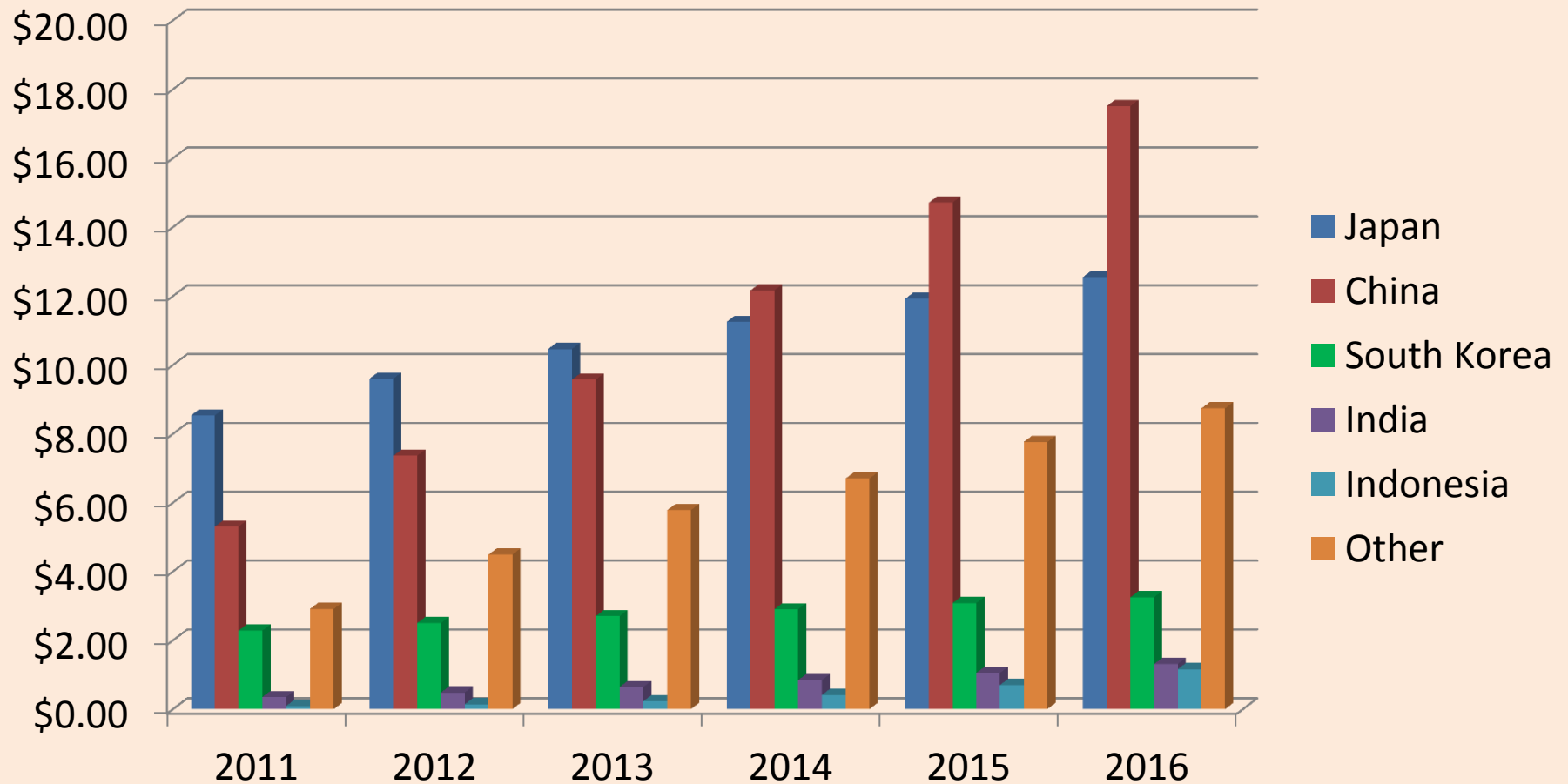


DIGITAL MARKETING STATISTICS - ASIAN PERSPECTIVE



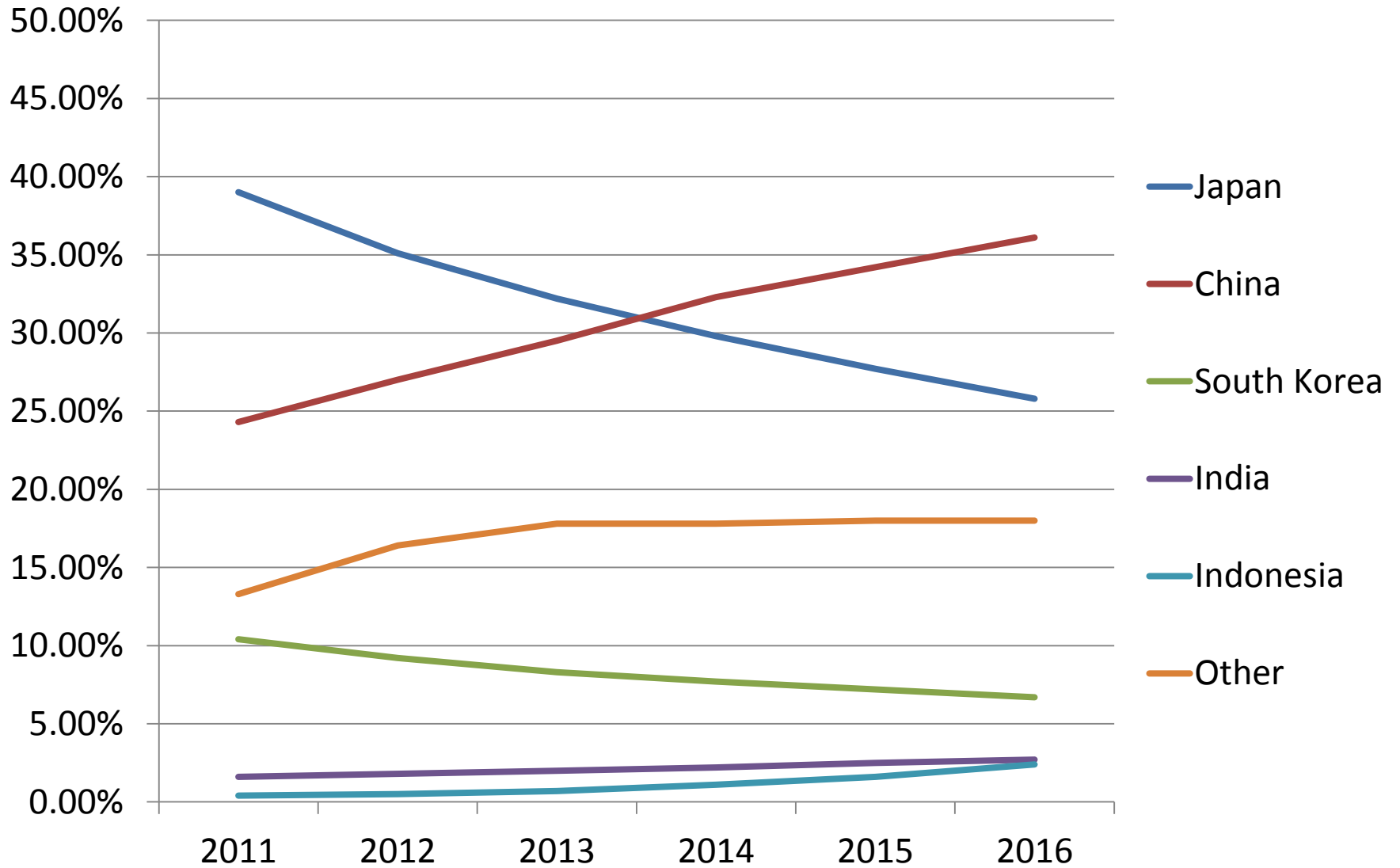
RAD365 Media
Let's Go Digital

Asia Digital Ad Spending in billions (2011-2016)



Source: [eMarketer](#)

Asia Digital Ad Spending Share, by Country (% of Total) (2011 - 2016)



Source: [eMarketer](#)

