



DIGITAL IN 2018 IN WESTERN ASIA

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND ECOMMERCE USE ACROSS THE REGION

**we
are
social**



Hootsuite™



SAUDI ARABIA

JAN
2018

DIGITAL IN SAUDI ARABIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

السعودية



TOTAL
POPULATION



we
are
social

33.25
MILLION

URBANISATION:

84%

INTERNET
USERS



30.25
MILLION

PENETRATION:

91%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

25.00
MILLION

PENETRATION:

75%

UNIQUE
MOBILE USERS



23.66
MILLION

PENETRATION:

71%

ACTIVE MOBILE
SOCIAL USERS



18.00
MILLION

PENETRATION:

54%



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+34%

SINCE JAN 2017

+8 MILLION

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+32%

SINCE JAN 2017

+6 MILLION

UNIQUE
MOBILE USERS



+10%

SINCE JAN 2017

+2 MILLION

ACTIVE MOBILE
SOCIAL USERS



+13%

SINCE JAN 2017

+2 MILLION

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS



TOTAL
POPULATION



we
are
social

33.25
MILLION

FEMALE
POPULATION



42.8%

MALE
POPULATION



we
are
social

57.2%

ANNUAL CHANGE IN
POPULATION SIZE



+1.9%

MEDIAN
AGE



27.9
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



84%

GDP PER
CAPITA



we
are
social

\$54,522

LITERACY
(TOTAL)



95%

FEMALE
LITERACY



we
are
social

91%

MALE
LITERACY



97%

JAN
2018

DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE [SURVEY-BASED]

معلومات

MOBILE PHONE
(ANY TYPE)



98%

we
are
social

SMART
PHONE



96%

Google

LAPTOP OR
DESKTOP COMPUTER



56%



TABLET
COMPUTER



22%

TELEVISION
(ANY KIND)



83%

Google

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



5%



E-READER
DEVICE



1%

we
are
social

WEARABLE
TECH DEVICE



2%

JAN
2018

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



6H 45M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



we
are
social

2H 34M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



global
web
index

3H 05M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



1H 01M

ATTITUDES TOWARDS DIGITAL

HOW INTERNET USERS* PERCEIVE THE ROLE OF TECHNOLOGY, AND THEIR PERSPECTIVE ON PRIVACY ISSUES



BELIEVE THAT NEW TECHNOLOGIES OFFER MORE OPPORTUNITIES THAN RISKS



Google

65%

PREFER TO COMPLETE TASKS DIGITALLY WHENEVER POSSIBLE



63%

BELIEVE DATA PRIVACY AND PROTECTION ARE VERY IMPORTANT



we are social

78%

DELETE COOKIES FROM INTERNET BROWSER TO PROTECT PRIVACY



34%

USE AN AD-BLOCKING TOOL TO STOP ADVERTS BEING DISPLAYED



36%

JAN
2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



30.25
MILLION

we
are
social

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



91%



TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



29.32
MILLION



MOBILE INTERNET USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



88%

JAN
2018

INTERNET USERS: DIFFERENT PERSPECTIVES

REPORTS OF THE TOTAL NUMBER OF INTERNET USERS FROM DIFFERENT DATA PROVIDERS

معلومات

INTERNET
WORLD STATS



24.15
MILLION

ITU (INTERNATIONAL
TELECOMMUNICATION UNION)



24.52
MILLION

INTERNET
LIVE STATS



20.81
MILLION

CIA WORLD
FACTBOOK



24.54
MILLION

we
are
social



we
are
social

JAN
2018

FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

معلومات



EVERY
DAY



88%

we
are
social

AT LEAST ONCE
PER WEEK



9%

Google

AT LEAST ONCE
PER MONTH



3%



LESS THAN ONCE
PER MONTH



0%

JAN
2018

INTERNET CONNECTIONS: SPEED & DEVICES

AVERAGE INTERNET CONNECTION SPEEDS, AND THE DEVICE THAT PEOPLE USE MOST OFTEN TO ACCESS THE INTERNET



AVERAGE INTERNET
SPEED VIA FIXED
CONNECTIONS



OOKLA

21.26
MBPS

AVERAGE INTERNET
SPEED VIA MOBILE
CONNECTIONS



16.22
MBPS

ACCESS THE INTERNET
MOST OFTEN VIA A
COMPUTER OR TABLET



4%

ACCESS EQUALLY VIA
A SMARTPHONE AND
COMPUTER OR TABLET



we
are
social

40%

ACCESS THE INTERNET
MOST OFTEN VIA A
SMARTPHONE



Google

56%

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

معلومات

LAPTOPS &
DESKTOPS



33%

YEAR-ON-YEAR CHANGE:

-20%

MOBILE
PHONES



64%

YEAR-ON-YEAR CHANGE:

+16%

TABLET
DEVICES



2%

YEAR-ON-YEAR CHANGE:

-31%

OTHER
DEVICES



0.42%

YEAR-ON-YEAR CHANGE:

+110%

JAN
2018

SIMILARWEB'S RANKING OF TOP WEBSITES

RANKINGS BASED ON AVERAGE MONTHLY TRAFFIC TO EACH WEBSITE IN Q4 2017



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM.SA	SEARCH	86,300,000	10M 50S	8.6
02	YOUTUBE.COM	TV & VIDEO	79,400,000	25M 41S	12.1
03	GOOGLE.COM	SEARCH	50,700,000	11M 06S	11.5
04	FACEBOOK.COM	SOCIAL	26,700,000	16M 13S	12.6
05	TWITTER.COM	SOCIAL	16,400,000	15M 37S	10.4
06	LIVE.COM	EMAIL	10,700,000	8M 41S	8.9
07	YAHOO.COM	NEWS & MEDIA	7,600,000	7M 44S	5.9
08	WIKIPEDIA.ORG	REFERENCE	7,400,000	4M 14S	3.1
09	WHATSAPP.COM	SOCIAL	7,000,000	2M 41S	2.0
10	AMAZON.COM	SHOPPING	6,600,000	10M 18S	12.8

we
are
social

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ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT



#	WEBSITE	TIME	PAGES
01	GOOGLE.COM.SA	5M 49S	8.19
02	YOUTUBE.COM	8M 18S	4.79
03	GOOGLE.COM	7M 32S	8.56
04	SABQ.ORG	4M 07S	2.33
05	FACEBOOK.COM	10M 21S	4.00
06	YAHOO.COM	4M 02S	3.61
07	ARGAAM.COM	12M 11S	4.05
08	LIVE.COM	4M 03S	3.41
09	TWITTER.COM	6M 21S	3.21
10	AJEL.SA	4M 08S	2.48

#	WEBSITE	TIME	PAGES
11	HAWAAWORLD.COM	1M 46S	1.08
12	SOUQ.COM	6M 25S	4.60
13	STARZPLAY.COM	1M 26S	1.21
14	WIKIPEDIA.ORG	4M 16S	3.31
15	MOE.GOV.SA	12M 31S	6.48
16	DELOTON.COM	1M 02S	1.52
17	MOI.GOV.SA	8M 10S	10.10
18	BLOGSPOT.COM	2M 38S	2.12
19	ALMUBASHER.COM.SA	8M 50S	6.63
20	POPADS.NET	0M 46S	1.89

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2018

WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH
ENGINE



we
are
social

SMARTPHONE:

66%

COMPUTER:

40%

VISIT A SOCIAL
NETWORK



Google

SMARTPHONE:

85%

COMPUTER:

47%

PLAY
GAMES



SMARTPHONE:

29%

COMPUTER:

19%

WATCH
VIDEOS



Google

SMARTPHONE:

78%

COMPUTER:

46%

LOOK FOR PRODUCT
INFORMATION



SMARTPHONE:

40%

COMPUTER:

25%

JAN
2018

TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017

الإعلام



#	QUERY	INDEX
01	يوتيوب	100
02	سبق	98
03	توينر	87
04	صور	68
05	الرياض	59
06	مترجم	55
07	حراج	54
08	YOUTUBE	47
09	قصة عشق	46
10	قوغل	43

