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Demographics

Population: 96.5M (Jun 2018)

Working Age: +70%

Millennials: 24%
(Born 1981 - 1996)

Generation Z: 15%
(Born 1997-Present)

Urbanization: 35%

Male: 49.5%
Female: 50.5%

Source: GSO, Decision Lab (2018)
Digital Snapshot

- Internet Users: 67% (of total population)
- Unique Mobile Users: 73% (of total population)
- Smartphone Users: 43% (of total population)
- Active Mobile Social Users: 52% (of total population)
- Active Social Media Users: 57% (of total population)
- 3G & 4G Subscription: 70% (of total mobile internet users)
- Average Internet Speed: 24.7 | 20.3 Mb (Fixed Connection | Mobile Connection)

Desktop Web Traffic | Mobile Web Traffic: 73% | 24% (Based on device's share of web pages served to web browsers)

Source: We are social, Google, Nielsen, VNTA (2017 - 2018)
In 2018, the number of Internet activities done on mobile phones surpass those done on desktops or laptops. Mobile friendly design remains one of the top concerns among marketers and developers. As people spend a lot of time on social networks and online videos, advertisers should consider setting budgets for paid ads and posts in these areas.

Source: Consumer Barometer (2017)
Note: percentage of survey respondents

**Internet Behavior**

**Personal Internet Usage**

- Everyday: 94%
- At least once/week: 6%
- At least once/month: 0%

**Popular Internet Activities**

- Search Engines: 28% (Desktop) - 66% (Smartphone)
- Social Networks: 32% (Desktop) - 78% (Smartphone)
- Games: 12% (Desktop) - 36% (Smartphone)
- Online Video: 32% (Desktop) - 79% (Smartphone)
- Shopping: 5% (Desktop) - 18% (Smartphone)
- Product Information: 9% (Desktop) - 21% (Smartphone)
Social Media Usage

Source: GLOBALWEBINDEX (2018), survey-based
Note: percentage of survey respondents

Top Social Platforms

[Icons for Pinterest, LinkedIn, Twitter, Google+, Instagram, YouTube, Facebook, and others]

Top Messenger Platforms

[Icons for Messenger, Zalo, Skype, WhatsApp, and LINE]

Source: GLOBALWEBINDEX (2018), survey-based
Note: percentage of survey respondents
Facebook Usage

59M Reach

#7 Top Countries

Vietnam Facebook Users, by Device
- Computer
- iPhone
- iPad
- Android
- Mobile Web

Top Cities, by Facebook User
- Ho Chi Minh City
- Hanoi
- Da Nang
- Dong Nai
- Can Tho

Source: GLOBALWEBINDEX (2018), survey-based
Vietnamese women are more active on Facebook than men, with higher performance on every Facebook activity.

For social media, brands should create suitable content targeting females to build effective campaigns.

The median number of times the selected audience performed these actions on Facebook during a 30 day period (survey-based)

Source: We are social, Facebook (2018)
Generally, Vietnamese people first become aware of products/services most commonly through advertising on the Internet, with 43% of survey respondents, followed by Television and In-store Ads.

The statistics show that digital advertising is becoming more vital and sustainable in branding strategy, including special forms of brand awareness such as top-of-mind awareness.

### First Touchpoints With Ads

<table>
<thead>
<tr>
<th>Format</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>43%</td>
</tr>
<tr>
<td>TV</td>
<td>24%</td>
</tr>
<tr>
<td>In-Store Ads</td>
<td>12%</td>
</tr>
<tr>
<td>Newspaper/Magazine</td>
<td>6%</td>
</tr>
<tr>
<td>Poster</td>
<td>6%</td>
</tr>
<tr>
<td>Email</td>
<td>2%</td>
</tr>
<tr>
<td>Direct Mail</td>
<td>1%</td>
</tr>
<tr>
<td>Radio</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Consumer Barometer (2017)

Note: percentage of survey respondents
Vietnam digital ads spending increased from 131.4 million USD (13% of total media ads spending) to 215 million USD (18.4%) during the period between 2015 and 2017. It's forecasted that mobile ads spending in Vietnam will keep growing gradually to 323.6 million USD, capturing about 23.6% of total media ads spending in 2020.

Despite comprising a small portion of overall media spending such as directories, magazines, newspapers, out-of-home, radio and TV ads, digital advertising is on a steady rise and plays a more important role in marketing strategies.
Mobile advertising is on the rise, and will continue to play a more significant role in the near future.

Vietnam mobile ads spending captured only 22.5% and 36.6% of total digital ads spending in 2016 and 2017, respectively. It is forecasted to grow to 64.7% in 2019 and 68% in 2020.

Mobile Ads Spending Share/Total Digital Ads Spending

(Mobile Ads Spending: on mobile phones, tablets & other internet-connected devices, excluding MMS, P2P messaging-based ads)

Source: eMarketer (2018)
The Fast-Moving Consumer Goods (FMCG) industry receives the biggest display ads budget (34.5% of total spending).

Health & Pharmacy and Media & Entertainment come next with 15.5% and 10.1% of the total budget, respectively.

Advertisers in automotive, retail, finance and travel industries also spend a small amount of ads budget on this format.

