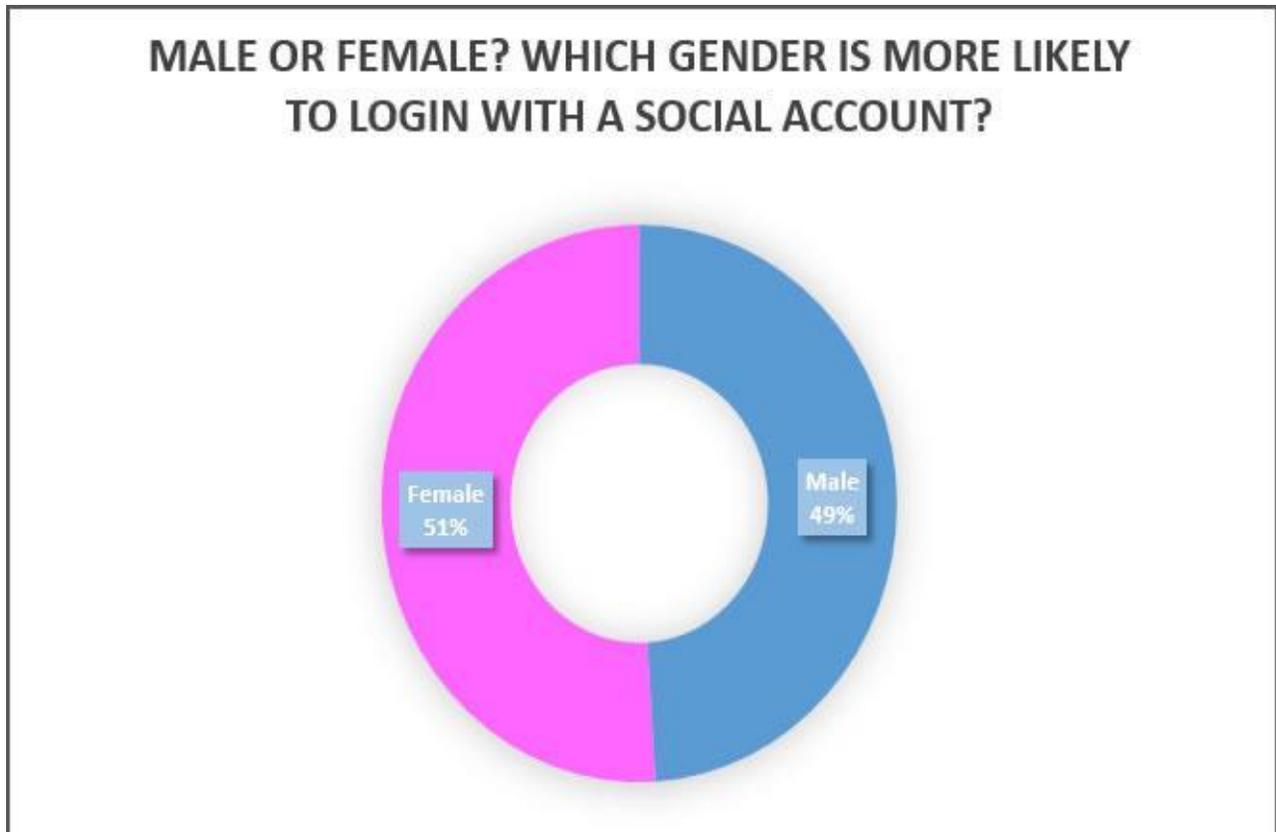
Facebook remains dominant in users social login preferences. Google+ remains the runner up, but with a slight decrease to 24% market share. Twitter and Yahoo also hold small segments of the market, as well as LinkedIn, Live and SteamCommunity. V Kontakte is a Russian social network and continues to have significant presence in the social login space.



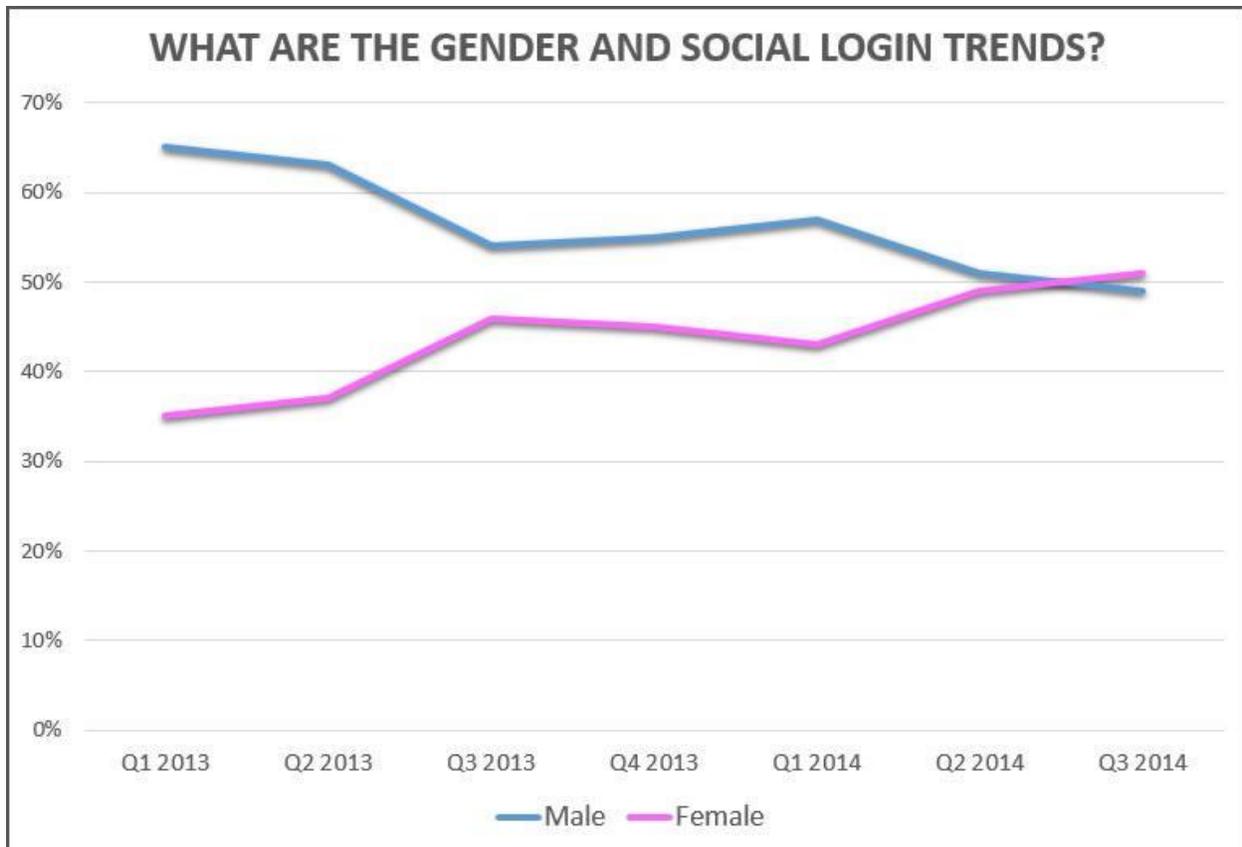
Facebook drops slightly this quarter, but has maintained dominance and around the same market share throughout the past seven quarters. Google Plus was seeing significant increases, but has begun to decrease in the past two quarters. It still maintains its second position. The largest notable changes are the drop in Yahoo social logins from 6% to 3% and Twitters large increase from 5% to 12%.



