

DIGITAL MARKETING STATISTICS - EUROPEAN PERSPECTIVE

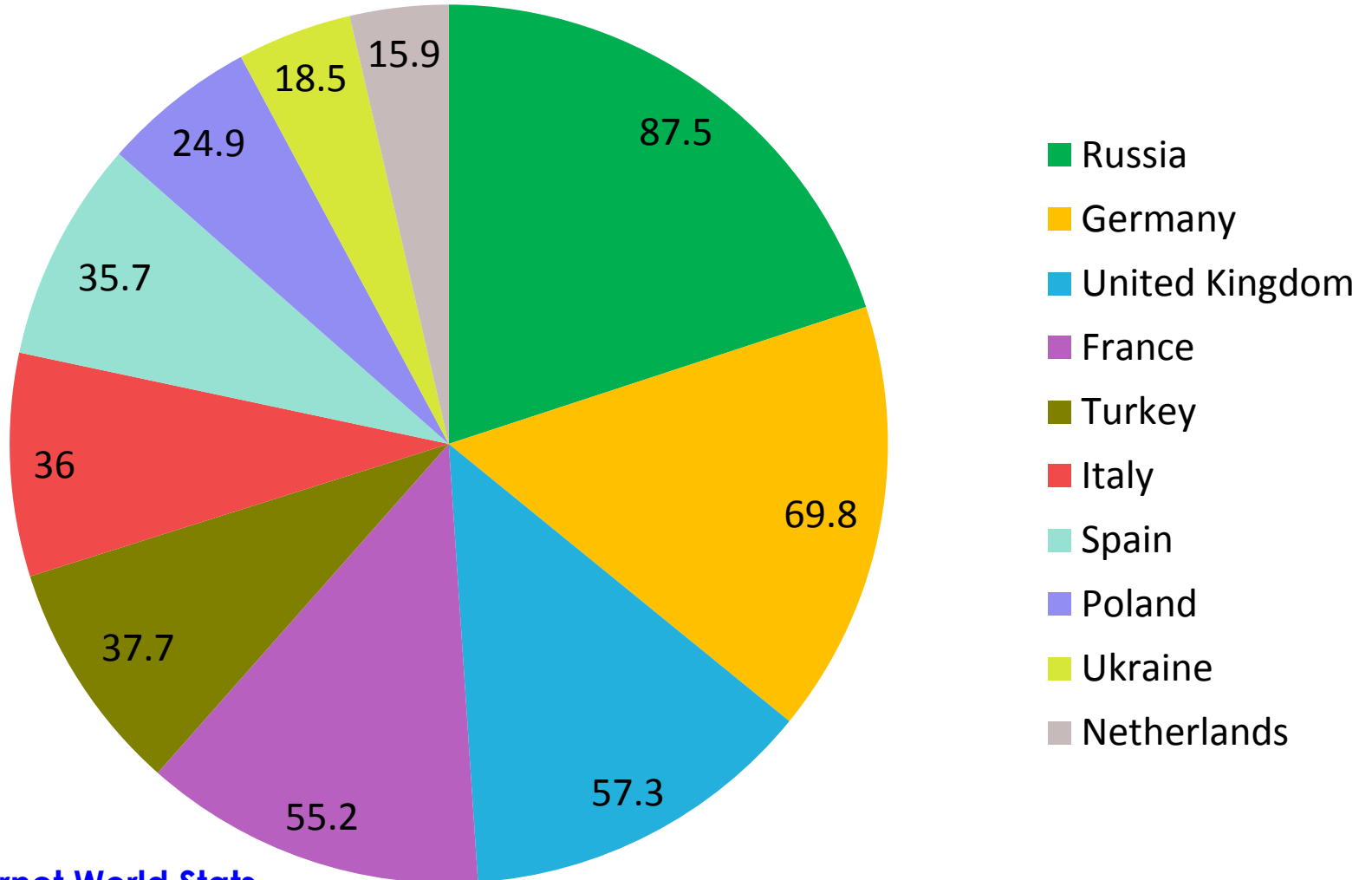


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Some Statistics- United Kingdom

