

HISPANIC ONLINE MARKET:

WHO IS THE HISPANIC ONLINE USER?

SIZABLE AND GROWING

1 million additional online U.S. Hispanics per year.



50% greater online growth rate for U.S. Hispanics vs. general market.

YOUNG, EDUCATED & AFFLUENT

Online U.S. Hispanics are more likely to be **young, educated and affluent** vs. those offline.

35% vs. 9%
are ages 18-29

75% vs. 35%
have a high school education or higher

44% vs. 10%
earn >\$30k

CONSUME ENGLISH ONLINE BUT PREFER SPANISH

Consumption vs. preference indicates a gap in Spanish content availability.

Language	Content Consumption	Language Preference
ENGLISH	45%	17%
BILINGUAL	31%	43%
SPANISH	24%	40%

WHY TARGET HISPANICS ONLINE?

TECH SAVVY

16% higher mobile data usage among U.S. Hispanics than national average.



10% higher than national average.



66% use Facebook vs 58% general market.

Over 8 hours of internet video watched per month vs. 6.5 hrs for general market.



200% more receptive to online ads than non-Hispanics.

BUY NOW



GROWTH OPPORTUNITY

Huge brand growth opportunity, industry wide.



Retail



Auto



Telecommunications



Health



Consumer Packaged Goods



Financial Services



Entertainment



Beauty



Real Estate

PRIORITY CHANNELS TO REACH ONLINE HISPANICS

 MOBILE	 SOCIAL	 VIDEO
<p>~50% of hispanics live in cellphone-only households.</p> <hr/> <p>34% use mobile to purchase products or services.</p>	<p>50% more likely than non-Hispanics to share web content on a social channel and 50% more likely to purchase the products they shared.</p>	<p>66% of Bilingual and Spanish-dominant U.S. Hispanics use video sites, responsible for biggest video growth.</p>

HOW TO SUCCEED IN HISPANIC ONLINE

- 01 Define your Hispanic online target segment, understand their needs intimately and match them to your brand offering.**
- 02 Consider the appropriate executional approach from Total Market to dedicated Hispanic communications.**
- 03 Think mobile first, social as a must-have, and video as a required medium for connecting with online Hispanics.**
- 04 Dedicate appropriate resources to Hispanic online marketing including paid media, content marketing and influencer engagement.**
- 05 Continuously measure, analyze and optimize your Hispanic digital program.**

Sources: AdAge, Adweek, Batanga, Being Latino "Facebook, Brightline IQ, Content Marketing Institute, Driving Sales, EConsultancy Blog, eMarketer, Experian Marketing Services, Forrester Tamara Barber's Blog, Gravity Media, Hispanic Online Marketing, IAB, Latin Link Media Desk, Latin Post, MediaPost, Microsoft Advertising Blog, Mindshare, NBC Latino Tech, Nielsen, Pew Hispanic, Pulpo Media, Strategic Growth Concepts, Tapestry, Terra, Terry's Blog, Think With Google, Univision, 360i.