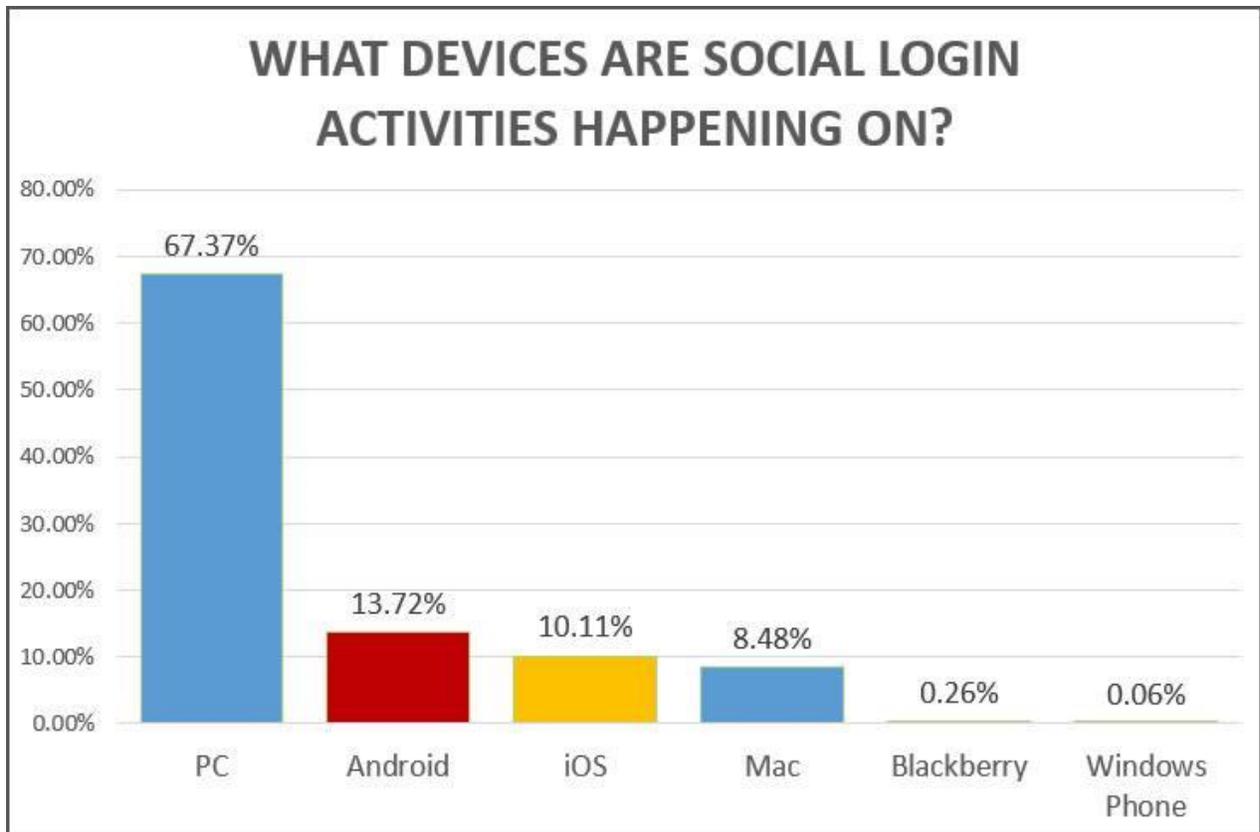
Different age groups have different adoption levels to logging in through their social accounts. It is assumed by many that the younger generations are more likely to utilize social login, and they aren't incorrect as users under the age of 35 make up 65% of the market. However, this quarter the 50+ age group seen a slight increase from 12% to 16%.



