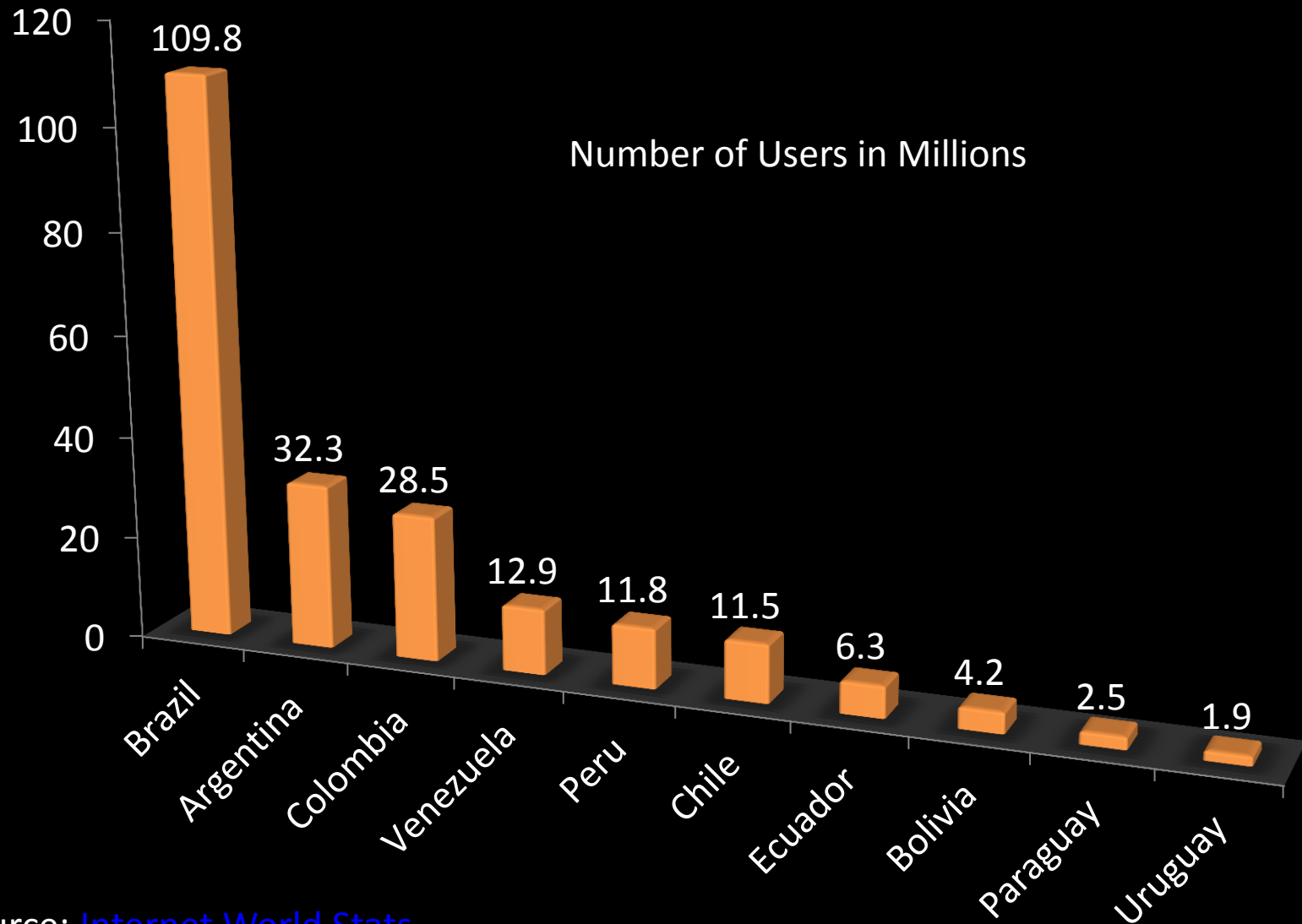


DIGITAL MARKETING STATISTICS - SOUTH AMERICAN PERSPECTIVE



