

Infographics: the facts and figures

What is an infographic

“It’s a visualisation of complex information in a manner than can be easily understood and consumed.”



20%
is all you remember after reading just text¹



90%
of information transmitted to your brain is visual²



87%
of people read text on infographics¹

The word

Infographic(s) 

was searched **547,000 times** from April 2011-April 2012²

In March 2012
#infographic
was tweeted
56,765 times²

On Facebook

200%
more images are liked over text¹

On average traffic increases

12%
after publishing an infographic²

100% of customers believe the infographics we produce for them do a great job.

Need an infographic?

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