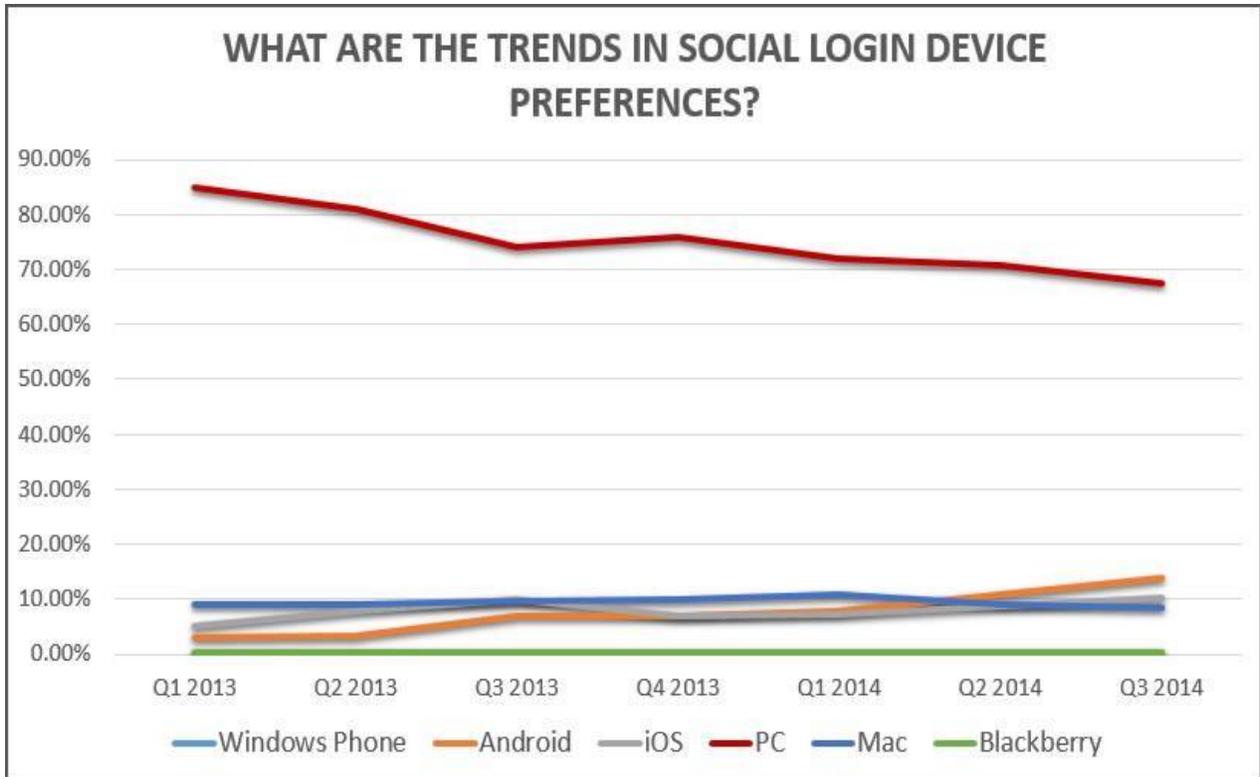
Female social login usage has surpassed male usage this quarter. In quarter two in 2014 we seen a large increase in female adoption, making the genders almost equal, and while they remain close to equal, the female population has inched ahead.



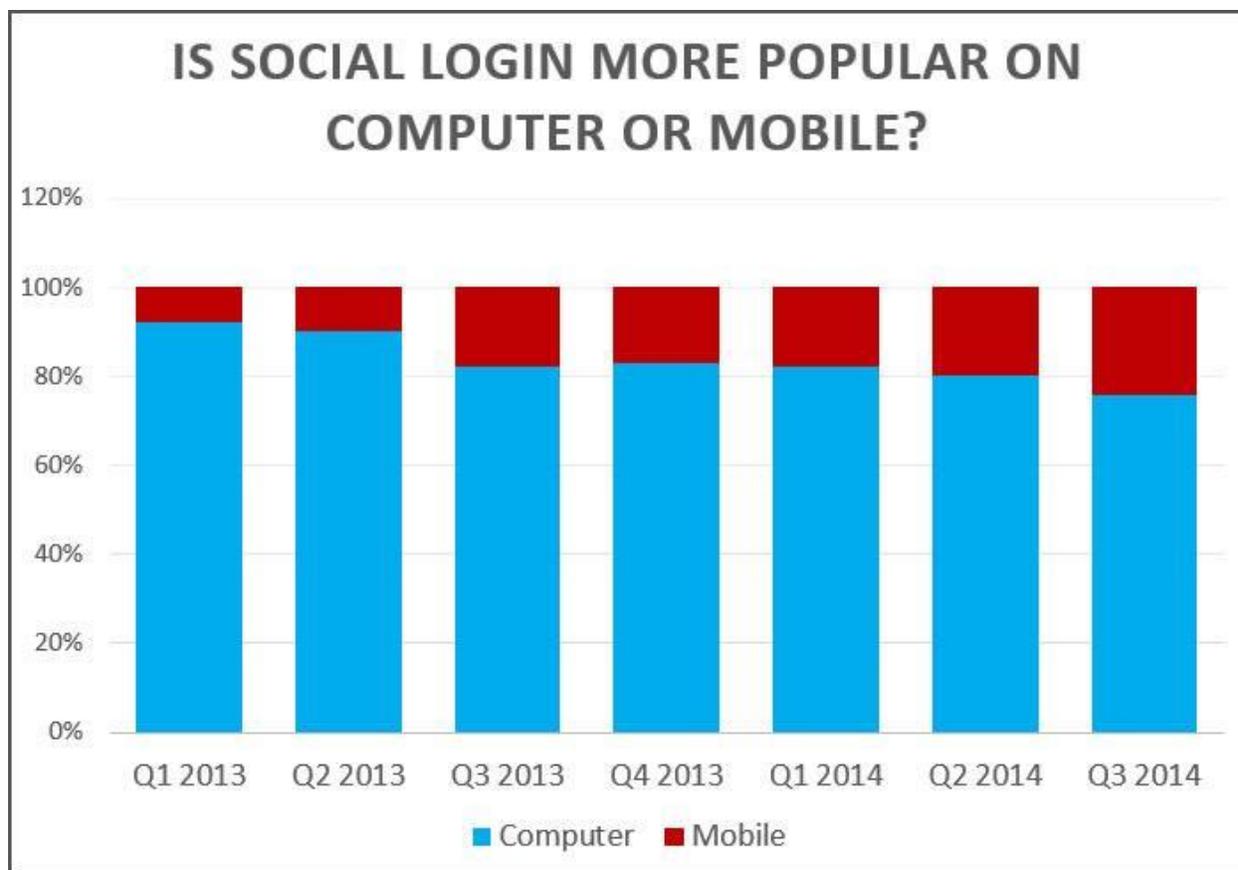
This shows the trends in adoption of social login among male and female users. They now have close to equal social login adoption after a narrowing of the large gap in quarter one 2013.