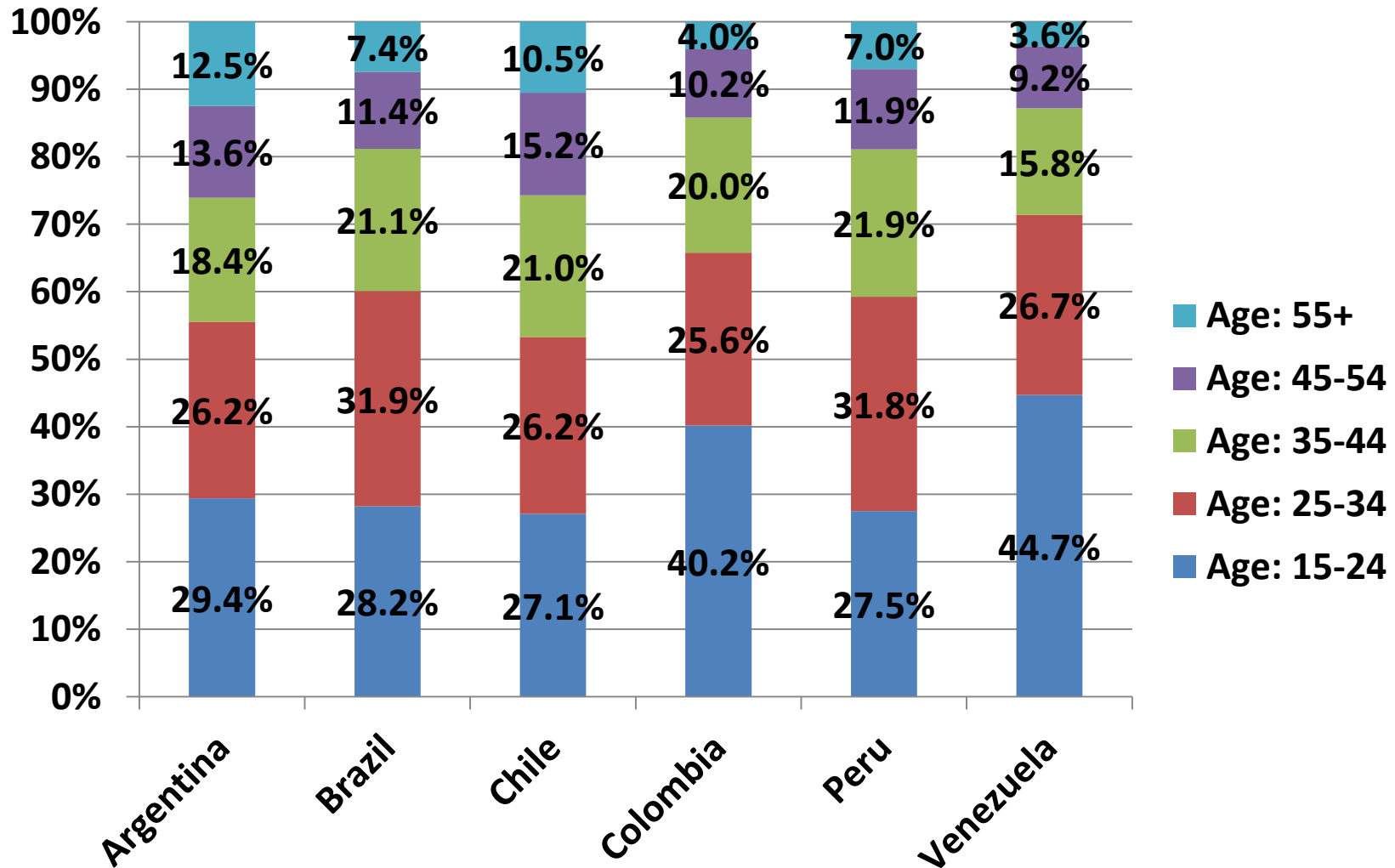
RAD365 Media
Let's Go Digital

Number of Internet Users in South