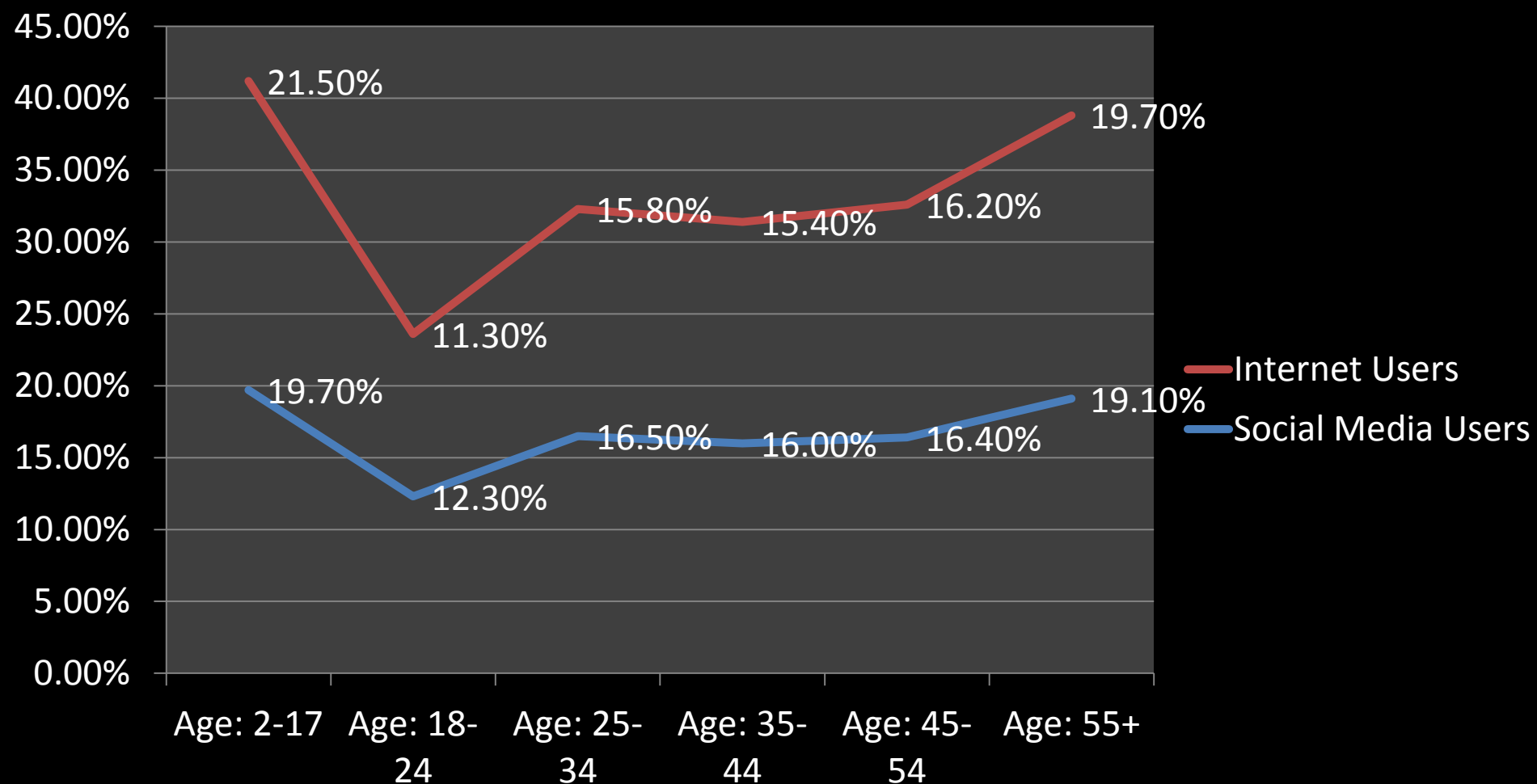


DIGITAL MARKETING STATISTICS - NORTH AMERICAN PERSPECTIVE



RAD365 Media
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Canada Internet Penetration by Age Group- July 2013