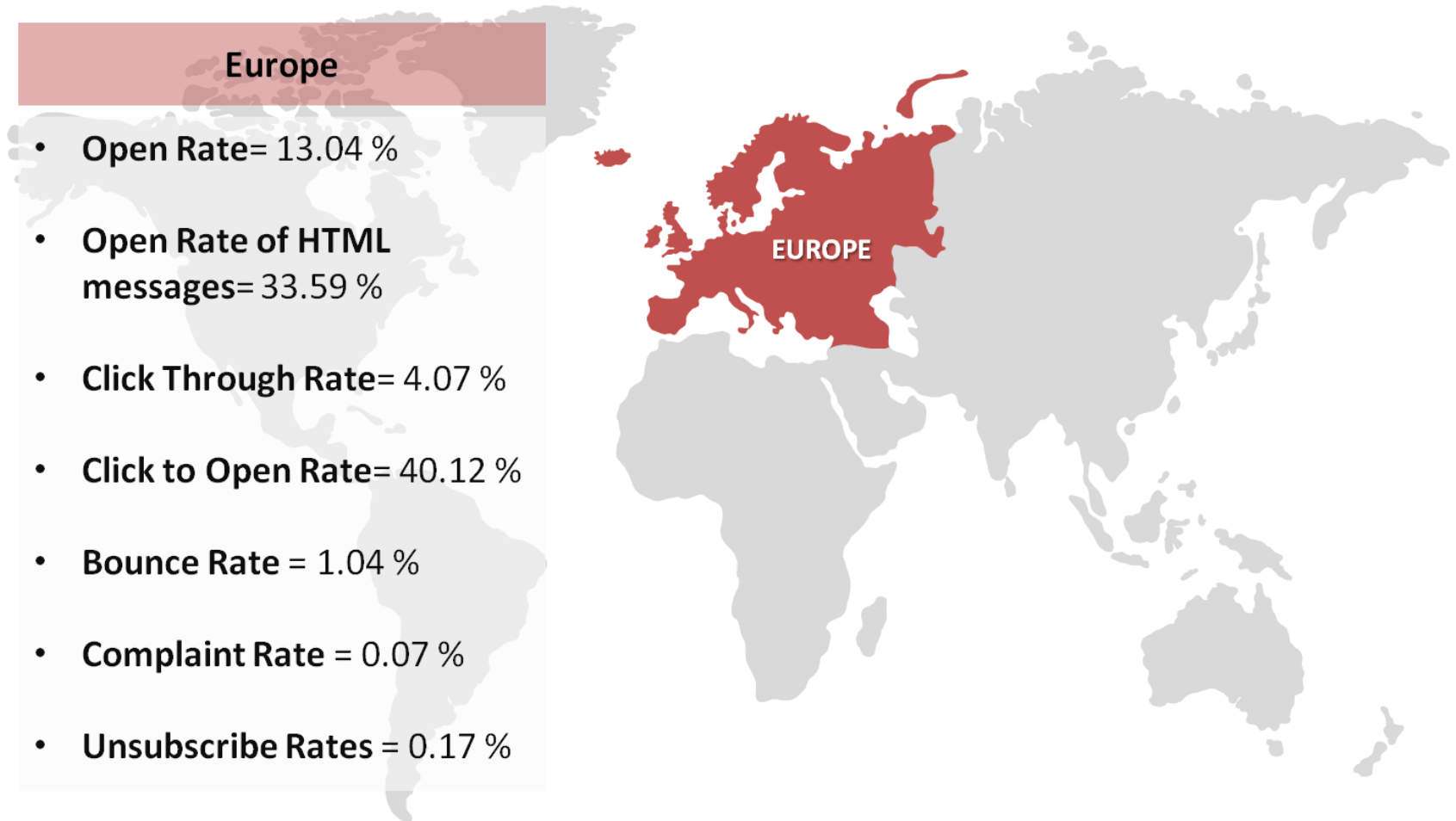
- ✓ According to a report by Office for National Statistics (ONS), about 76 % adults in UK accessed the internet daily in 2014; more than double as that of 2006 (35%).
- ✓ By 2016, UK is expected to see 50.4 million Internet users accounting for about 78 % of the total population.
- ✓ Moreover, 67 % of UK mobile phone users are going to browse the Internet from their phones in 2016. (about 35.8 million)
- ✓ With more Europeans expected to own smartphones, mobile ad spending is expected to increase to \$ 8.4 billion in Western Europe and \$ 261.4 million in Eastern Europe.
- ✓ The digital advertising spend in UK is expected to reach \$ 11.4 billion in 2015 with an increase of 8 % over the previous year.