Recent Asia Email Marketing Statistics

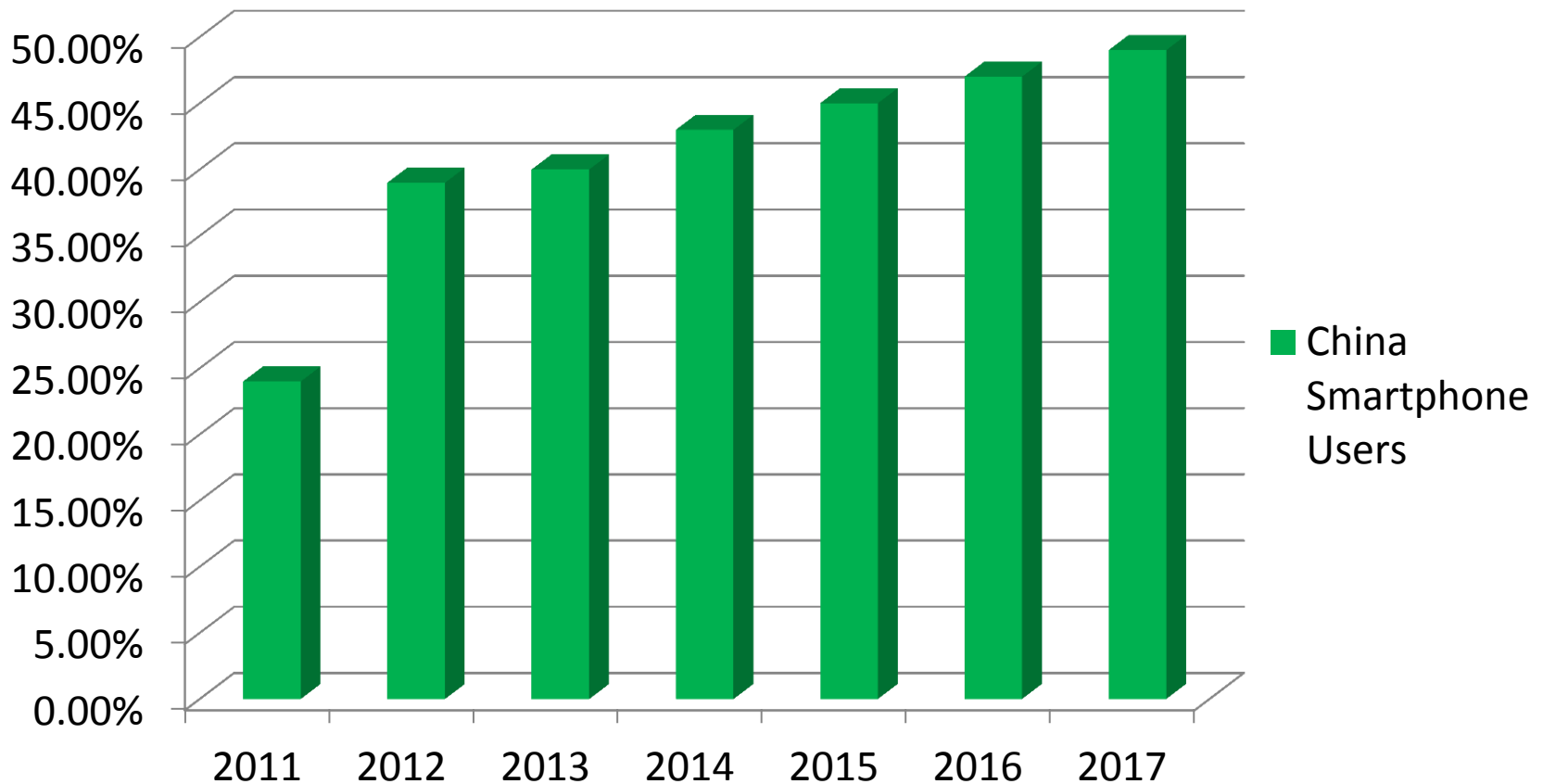
Asia

- **Open Rate**= 10.78 %
- **Open Rate of HTML messages**= 25.28 %
- **Click Through Rate**= 2.44 %
- **Click to Open Rate**= 33.47 %
- **Bounce Rate** = 1.44 %
- **Complaint Rate** = 0.07 %
- **Unsubscribe Rates** = 0.16 %