PC social login usage has continuously lost market share in the past quarters and it once again has seen a slight decrease from 71% to 67%. Mac, iOS, and Android have seen slight increases to make up for PC's lost usage.

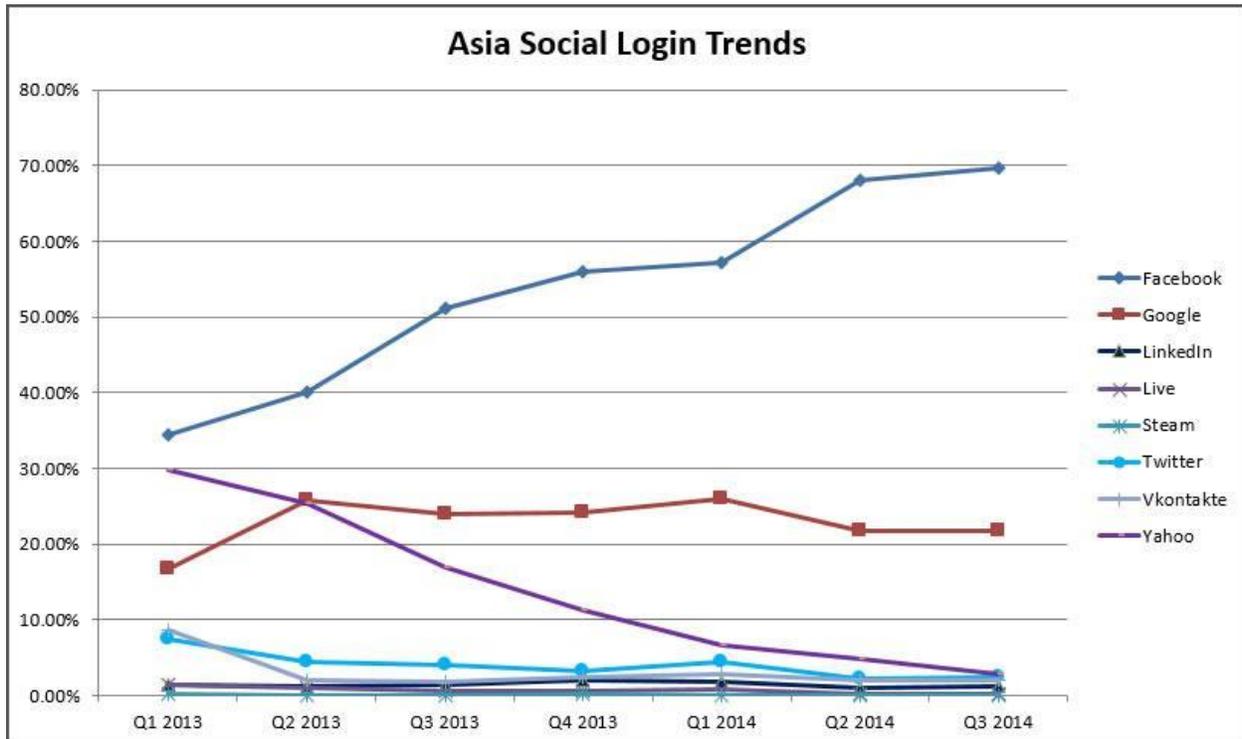


The trends over the past 7 quarters show a steep decline for PC, while Android has continuously seen small increases in market share.

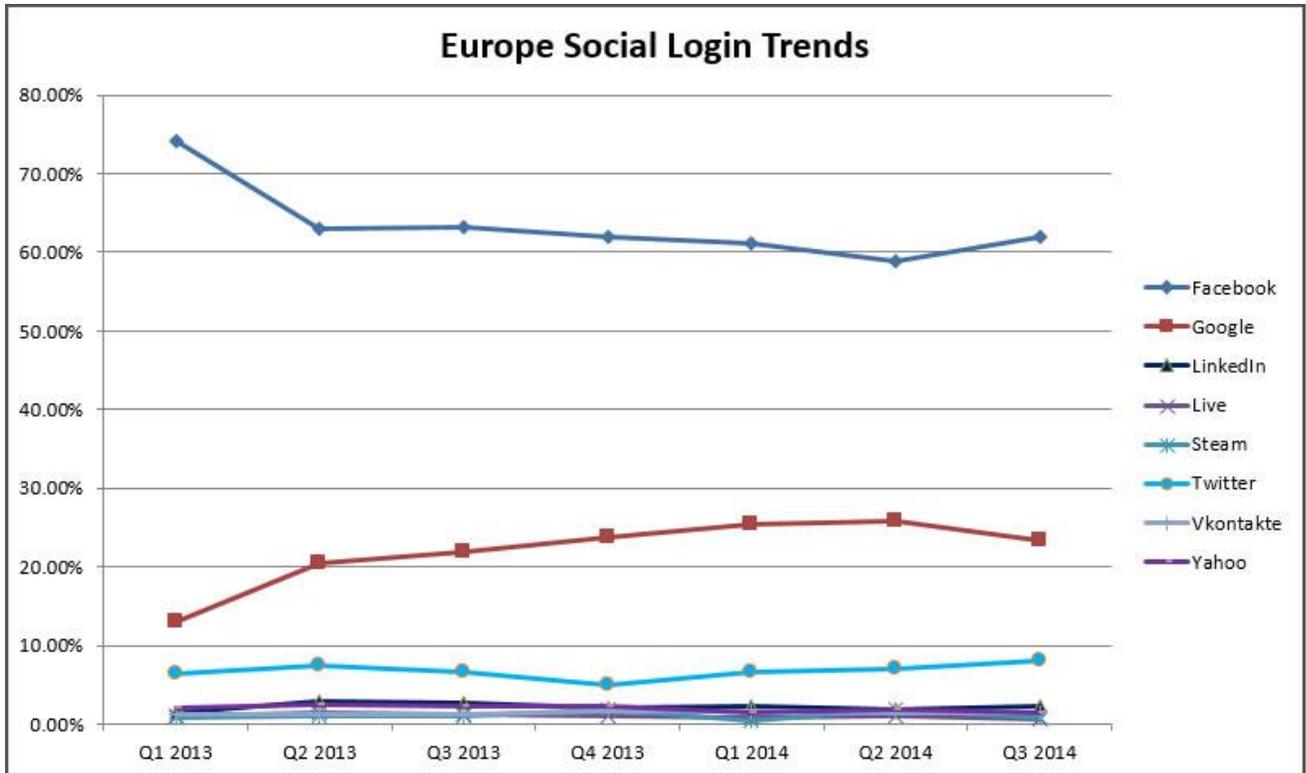


In today's age mobile is all the hype, and the stats are behind it as you can see through social login adoption between computer and mobile. Mobile has continuously grown throughout the past years and now holds close to 25% of the market share.