#	QUERY	INDEX
11	نور	42
12	ترجمة	41
13	FACEBOOK	41
14	GOOGLE	40
15	الراجحي	25
16	فيس	25
17	اليوتيوب	25
18	الطقس	24
19	TRANSLATE	23
20	يلا شوت	22

JAN
2018

FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS (ANY DEVICE)



WATCH ONLINE
VIDEOS EVERY DAY



we
are
social

64%

WATCH ONLINE
VIDEOS EVERY WEEK



Google

26%

WATCH ONLINE
VIDEOS EVERY MONTH



4%

WATCH ONLINE VIDEOS
LESS THAN ONCE A MONTH



Google

0%

NEVER WATCH
ONLINE VIDEOS



5%

JAN
2018

HOW INTERNET USERS WATCH TELEVISION

COMPARISON OF THE METHODS AND DEVICES USED FOR ACCESSING AND DISPLAYING 'TELEVISION' CONTENT



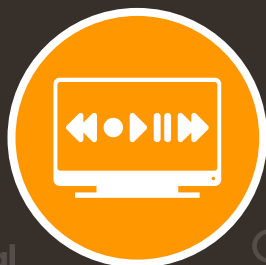
REGULAR
TELEVISION
ON A TV SET



we
are
social

79%

RECORDED
CONTENT
ON A TV SET



Google

17%

CATCH-UP /
ON-DEMAND
SERVICE ON TV SET



10%

ONLINE CONTENT
STREAMED ON
A TV SET



Google

22%

ONLINE CONTENT
STREAMED ON
ANOTHER DEVICE



14%

JAN
2018

SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USERS REPORTED BY THE MOST ACTIVE SOCIAL MEDIA PLATFORM IN EACH COUNTRY