Predicted Statistics of Smartphone users in China

China Smartphone Users

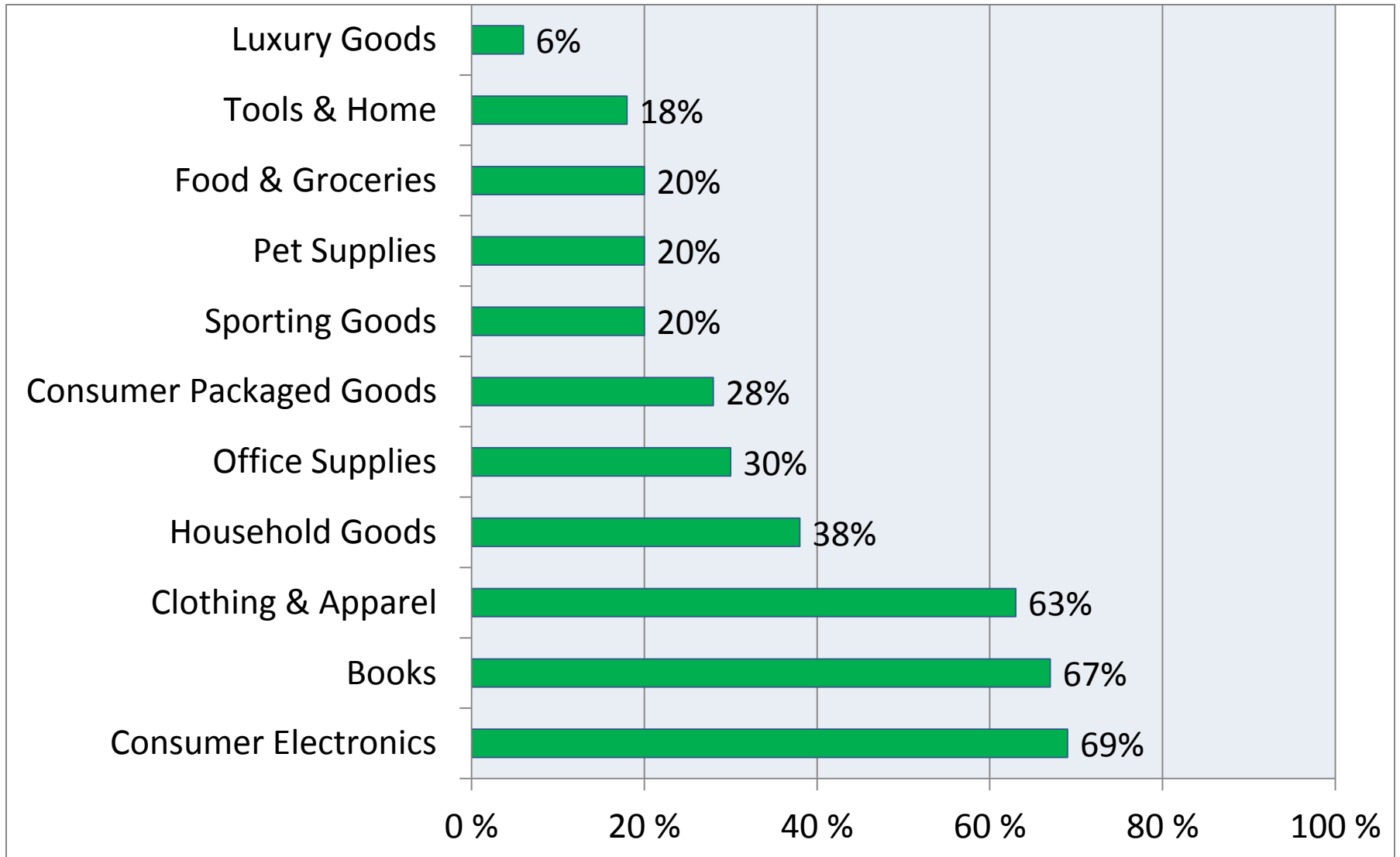


Source: [eMarketer](#)

Emerging Digital Trends in Asia Pacific

- ❑ *The digital markets of Indonesia, China and India will increase faster than the overall growth rate of Asia-Pacific through 2016.*
- ❑ *In the Asia-Pacific region, China's rate of investment in the digital ad market is expected to reach 36.1 % in 2016 from 24.3 % in 2011.*
- ❑ *Asia houses 42 % of the world's internet users.*
- ❑ *By 2016, 39.7 % of B2C e-commerce sales is expected to come from Asia-Pacific.*
- ❑ *37 % of Asia-Pacific population is likely to purchase goods and services through mobile devices.*
- ❑ *There were 825 million internet users in Asia Pacific in 2010. And, 700 million more users are expected to come online by the year 2015.*

Asia Online Purchase Statistics



Source: [Business2Community](#)



RAD365 Media
Let's Go Digital

3350 SW 148th Avenue
Suite 110 Miramar, FL 33027, USA
Phone: + 1-954-364-7098
Email: info@rad365media.com