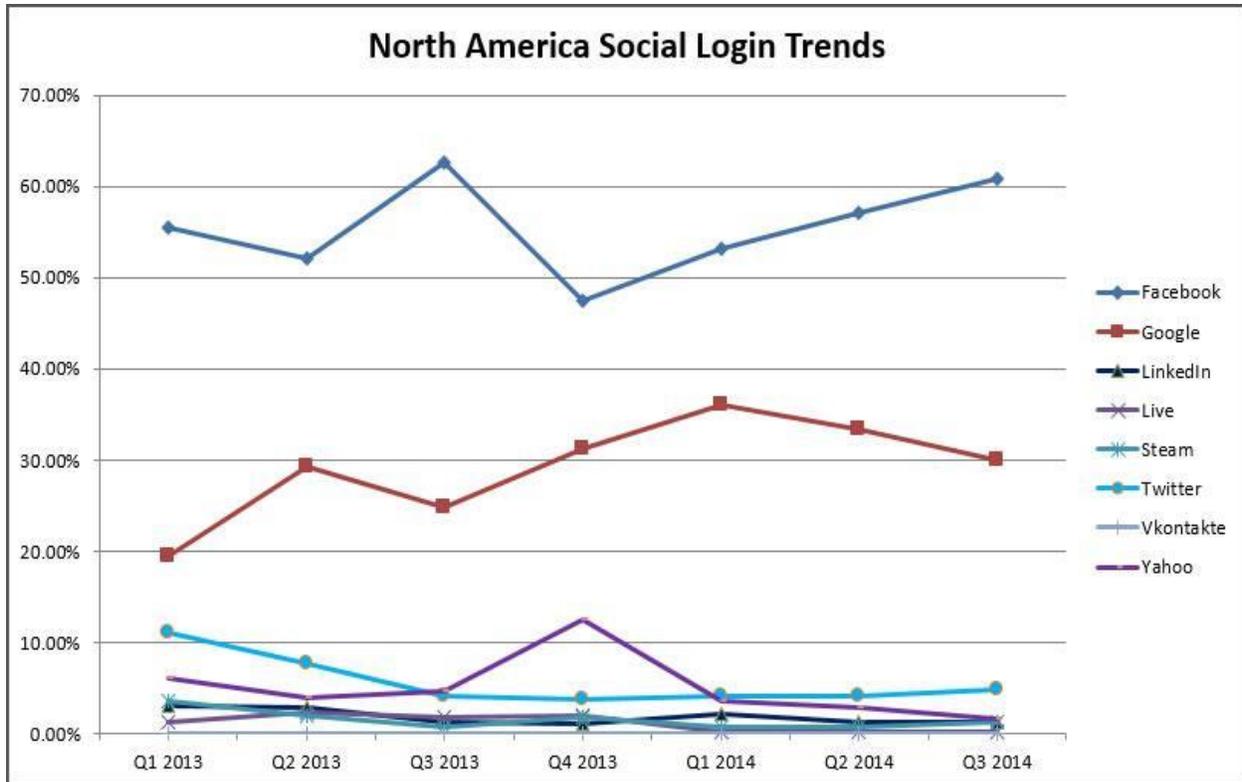
## Social Login Geographical Analysis



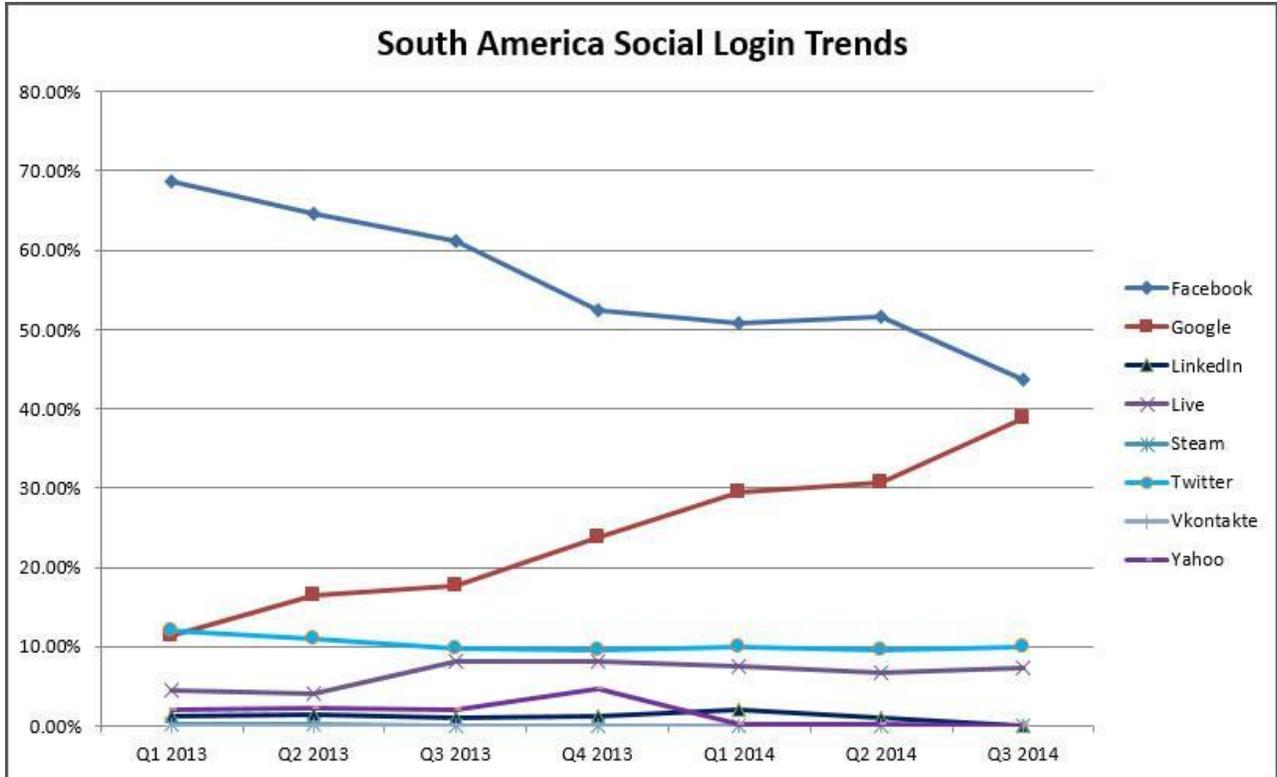
The Asian market, beginning in Q4 2013, has seen social login usage on Facebook to be above average. All other networks have been decently consistent with industry standards.