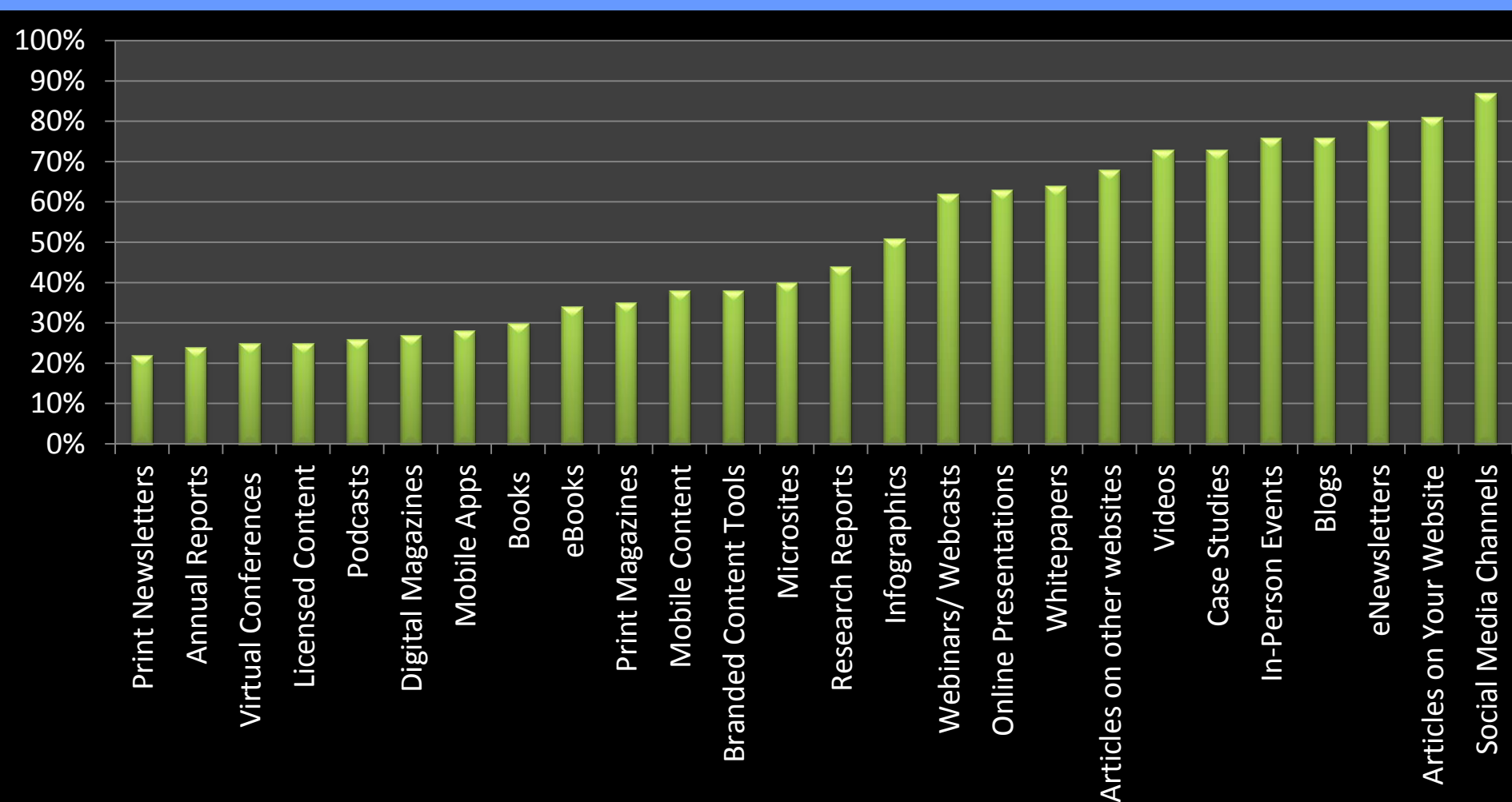
Recent North American Email Marketing Statistics



