

DIGITAL MARKETING STATISTICS - AFRICAN PERSPECTIVE



RAD365 Media
Let's Go Digital

African Digital Trends

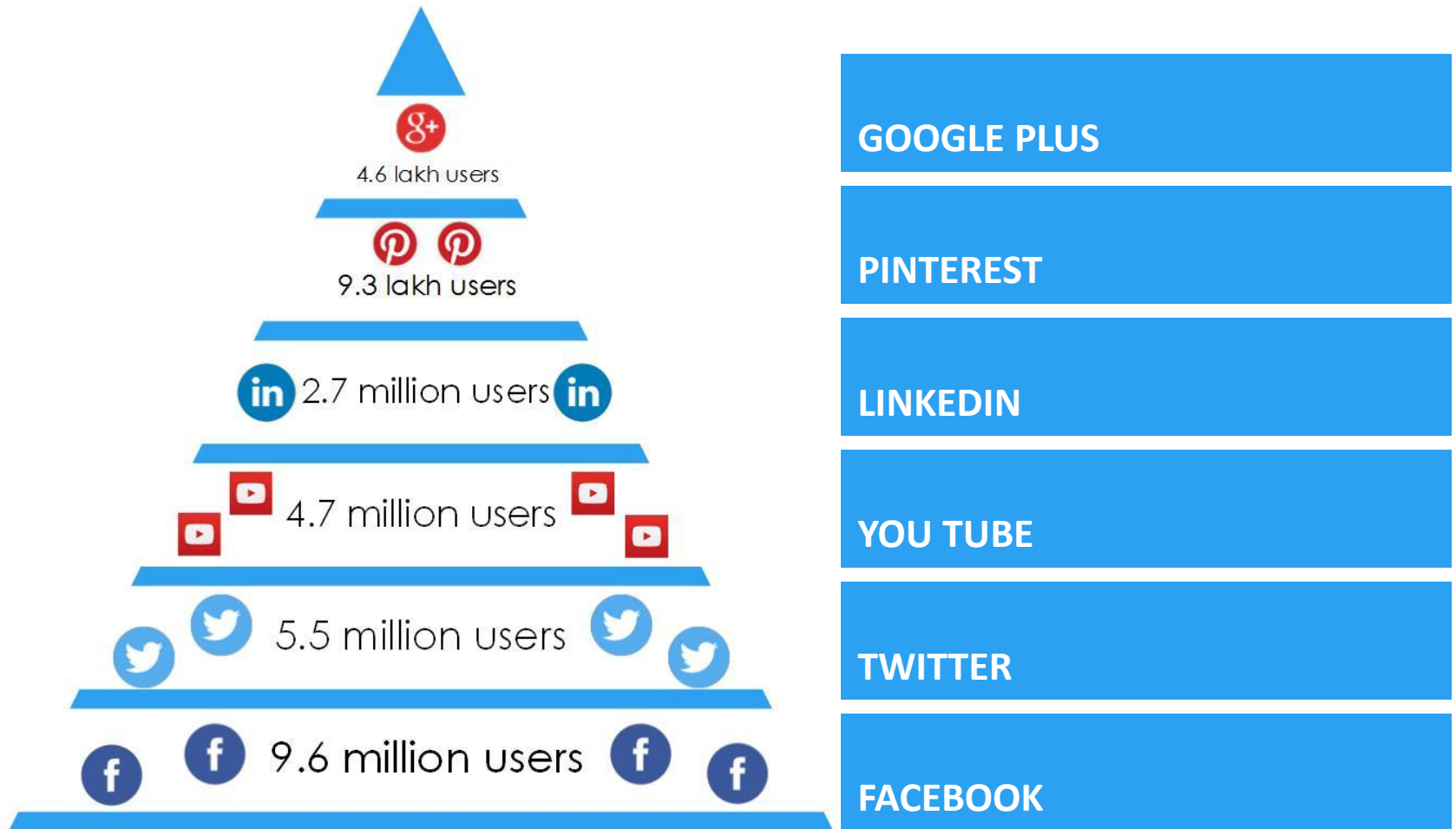
- ❑ African broadband users expected to exceed 250 million by 2015.
- ❑ Mobile devices will make up to 87 % of total sales among Internet-enabled technology by the year 2017.
- ❑ 43-44 % of African internet users reported that they buy sports, events and travel tickets online.
- ❑ Three out of four users in Africa use a mobile phone to connect to the internet.
- ❑ 59 % of South African mobile users use social media apps on their phone.
- ❑ 89 % of South African Smartphone users research products via their phone.
- ❑ 92 % of South African Smartphone users search for local information via their phone.