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

25.00
MILLION

ACTIVE SOCIAL USERS
AS A PERCENTAGE OF
THE TOTAL POPULATION



75%

TOTAL NUMBER
OF SOCIAL USERS
ACCESSING VIA MOBILE



we
are
social

18.00
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION

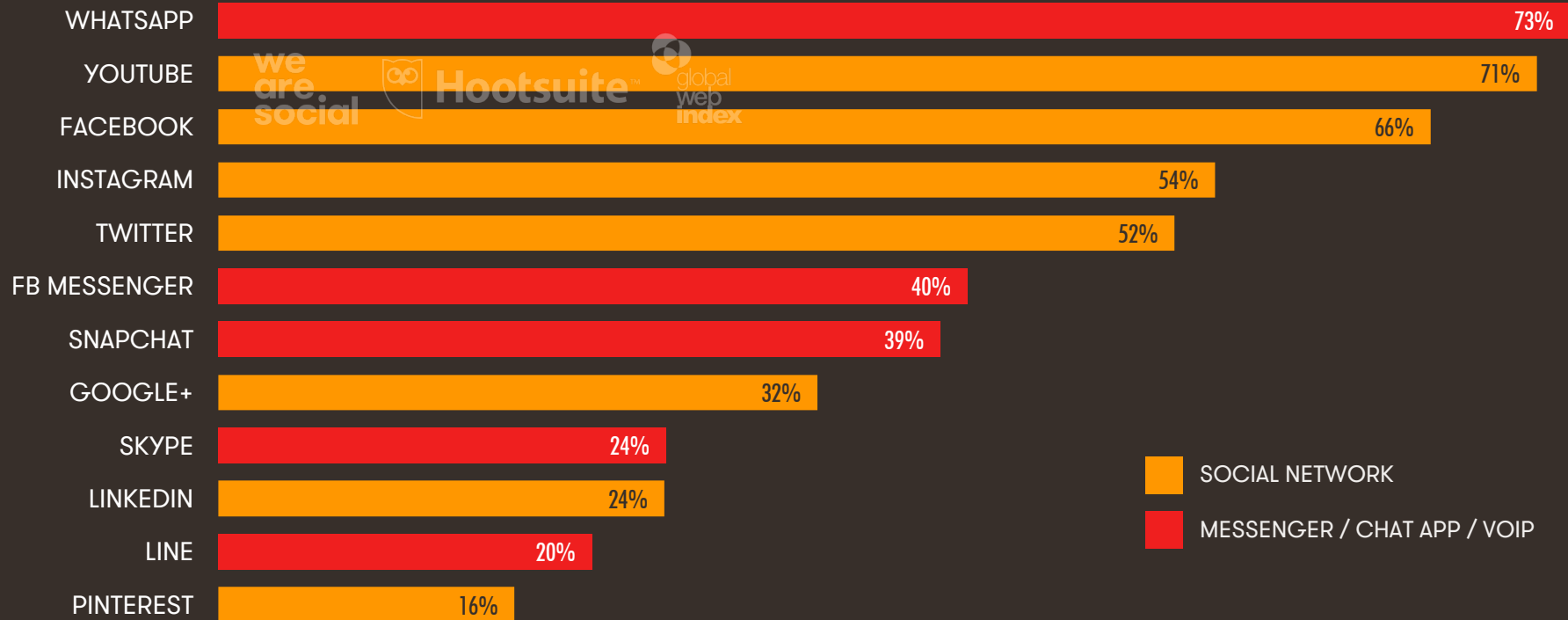


54%

JAN
2018

MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



JAN
2018

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



25.00
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+32%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



72%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



28%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



72%

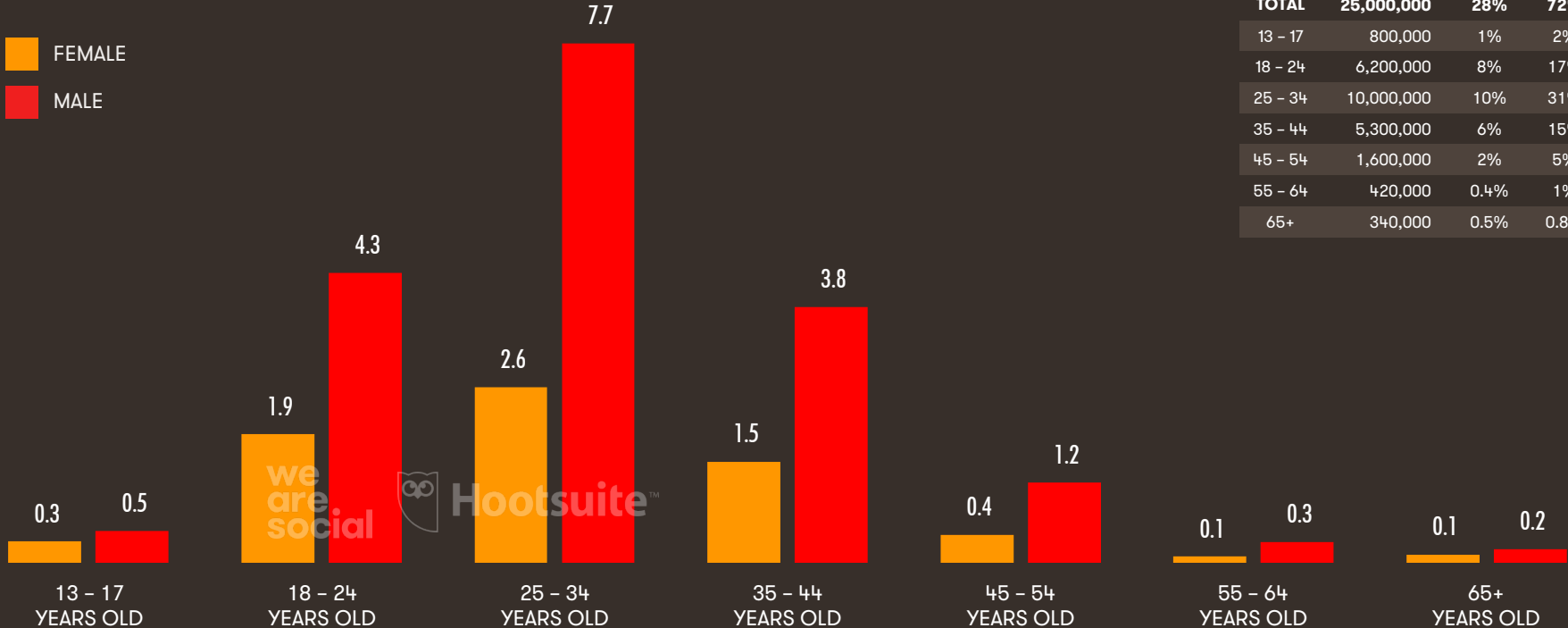
JAN
2018

PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



■ FEMALE
■ MALE



SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. **NOTES:** THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