America- December 2013



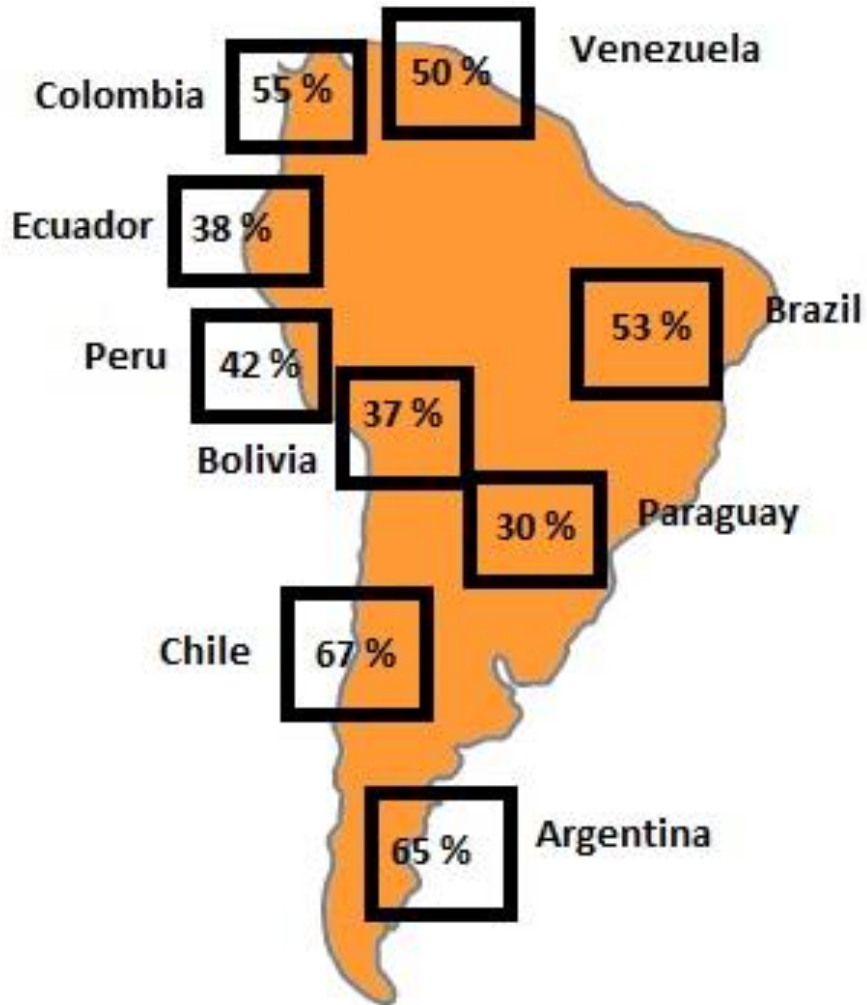
Source: [Internet World Stats](#)