Top 10 European Countries with Internet Users



Source: [Internet World Stats](#)

Recent European Email Marketing Statistics



Regional Internet Statistics

Western
Europe

Internet Penetration=
85 %

Facebook Penetration=
50 %

Southern
Europe

Internet Penetration=
64 %

Facebook Penetration=
43 %

Central
Europe

Internet Penetration=
78 %

Facebook Penetration=
36 %

Eastern
Europe

Internet Penetration=
49 %

Facebook Penetration=
31 %

Northern
Europe

Internet Penetration=
93 %

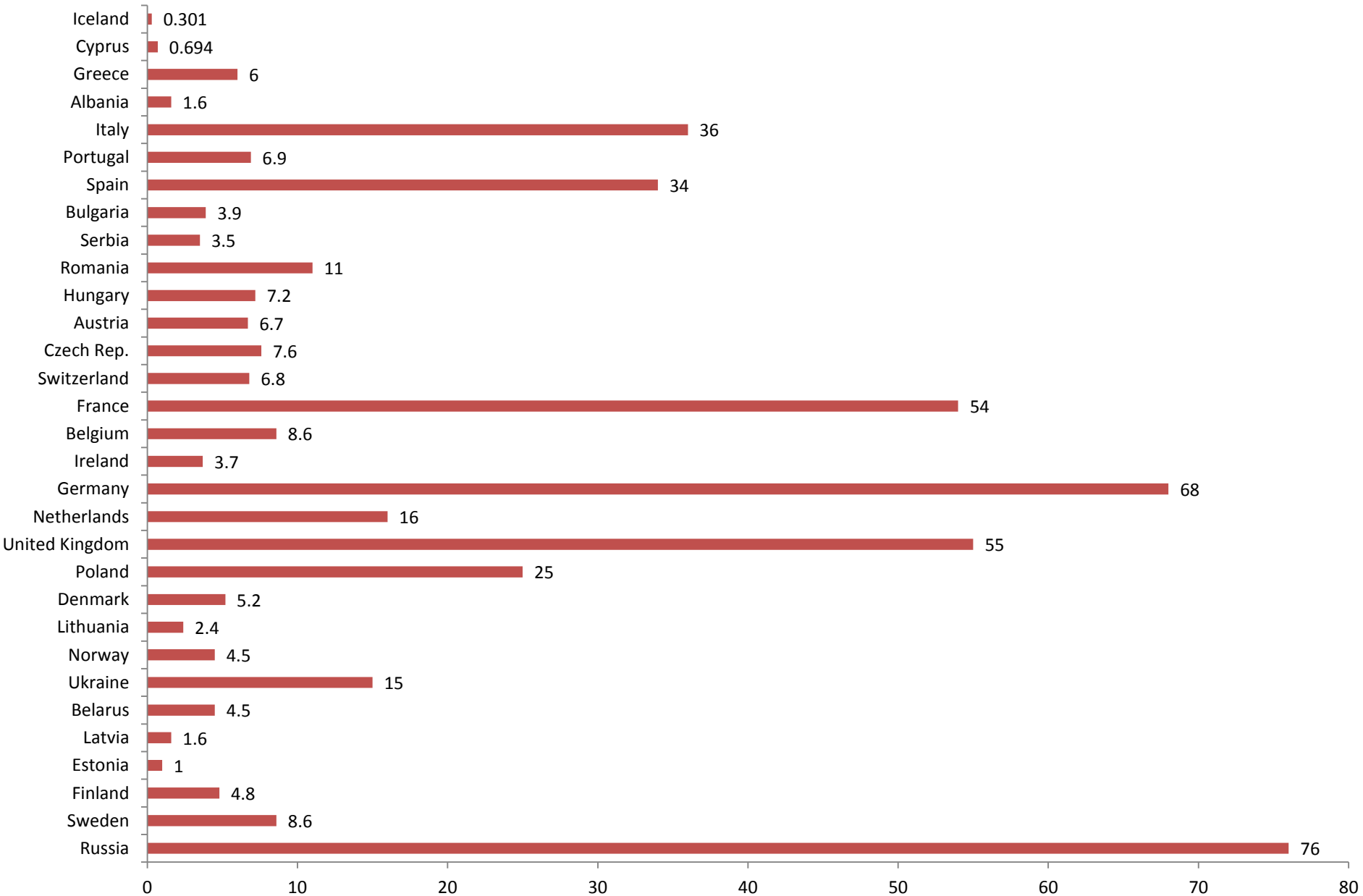
Facebook Penetration=
56 %

Baltic
States

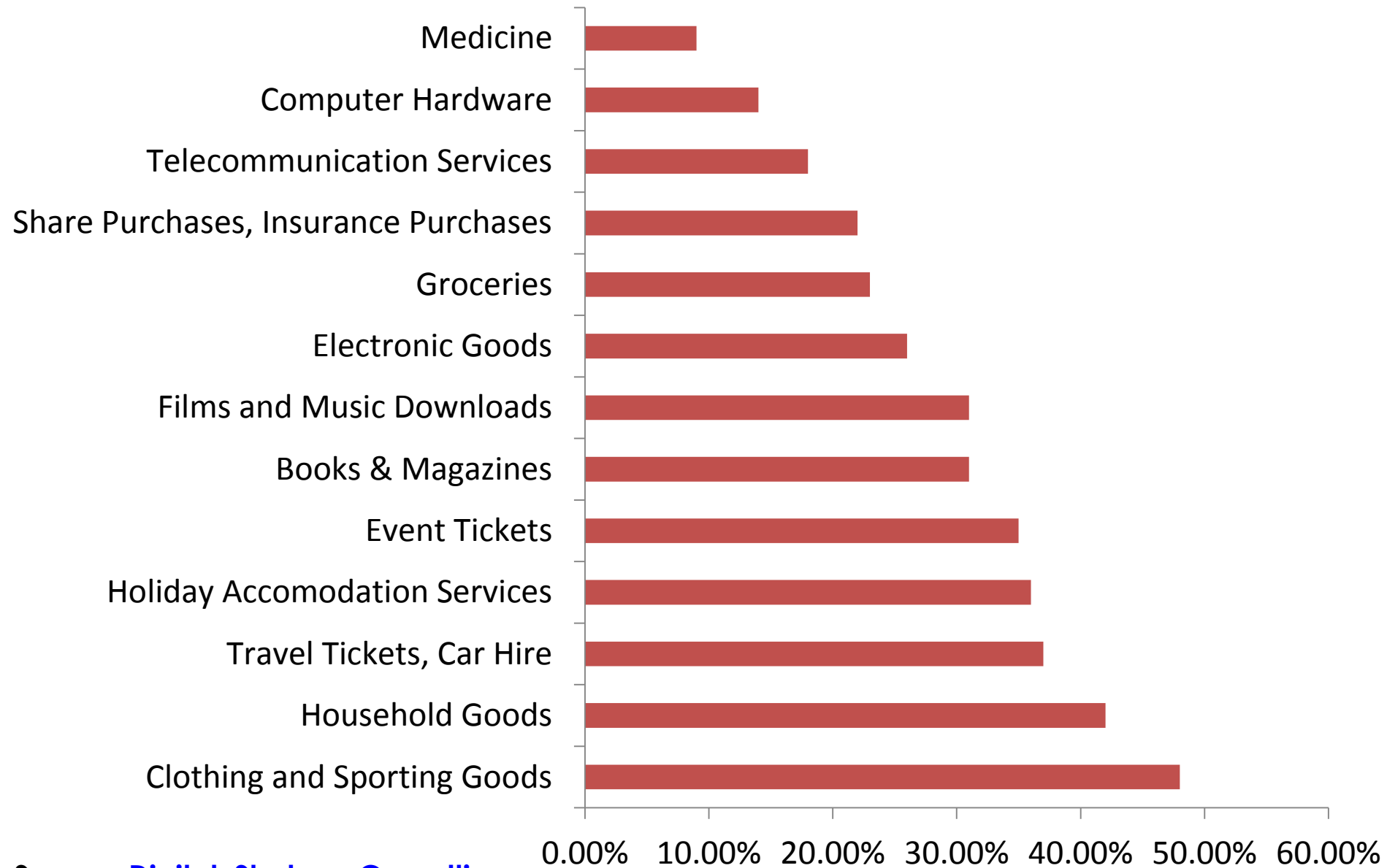
Internet Penetration=
72 %

Facebook Penetration=
33 %

European Internet Users (in millions)