African Digital Trends- Continued



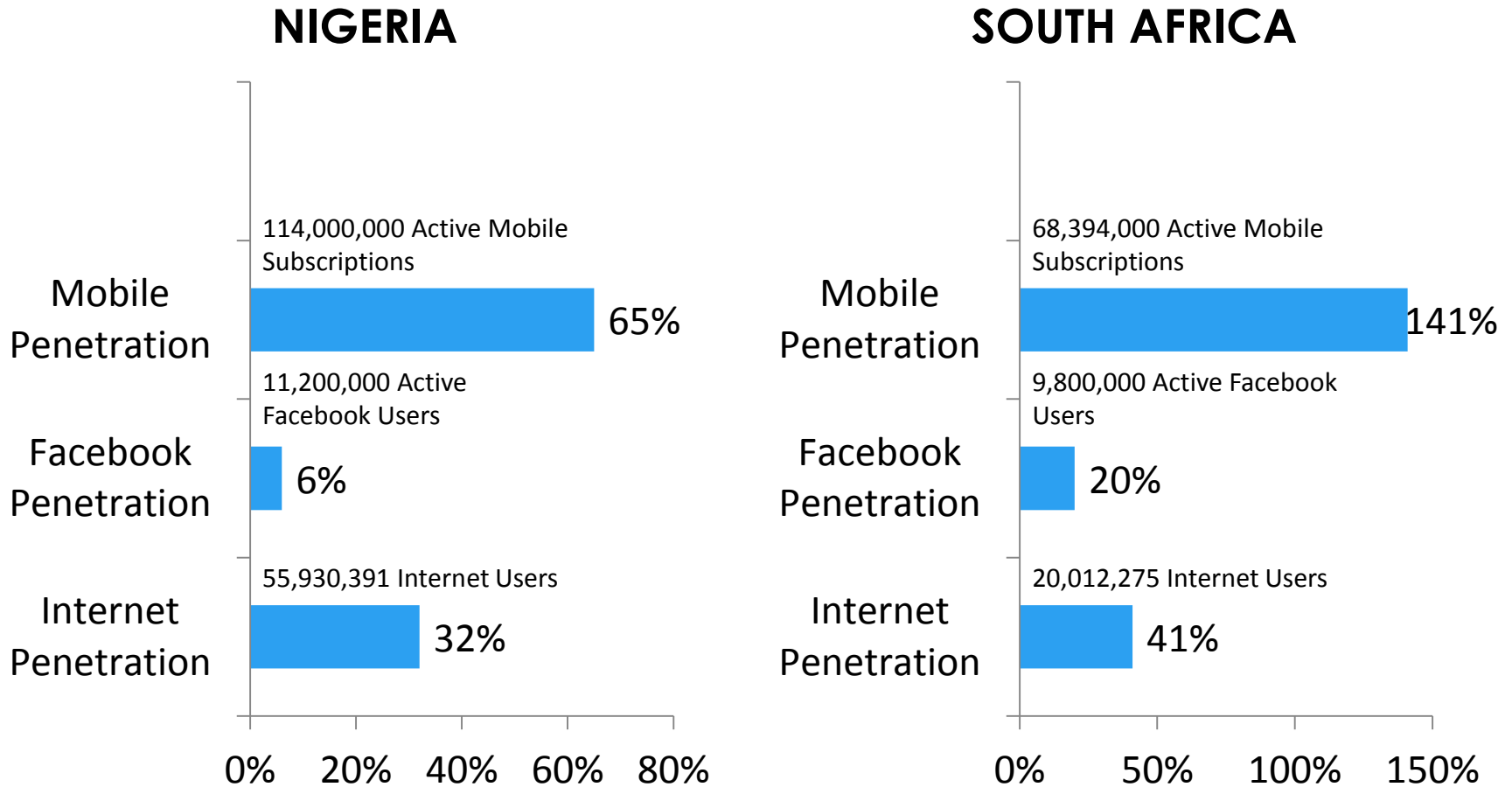
- ❑ 60 % of mobile subscribers in South Africa are aware of mobile banking services with 21 % of users actually using the services.
- ❑ 53 % of phone users in South Africa have viewed ads through their mobile phones.
- ❑ 84 % of mobile phone ads were viewed via SMS.
- ❑ According to IAB South Africa September 2014 report, the average daily unique internet browsers has increased to 4.4 million as compared to 3.4 million in July 2014.
- ❑ Out of the total population of 43 million people in Kenya, over 12 million people surf the internet; roughly 28 % of the total population.
- ❑ According to a 2012 Social Media report, the number of Facebook users in South Africa is 6.19 million.

2013 Social Media Statistics- South Africa



Source: [Blue Magnet Digital](#)

Additional Statistics- Nigeria & South Africa



Source: [Digital Strategy Consulting](#)

Recent African Email Marketing Statistics



Africa

- **Open Rate= 11.03 %**
- **Open Rate of HTML messages= 34.95 %**
- **Click Through Rate= 3.79 %**
- **Click to Open Rate= 36.82 %**
- **Bounce Rate = 0.60 %**
- **Complaint Rate = 0.08 %**
- **Unsubscribe Rates = 0.21 %**

AFRICA



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