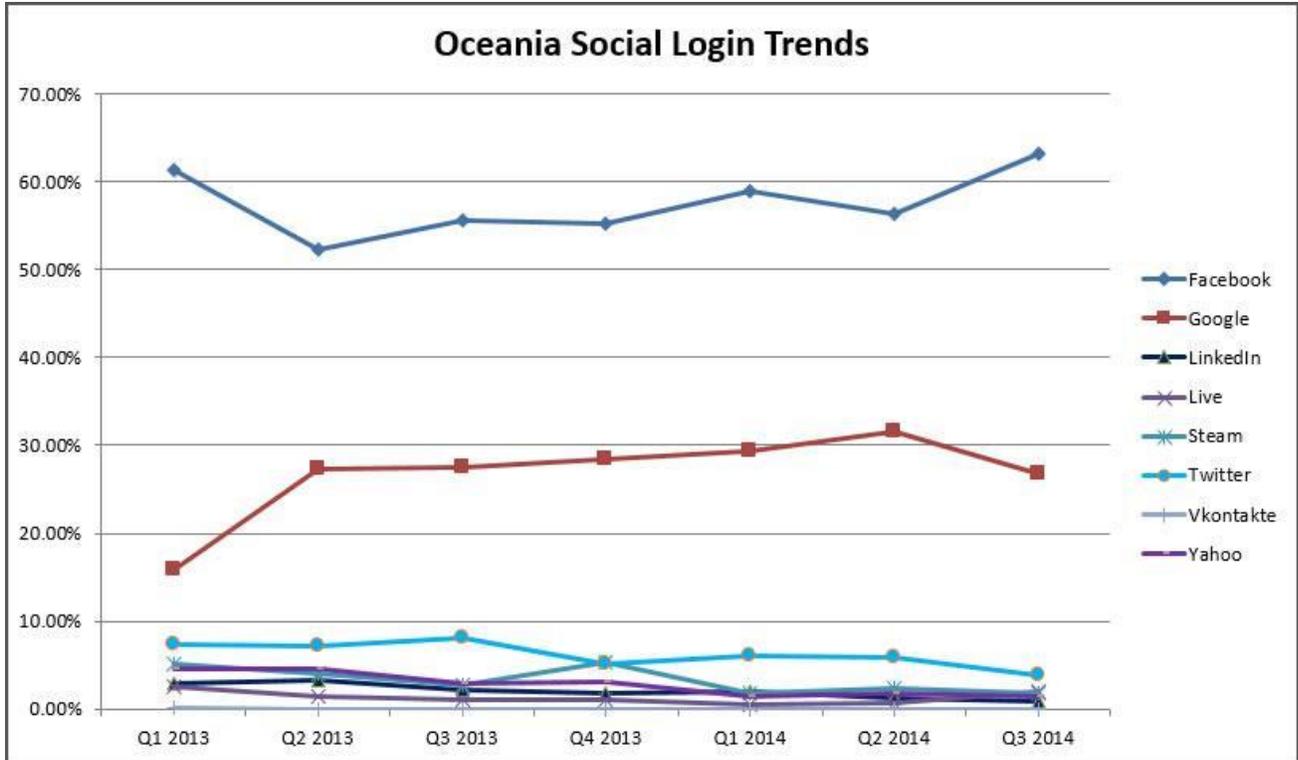
Europe social login trends reflect the industry standards throughout the past seven quarters. The main things to note are Yahoo and LinkedIn which have below average usage in European countries.



North America has followed the same social login trends as the industry standards almost exclusively for the past quarters. In general, North America has an above average Google Plus adoption rate.