JAN
2018

AVERAGE FACEBOOK PAGE POST REACH

AVERAGE MONTHLY GROWTH IN PAGE LIKES ('FANS'), AVERAGE REACH OF PAGE POSTS vs. PAGE LIKES, AND PAID MEDIA



AVERAGE MONTHLY
CHANGE IN PAGE LIKES



+0.86%

AVERAGE POST REACH
vs. PAGE LIKES



9.4%

AVERAGE ORGANIC
REACH vs. PAGE LIKES



5.2%

PERCENTAGE OF PAGES
USING PAID MEDIA



37.1%

AVERAGE PAID REACH
vs. TOTAL REACH



29.4%

JAN
2018

AVERAGE FACEBOOK ENGAGEMENT RATES

THE NUMBER OF PEOPLE WHO ENGAGE WITH A FACEBOOK PAGE'S POSTS vs. THE NUMBER OF PEOPLE THAT THOSE POSTS REACH



AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE POSTS (ALL TYPES)



we
are
social

2.89%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE VIDEO POSTS



locowise

3.15%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE PHOTO POSTS



5.72%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE LINK POSTS



locowise

3.50%

AVERAGE ENGAGEMENT
RATE FOR FACEBOOK
PAGE STATUS POSTS



4.68%

JAN
2018

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER



TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



12.00
MILLION

we
are
social

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



36%



FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



36%

we
are
social

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



64%

JAN
2018

MOBILE USERS vs. MOBILE CONNECTIONS

COMPARING THE NUMBER OF UNIQUE MOBILE USERS TO THE NUMBER OF MOBILE CONNECTIONS

المستخدمين



NUMBER OF UNIQUE
MOBILE USERS (ANY
TYPE OF HANDSET)



we
are.
social

23.66
MILLION

MOBILE PENETRATION
(UNIQUE USERS vs.
TOTAL POPULATION)



GSMA

71%

TOTAL NUMBER
OF MOBILE
CONNECTIONS



56.80
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

171%

AVERAGE NUMBER OF
CONNECTIONS PER
UNIQUE MOBILE USER



2.40

JAN
2018

MOBILE CONNECTIONS BY TYPE

BASED ON THE NUMBER OF CELLULAR CONNECTIONS (NOTE: NOT UNIQUE INDIVIDUALS)

المملكة العربية السعودية



TOTAL NUMBER
OF MOBILE
CONNECTIONS



we
are
social

56.80
MILLION

MOBILE CONNECTIONS
AS A PERCENTAGE OF
TOTAL POPULATION



GSMA

171%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE PRE-PAID



81%

PERCENTAGE OF
MOBILE CONNECTIONS
THAT ARE POST-PAID



GSMA

19%

PERCENTAGE OF MOBILE
CONNECTIONS THAT ARE
BROADBAND (3G & 4G)



80%

JAN
2018

MOBILE CONNECTIVITY INDEX

GSMA INTELLIGENCE'S ASSESSMENT OF THE COUNTRY'S KEY ENABLERS AND DRIVERS OF MOBILE CONNECTIVITY

المملكة العربية السعودية

OVERALL COUNTRY
INDEX SCORE



68.86

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

MOBILE NETWORK
INFRASTRUCTURE



59.10

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AFFORDABILITY OF
DEVICES & SERVICES



76.92

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

CONSUMER
READINESS



71.24

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

AVAILABILITY OF RELEVANT
CONTENT & SERVICES



69.42

OUT OF A MAXIMUM
POSSIBLE SCORE OF 100

JAN
2018

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY

المملكة العربية السعودية

PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



83%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



82%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



67%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



43%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



74%

JAN
2018

SMARTPHONE LIFE MANAGEMENT ACTIVITIES

PERCENTAGE OF THE TOTAL POPULATION USING A SMARTPHONE TO PERFORM EACH TASK [SURVEY-BASED]