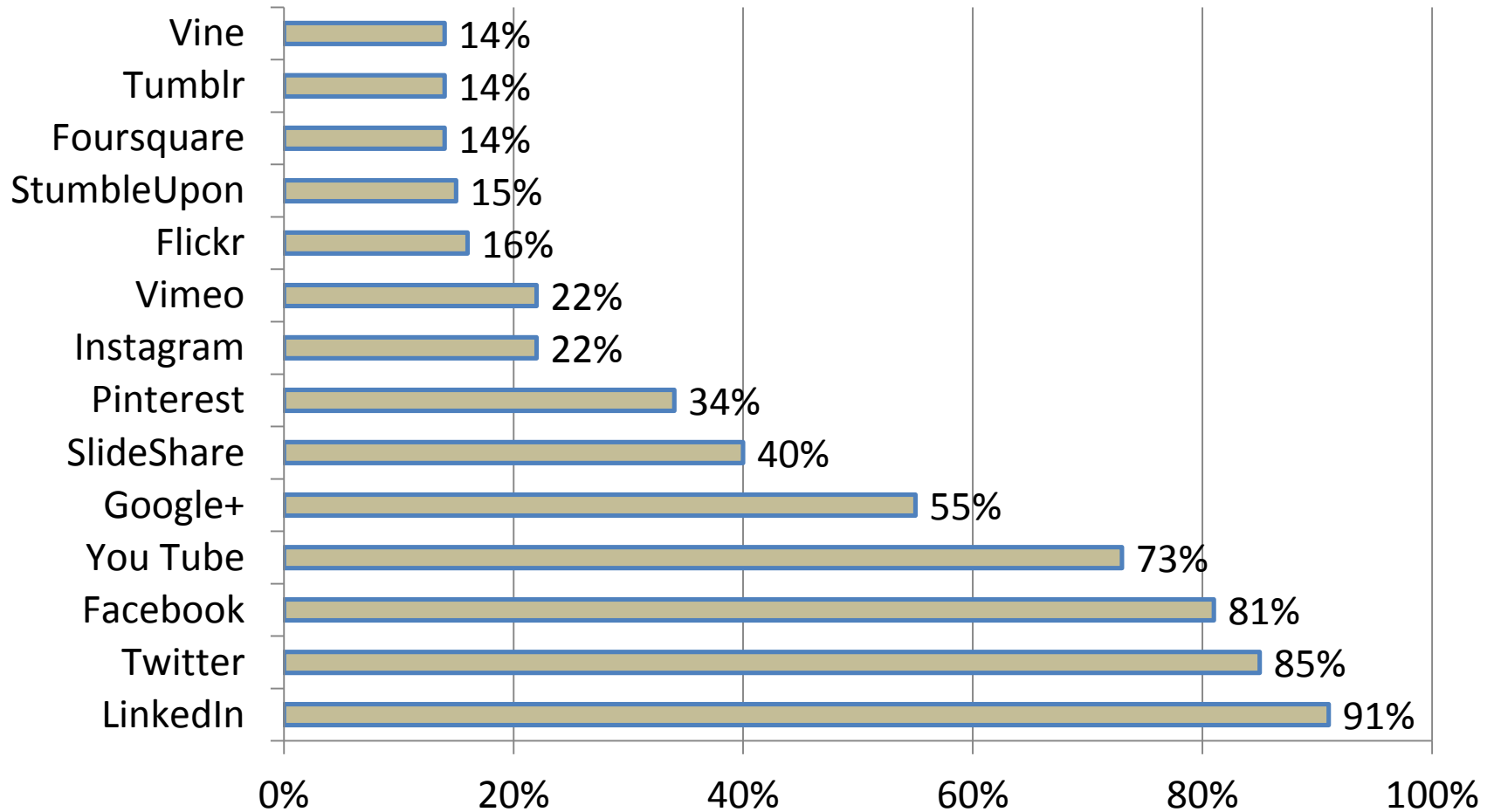
North America

- **Open Rate= 10.76 %**
- **Open Rate of HTML messages= 25.44 %**
- **Click Through Rate= 2.67 %**
- **Click to Open Rate= 30.09 %**
- **Bounce Rate = 2.17 %**
- **Complaint Rate = 0.12 %**
- **Unsubscribe Rates = 0.17 %**

2014 North American B2B Content Marketing Statistics



Content Distribution through Social Media- 2014 North America



Why Content Marketing?- Says North American Technology Marketers

86 % say it's for Lead Generation

82 % say it's for Brand Awareness

77 % say it's for Customer Acquisition

75 % say it's for Thought Leadership

“Lead Generation is the top goal for Technology Content Marketers.”

66 % say it's for Website Traffic

65 % say it's for Lead Nurturing

63 % say it's for Engagement

58 % say it's for Customer Retention

49 % say it's for Sales

Digital Marketing from the Mexican Perspective

- The mobile oriented digital spending in Mexico is expected to reach 20 % in 2016.
- About 40 % of Mexican companies reported that they are spending about 10 % of the total advertising budget in the digital medium.
- Among the various digital marketing activities, email marketing is ranked as the top activity in Mexico followed by social media management, social ads, search engine ads, banners in portals , mobile advertising and geolocation services.
- About 22 % of ad spending will be digital in Mexico by 2016.
- In 2013, about 64 % Mexican Internet users used their cell phones to go online.
- About 45 % of Mexican Internet users follow a brand on social media.



Mobile Use Patterns in North America

- ❑ Mobile device penetration in the USA is 94 %.
- ❑ Mobile device penetration in Canada is 74 %.
- ❑ The share of Smartphone users in North America is expected to reach 78.3 % by the year 2017.
- ❑ In the US, people are using smartphones more to book online travel tickets. Reputed online travel companies said that; they are getting a significant proportion of their travel bookings via the mobile devices.
- ❑ The mobile advertising spend by marketers in United States is supposed to reach \$ 31.1 billion by 2017.





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