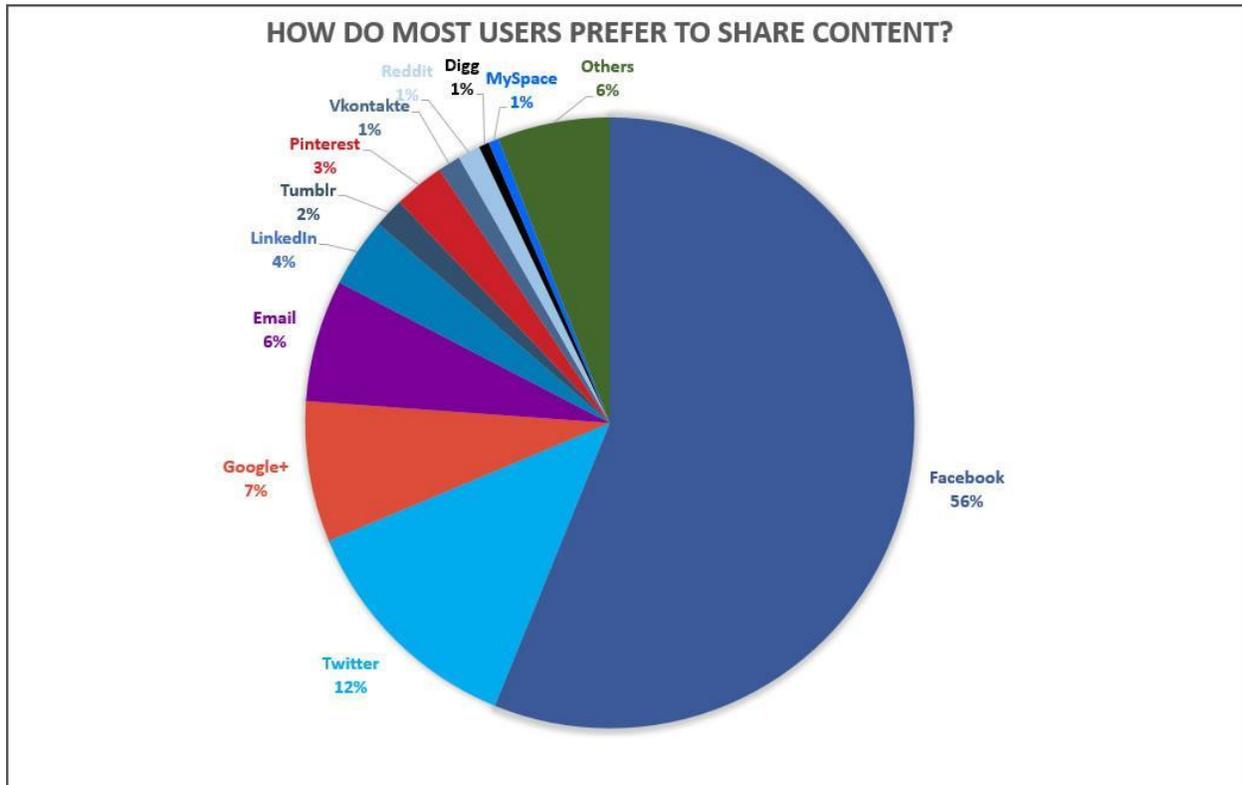


South America has seen a steep decline in Facebook over the past seven quarters and Google Plus has been quick to fill that market share. South America has the highest adoption of Google Plus social logins, and there is a good chance we will see it exceed Facebook in the near future.

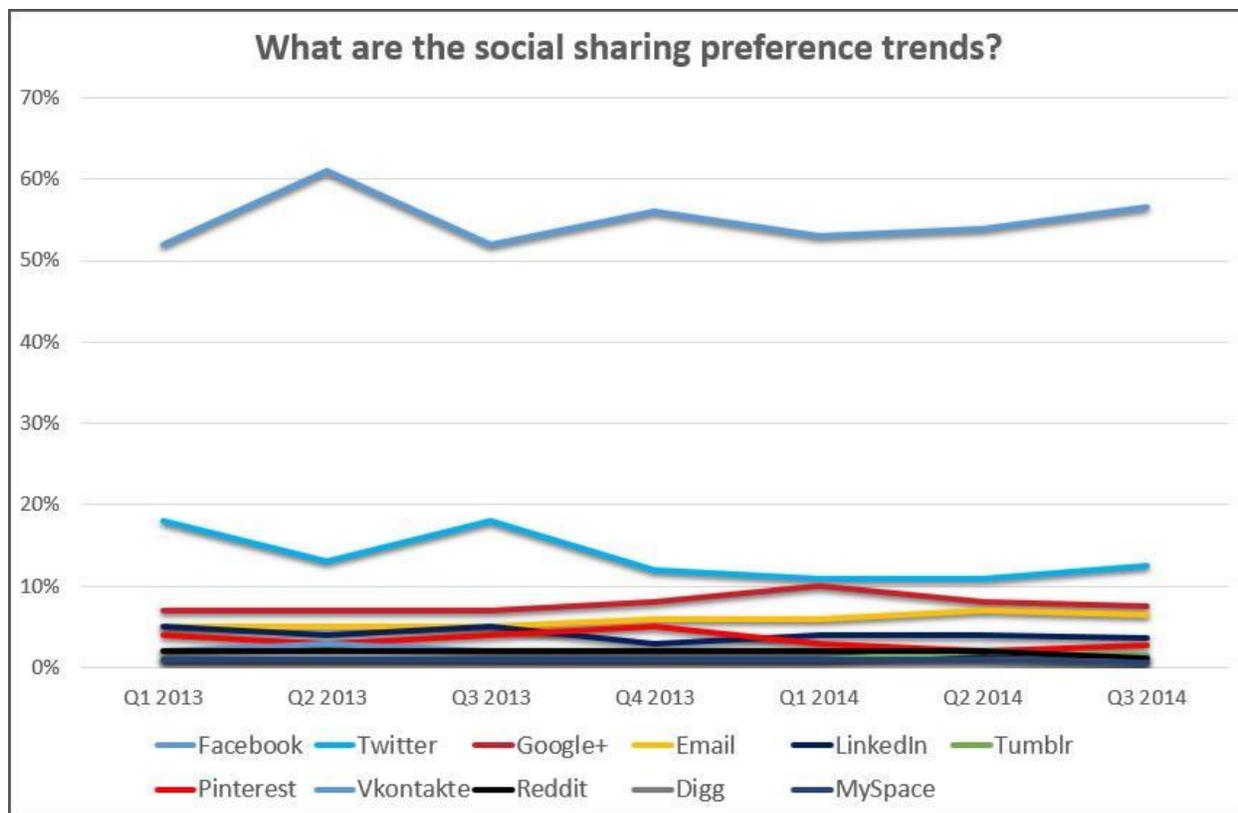


Oceania has a higher Facebook social login adoption this quarter than average, but it typically follows industry standards. Yahoo is the main exception, as Oceania consistently sees low adoption.