South America's Composition of Total Internet Visitors

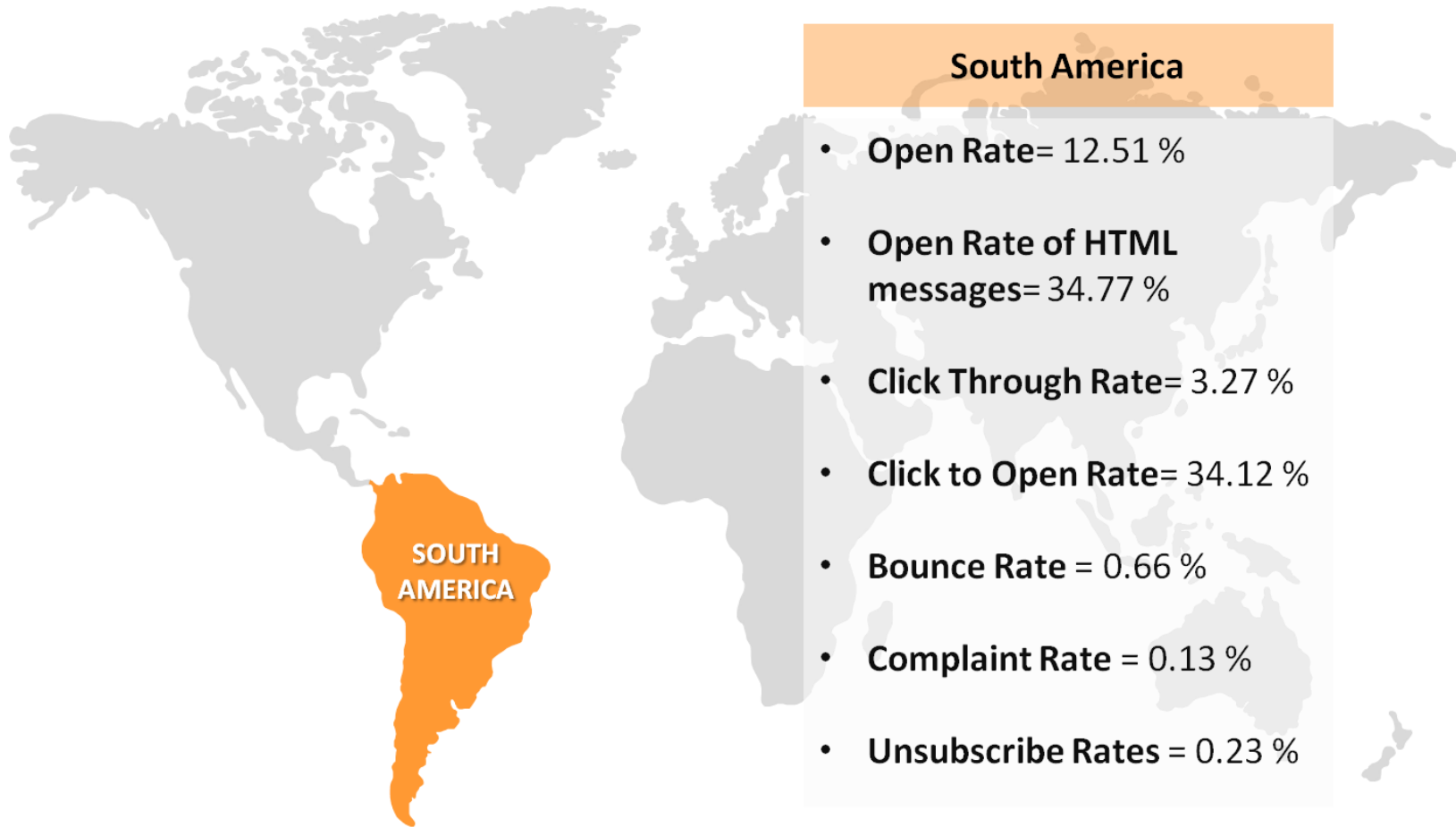


Source: [We Are Social](#)

