

<http://www> 1 trillion+ unique URLs



2 billion people online



+445% growth in users since 2000

Digital is no longer a buzz word, it's a reality and yet confusion still exists on how to harness its potential. In December 2010, IMI International completed its latest ConsumerTrack™ study on the Digital Environment across Canada, USA, UK and Australia. This study of 2,800+ consumers helps shed some light on consumers' digital behaviour, how various ad units perform, how consumers interact with brands online, attitudes toward the digital medium and online purchasing behaviour. Below you will find excerpts from both the global and Canadian reports as well as an overview of the key issues examined in the full report.



## Canadian Digital Marketing Insights



Site type that more Canadians visit: Sports, News sites or Retailer websites

**Retailer Websites**

For those taking part, hours per week spent reading online newspapers

**2.3**

For those using online when purchasing personal care products, how online is most frequently used

**Check for Deals**

% of 25 – 34 year olds who are at least somewhat likely to click on the ad at the bottom of a streaming video

**22%**

Age group least likely to have interacted with a brand online

**55+**  
(Baby Boomers)

% of 13 – 18 year olds who agree that they get the majority of their information online

**57%**

## Global Digital Marketing Insights



### Marketing Tactic Effectiveness

% consumers who have purchased a product due to...

Coupon Redemption	<b>65%</b>
Sampling	<b>51%</b>
Digital Coupon	<b>34%</b>
Branded Viral Video	<b>15%</b>

### Online Product-Related Research

% of consumers who take part in product-related research online

49%	49%
37%	48%

Our global study shows that though consumers may not necessarily purchase a product directly due to certain online content, close to half of online consumers will use the digital space for product research. There are, however, strong differences that emerge depending on the product category which dictate how often and why digital is used in the purchase process.

## Key Study Perspectives

- Identify what consumers are doing in the digital environment and what they feel are the best and worst things about the digital environment
- For select categories, the role that online plays in the purchase process – is it used, how is it used, is it enough to finalize a purchase, what else must be done to cement a purchase
- Identify potential effectiveness of various online advertising mediums, both hard and soft metrics (awareness to click-through)
- Determine how consumers are currently interacting with brands online and what they are looking for brands to do – what tactics will lead to the highest likelihood of interaction
- Analyze consumers' attitudes toward the digital environment – how they feel about their current and planned usage, their thoughts on their ability to gather information online, brand interaction, skepticism with the medium and current marketing tactics employed by brands



### About IMI International

- Full-service marketing ROI consultancy leveraging consumer research
- Proprietary database of 10,000+ case studies
- 23 proprietary products to measure and evaluate brand activations
- Offices in Canada, USA, Australia and the UK

### About ConsumerTrack™

- Syndicated quantitative studies (10+ annually)
- Conducted consistently in Canada, USA, Australia and UK since 2004
- 40+ topics, 80+ categories and 20+ countries studied to-date
- Key insights across consumer demographics and purchase segments

### Contact Us

Talk to IMI International for further details on this study:

Tim Bishop  
1-800-784-5757 x341  
[tbishop@consultIMI.com](mailto:tbishop@consultIMI.com)