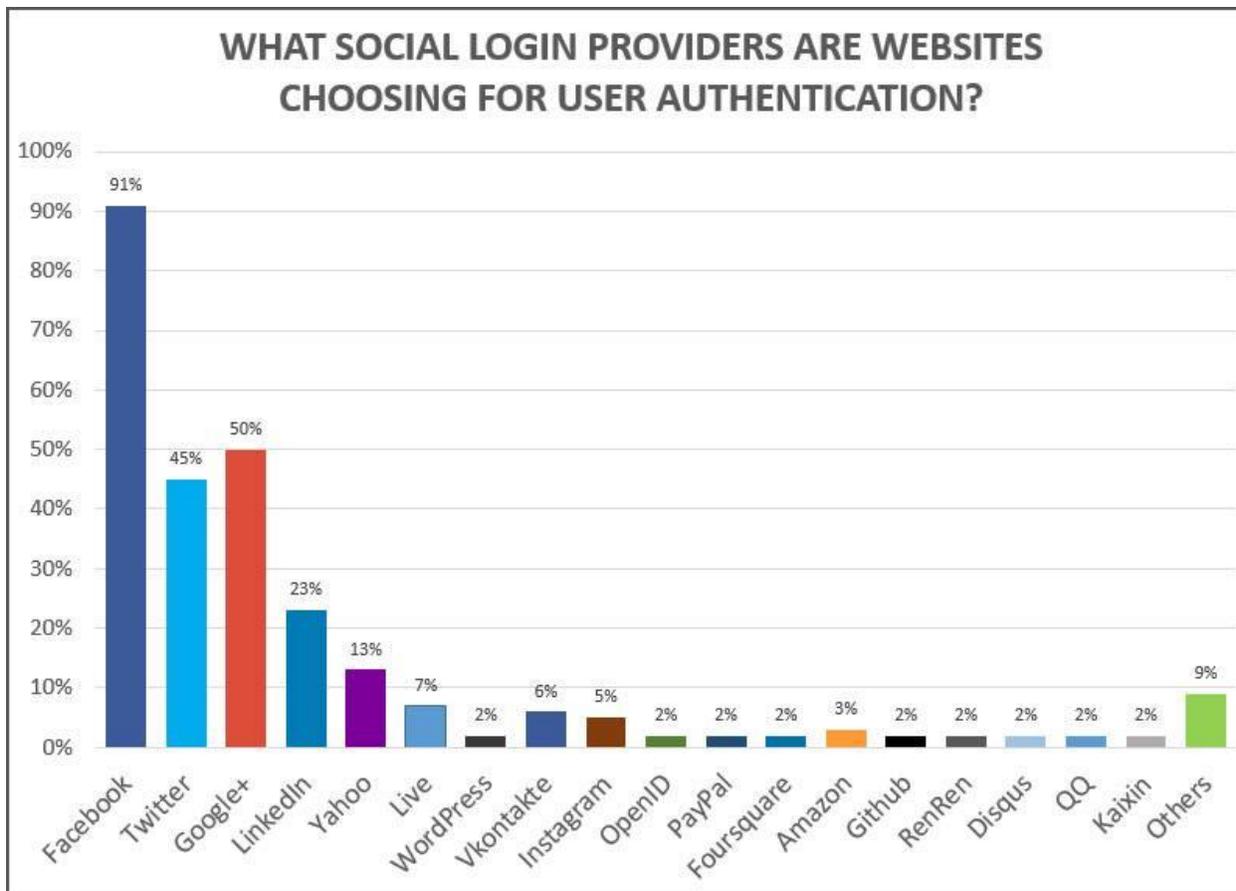
## Social Sharing Trends



This quarter there are no major changes in the social sharing trends. Facebook remains dominant with 56% of all social shares, followed by Twitter (12%), Google Plus (7%), Email (6%), and LinkedIn (4%).



Social sharing preferences has not seen any major spikes or declines in the past seven quarters. Facebook, followed by Twitter and Google Plus have held the podium respectively over the past quarters.



This analysis shows website owners' preference for ID providers. One website may choose multiple IDs for user authentication. Facebook leads the race again for preference of Social ID among websites integrating it. Google Plus, tied with Twitter for second place last quarter, has jumped ahead to take second place, leaving Twitter in third.

## **Overview**

- 56% of users prefer logging in with Facebook on a website. Google+ is preferred by 24%, Twitter by 12% and Yahoo by 3%
- Twitter is commonly offered by 45% of website owners, but only 12% of users prefer to login using it
- Facebook has seen a slight increase this quarter in popularity in all continents except South America, which has consistently seen a decline
- South America may see Google Plus social logins overtake Facebook in the coming quarters
- Social login adoption among Female has grown fast and now overtakes the male adoption rate by 2%
- Social login adoption is still led by users below the age of 35, but the older generations are seeing an incline
- Logging in with social accounts is gaining popularity on mobile devices, almost holding 25% of the market share this quarter
- Facebook has 56% of sharing activities. Twitter and Google Plus battle for 2nd with 12% & 7%. Email is in 4th with 6% and giving tough competition to Google+

## **What does this mean for website owners?**

These statistics will help in choosing the right social login and sharing ID providers for the target audience. Based on the demographic that a website is trying to reach one can identify the most beneficial ID providers to offer. These statistics also show a general trend of social media preferences. Understanding a websites users, developing strategies to target them effectively, and increasing their user experience are key to a successful online business and marketing strategy.

## **About LoginRadius**

LoginRadius was founded in 2012 and has continued to grow rapidly to over 120,000 customers and has a monthly reach of 250 million social share views. LoginRadius made it into the list of Canada's Top 25 Startups (by TechVibes) and BranhamGroup placed us among Canada's Top 25 Up-and-Coming ICT companies.

We are funded by some of the top Canadian VC's: Yaletown Venture Partners, Accelerate Fund, BDC Capital, and Real Ventures. We are partnered with industry leaders Amazon, Mozilla, Google and Microsoft; and are working together towards a common goal of simplifying how users connect to the web.

Currently, LoginRadius has over 25 employees and headquarters in Edmonton, Canada. There are also additional offices in Jaipur, India, and Sunnyvale, California.