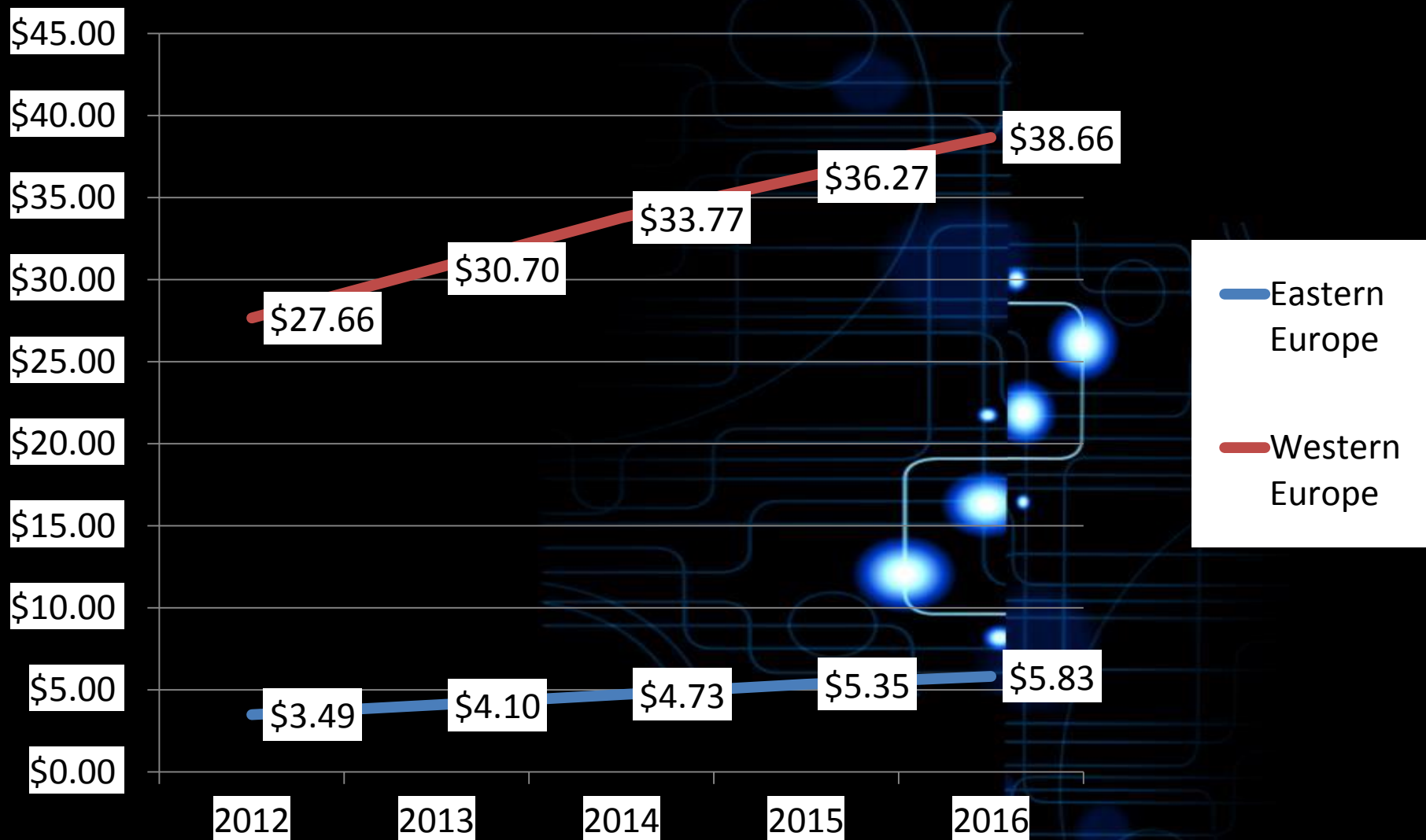


Category Wise Online Purchase in the last 12 months (UK)

