



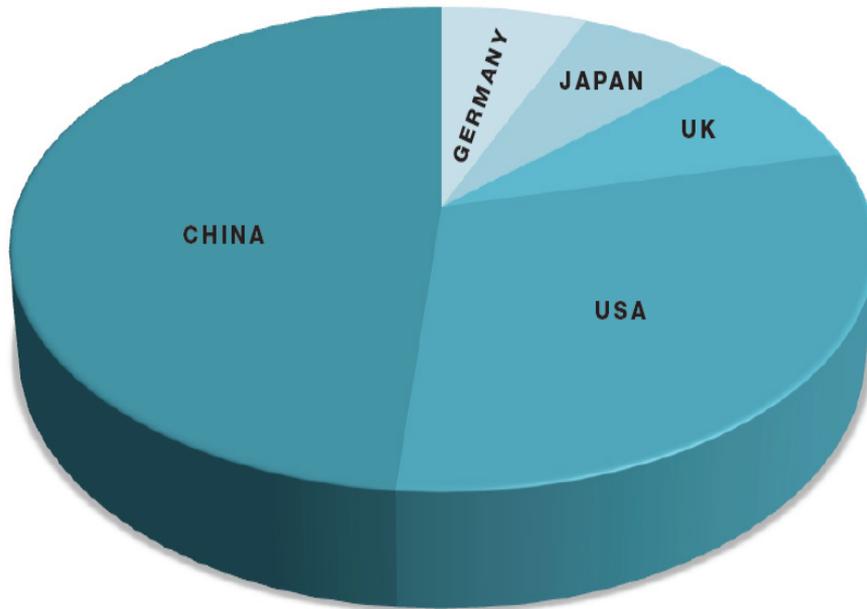
## *International Trends and Best Practices for Digital Marketing*

- **Moderator: Rob Howe**, Director of Strategic Insights, Splash Media
- **Simon Hjorth**, Managing Director, AdPeople
- **Derek Edmond**, Managing Partner, Ko-Marketing
- **Sean Duffy**, Founder, Duffy Agency



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# Top e-Commerce Revenue



#1: CHINA \$562B

Asia-Pacific is the leading region for e-Commerce. More than 70% of Chinese consumers purchase on a smartphone.

#2: USA \$349B

Double digit growth expected, but 72% of small businesses do not sell online.

#3: UK \$93B

UK has the most active shoppers, two-thirds bought something online in the past month.

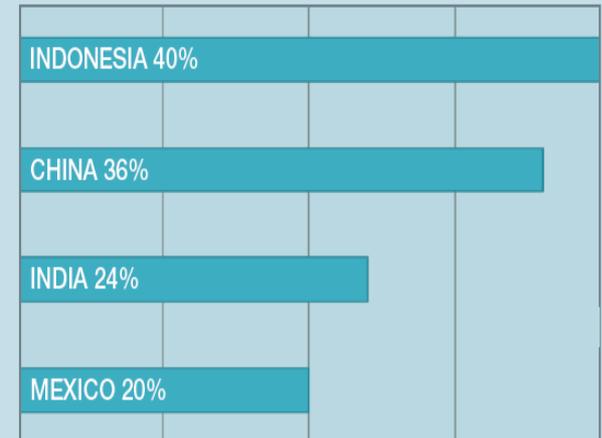
#4: JAPAN \$79B

Japan has the most mobile shoppers, leading with 46%.

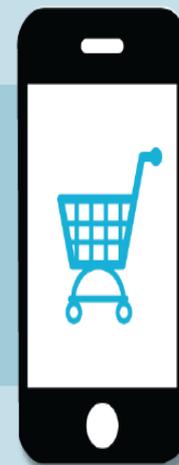
#5: GERMANY \$74B

Germany is the fastest growing European market.

# Top e-Commerce Growth



# Top Trends in Mobile e-Commerce



\* Tablet users more likely to purchase than smartphone users

\* Mobile users are more likely to use social as part of their purchasing process

# A few links with some of the key trends

- <http://www.adweek.com/socialtimes/top-global-e-commerce-markets-and-trends-infographic/626303>
- <http://wearesocial.net/tag/statistics/>

Post archiving details discussed during session

- <http://www.komarketingassociates.com/blog/discover-dallas-2015/>