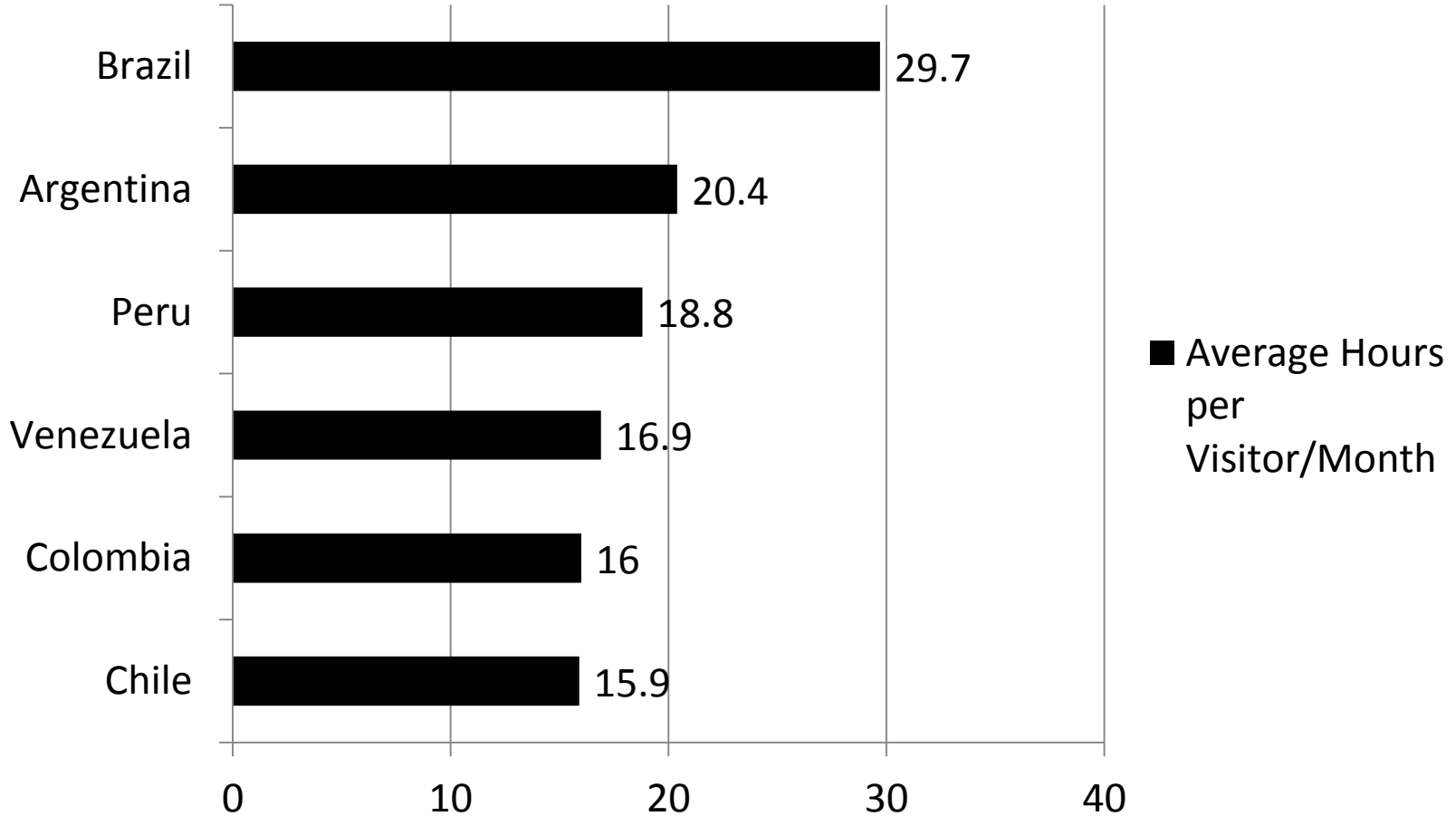
Internet Penetration in South America



Recent South American Email Marketing Statistics

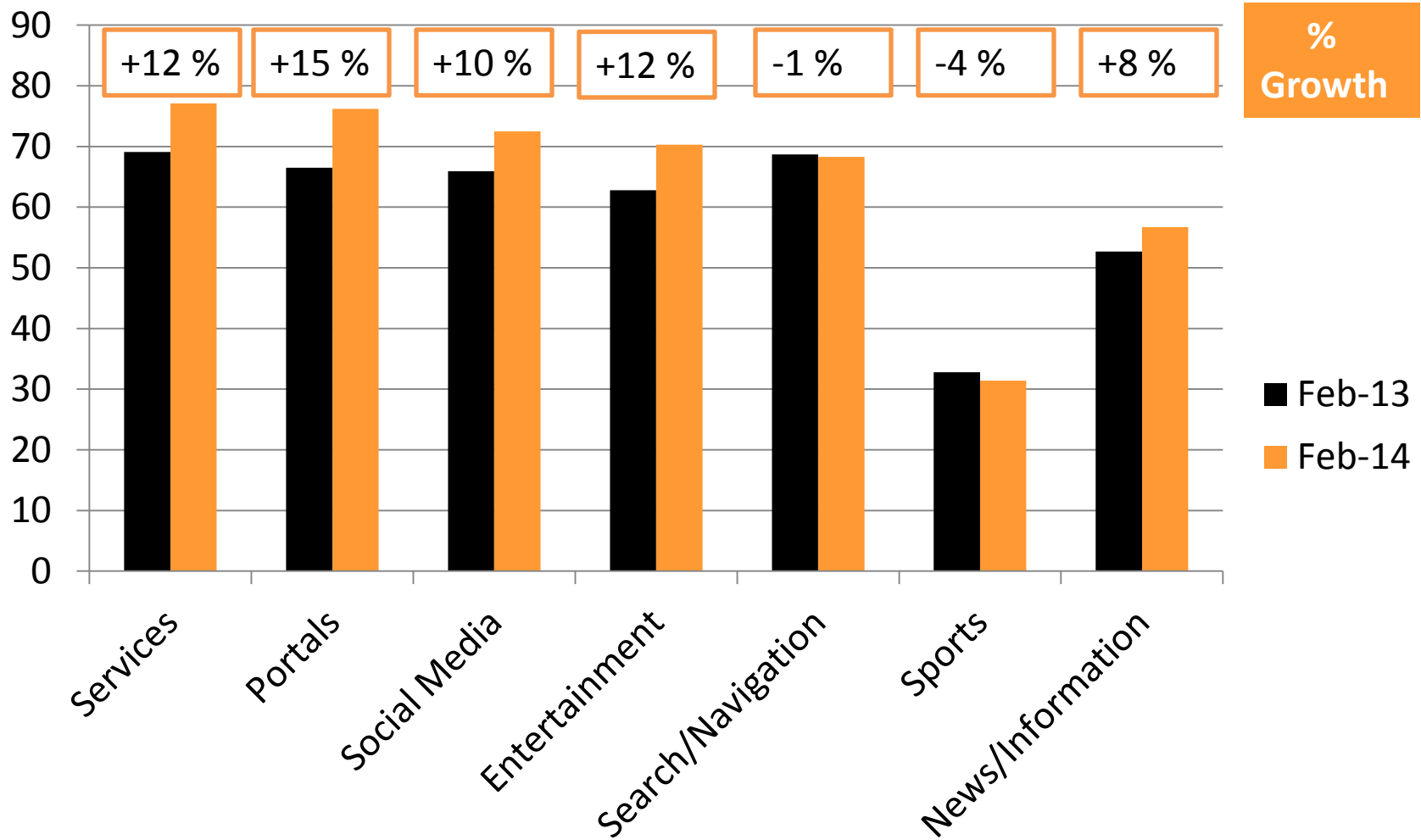


Average Time Spent by Online Visitors



Source: [comScore](#)

Categories with Digital Growth: Brazil (Online Users in Millions)



Source: comScore

Brazil

- ❑ According to a comScore 2012 report, Brazil ranks as having the 7th largest internet audience with an impressive growth rate of 16 %.
- ❑ The most popular uses of Brazilian internet users are Search/Navigation, Blogs, Instant Messengers, Coupons and Job search.
- ❑ Industries like Travel, Banking and Retail are showing significant growth in Brazil.
- ❑ The online advertising industry in Brazil continues to mature. Advertisers are investing more and expecting better analytical results in return.
- ❑ According to a Latin Link report, 70 % of Brazilians polled in June 2014 said they make purchases with a Smartphone or tablet.
- ❑ Brazil's Smartphone sales went higher by 22 % in Quadrant-II 2014 as compared to as that of Quadrant-II 2013. This indicates that the mobile will drive the digital markets in the coming days.

Argentina



Mobile internet
penetration as % of
total population

42 %

Social media
penetration as % of
total population

54 %

Smartphone
penetration as % of
total population

31 %

% of users searching
for local information
via Smartphones

86 %

% of users
researching products
via Smartphones

85 %

% of users who have
made a purchase via
their Smartphones

25 %



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