USE THE ALARM
CLOCK FUNCTION



54%



MANAGE DIARY
OR APPOINTMENTS



30%

Google

CHECK THE
WEATHER



34%

we
are
social

TRACK HEALTH, DIET,
OR ACTIVITY LEVELS



35%

TAKE PHOTOS
OR VIDEOS



64%

Google

CHECK
THE NEWS



52%

we
are
social

READ E-BOOKS
OR E-MAGAZINES



25%



MANAGE LISTS
[E.G. SHOPPING, TASKS]



28%

JAN
2018

FINANCIAL INCLUSION FACTORS

PERCENTAGE OF THE POPULATION AGED 15+ THAT REPORTS OWNING OR USING EACH FINANCIAL PRODUCT OR SERVICE



HAS A BANK
ACCOUNT



69%

we
are
social

HAS A
CREDIT CARD



12%



MAKES AND / OR RECEIVES
MOBILE PAYMENTS VIA GSMA



[N/A]

we
are
social

MAKES ONLINE PURCHASES
AND / OR PAYS BILLS ONLINE



16%

PERCENTAGE OF WOMEN
WITH A CREDIT CARD



5%



PERCENTAGE OF MEN
WITH A CREDIT CARD



16%

we
are
social

PERCENTAGE OF WOMEN
MAKING INTERNET PAYMENTS



8%



PERCENTAGE OF MEN
MAKING INTERNET PAYMENTS



22%

JAN
2018

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY

معلومات

SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

74%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

74%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

47%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

37%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE



37%

JAN
2018

E-COMMERCE SPEND BY CATEGORY

TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN UNITED STATES DOLLARS

STATISTA

FASHION
& BEAUTY



\$1,679
MILLION

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



\$1,667
MILLION

statista

FOOD &
PERSONAL CARE



\$403.7
MILLION



FURNITURE &
APPLIANCES



\$708.3
MILLION

TOYS, DIY
& HOBBIES



\$989.0
MILLION

statista

TRAVEL (INCLUDING
ACCOMMODATION)



\$673.3
MILLION



DIGITAL
MUSIC



\$11.1
MILLION

we
are
social

VIDEO
GAMES



\$118.2
MILLION

JAN
2018

E-COMMERCE GROWTH BY CATEGORY

ANNUAL CHANGE IN THE TOTAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN UNITED STATES DOLLARS



FASHION
& BEAUTY



+13%

we
are
social

ELECTRONICS &
PHYSICAL MEDIA



+11%

statista

FOOD &
PERSONAL CARE



+12%



FURNITURE &
APPLIANCES



+14%

TOYS, DIY
& HOBBIES



+11%

statista

TRAVEL (INCLUDING
ACCOMMODATION)



+11%



DIGITAL
MUSIC



+7%

we
are
social

VIDEO
GAMES



+14%

E-COMMERCE DETAIL: CONSUMER GOODS

AN OVERVIEW OF THE E-COMMERCE MARKET FOR CONSUMER GOODS, WITH VALUES IN UNITED STATES DOLLARS



TOTAL NUMBER OF PEOPLE
PURCHASING CONSUMER
GOODS VIA E-COMMERCE



11.60
MILLION

YEAR-ON-YEAR CHANGE:

+11%

PENETRATION OF CONSUMER
GOODS E-COMMERCE
(TOTAL POPULATION)



35%

VALUE OF THE CONSUMER
GOODS E-COMMERCE MARKET
(TOTAL ANNUAL SALES REVENUE)



\$5.446
BILLION

YEAR-ON-YEAR CHANGE:

+12%

AVERAGE ANNUAL REVENUE
PER USER OF CONSUMER
GOODS E-COMMERCE (ARPU)



\$469

YEAR-ON-YEAR CHANGE:

+1%



statista

we
are
social

JAN
2018

ADVERTISING MEDIA: FIRST AWARENESS

THE CHANNEL THAT FIRST INTRODUCED INTERNET USERS* TO A PRODUCT OR SERVICE THAT THEY SUBSEQUENTLY PURCHASED

معرفة