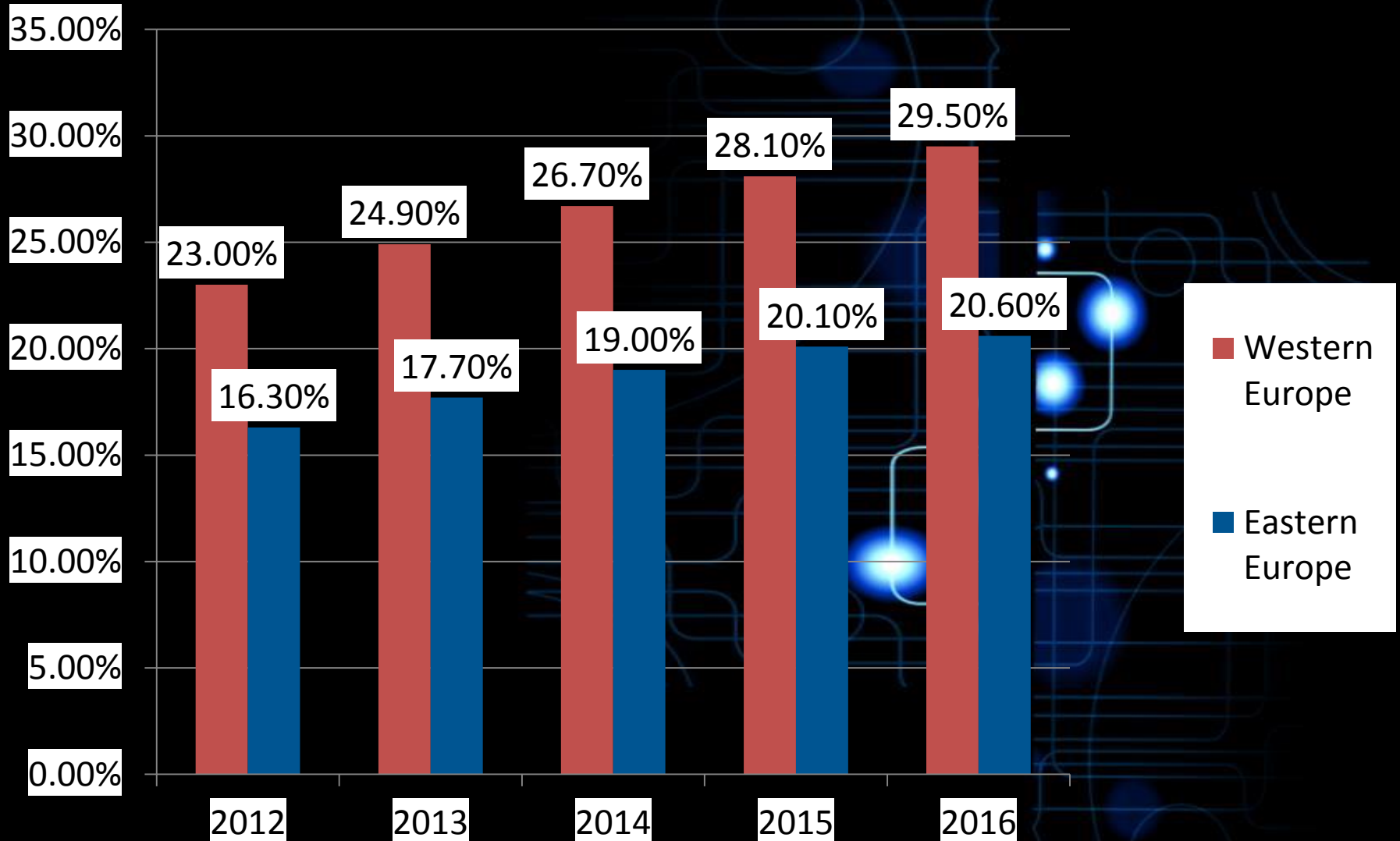


Source: [Digital Strategy Consulting](#)

Europe Digital Ad Spending (in billions)- 2012-2016



Digital Ad Spending as % of Total Media Ad Spending- 2012-2016





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