

The Digital Elite—The World's Most Cross-Channel Audience

Insights from the Turn Global Digital Audience Report, April to June 2013*

Turn data indicates that the world's most valuable audience, the Digital Elite, are also the most cross-channel, calling for a unified approach that touches consumers with integrated advertising on display, video, mobile, and social channels.



TOP 2% of the online audience



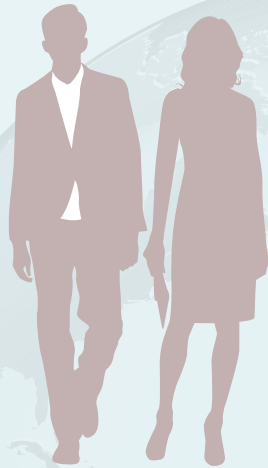
are 4x more likely to have a cross-channel experience with brands than everyone else.



are 32x more likely to interact with a brand across three channels than everyone else.

Around the World

The Digital Elite are likely to earn above \$76,900 a year (or equivalent), to be aged 21–34, and to be white-collar professionals.

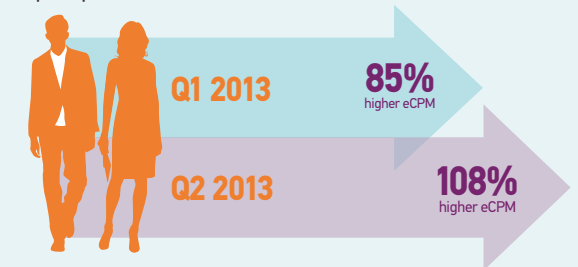


In these countries, the Digital Elite are likely to:

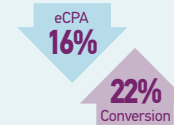
- US** Enjoy fast food, buy men's clothing, and hold an advanced degree.
- BR** Love soccer, play music, and spend at restaurants.
- UK** Watch documentaries and prefer running to golf.
- FR** Follow economic issues and respond to bargains.
- NL** Spend on books and travel, and enjoy field hockey.
- DE** Obsess over cars, follow politics, and love soup.
- IT** Watch dramas and spend on luxury clothing.
- HK** Prefer Apple products and invest in gold and tech stocks.
- SG** Enjoy cycling and soccer, and spend on clothing and cosmetics.
- AU** Spend on fine dining and upscale hotels, but not at department stores.

Cross-Channel Economics

In Q2 2013, marketers spent 108 percent more to reach the Digital Elite than to reach other audiences, up 23 percent over Q1 2013.



A top financial services advertiser used the Turn Cloud Marketing Platform to run a cross-channel campaign that resulted in a 16 percent savings in eCPA (effective cost per acquisition) and a 22 percent higher conversion rate.



$$\frac{\text{Spend}}{\text{Impressions}} \times 1000 = \text{eCPM}$$

$$\frac{\text{Spend}}{\text{Number of Actions}} = \text{eCPA}$$

*Based on activity on the Turn platform, which evaluates over 1 trillion display, mobile, social, and video advertising impressions every month. Audience characteristics are based on data from the more than 100 partners in the Turn ecosystem. Turn has 17 offices around the globe. View the full report at www.turn.com/audiencereportjune13_i.

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