Source: Statista, 2018
Display Ads Performance

In terms of display format ad sizes, the 300x1050 and 160x600 are most dominant on the desktop platform, having the longest screen time amongst the Asia-Pacific audience.

For mobile, the 160x600 and 320x250 are the most successful ad sizes with the longest views.

Source: Moat, Apr 2018, Asia-Pacific
With respect to video, Vietnamese advertisers spend the highest budget on Retail (38%) and Food & Beverage (19%).

They also consider video as an effective format to advertise products/services related to Health & Fitness, Finance, Travel, Music & Entertainment, and Technology.

Source: Statista (Dec 2017)
Vietnam is one of the top countries where people are very likely to watch video advertising to completion on both desktop and mobile Platforms.

The list also includes Australia, New Zealand, Japan, and 5 other Southeast Asian countries, namely Singapore, Malaysia, Thailand, Indonesia and Philippines.

Regarding the mobile platform specifically, Vietnam, following Singapore, is the 2nd highest video-ads-completion-rate nation in Southeast Asia.

Source: Moat, Asia-Pacific (Jul 2018)
On the mobile platform specifically, countries with the highest video ads viewability rate are Singapore (99%), Germany (98%), France (98%) and Vietnam (98%).

Vietnam is one of 4 nations where mobile users are more willing to watch video ads on their mobile devices than anywhere in the world.

Source: Statista (2018)
The data is based on social ad impressions worldwide measured during each quarter. It includes ad spending on Facebook native desktop and mobile ads, and the Audience Network, excluding Facebook Exchange and Instagram.

Source: Nanigans, Asia-Pacific (Jul 2018)
Vietnam is recorded having the highest Instagram CPC in the world.

The top 15 CPC countries also include Kenya, the US, Nigeria, Jordan, Norway, Qatar, the Republic of Korea, etc., which are illustrated in descending order in the chart.

More than 50% of the list are developing markets. High CPC might partly be due to low quality, unattractive content or wrong target audiences.

Source: Nanigans, Asia-Pacific (Jul 2018)
In Vietnam, email is not one of the top options for effective campaigns due to its low open rates, which remain under 50%, and especially low for Internet Marketing and Health & Beauty.

However, email may somehow work in Education, Financial Services and Retail, because Vietnamese email recipients tend to pay more attention to these topics.

*Source: Statista (Dec 2017)*
Influencer Marketing

Common Influencer Marketing Campaign Goals

- Product Launches
- Brand Awareness
- Content Generation
- Community Building

Fan reaction, by Influencer Category Groups

- Engagement Rate
- Like Rate
- Share Rate

- Celebrities 1M+ followers
- Macro Influencers 250K - 1M followers
- Power Middle Influencers 10-250K followers
- Micro Influencers 1-10K followers

Source: Vietnam Economy, Hiip (2018)
HIGHLIGHTS
What to remember about H1, 2018
Vietnam was one of 10 countries with the largest number of Facebook users whose data was improperly shared with Cambridge Analytica.

Facebook took action with API restrictions which affected multiple Vietnamese digital & digital ads key players including Facebook Shop-related apps and third-party apps’ activities (chatbot, analytic tools, etc.).
# Vietnamese Interests

What Vietnamese people paid attention to

<table>
<thead>
<tr>
<th>General Web Search Queries</th>
<th>Top Image Search Queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>World Cup 2018 Schedule</td>
<td>Bui Tien Dung (<em>footballer</em>)</td>
</tr>
<tr>
<td>Kenh 14</td>
<td>Vietnamese Flag</td>
</tr>
<tr>
<td>Southern Lottery</td>
<td>Balenciaga (<em>fashion house</em>)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Top YouTube Search Queries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chay Ngay Di (<em>Music Video</em>)</td>
</tr>
<tr>
<td>Nhanh Nhu Chop (<em>TV Show</em>)</td>
</tr>
<tr>
<td>Bua Yeu (<em>Music Video</em>)</td>
</tr>
<tr>
<td>Nguoi La Oi (<em>Music Video</em>)</td>
</tr>
<tr>
<td>Nguoi Am Phu (<em>Music Video</em>)</td>
</tr>
<tr>
<td>Co Gai m52 (<em>Music Video</em>)</td>
</tr>
<tr>
<td>Giai dieu chung doi (<em>TV Show</em>)</td>
</tr>
<tr>
<td>7 Nu cuoi xuan (<em>Music Video</em>)</td>
</tr>
<tr>
<td>U23 Vietnam (<em>Sport</em>)</td>
</tr>
</tbody>
</table>
Notes for Advertisers

**Target Ads Audiences**
- Age: 18-24: 91%
- Age: 25-34: 9%

**Audience Interaction & Ads Impression**
- Days Before Match
  - 1st Half: 9%
  - Half-Time: 41%
  - 2nd Half: 56%
- Days After Match
  - Effective duration to reach audiences

**Content Formats for World Cup Season**
- Posts: 59%
- News: 8%
- Images: 1%
- Livestream (legal): 8%
- Video: 23%

Source: Buzz Metrics, Advertisingvietnam (2017 - 2018)
Vietnam Digital Ads Ecosystem

Facebook Agencies
- ADSOTA
- ANTS
- HAVAS MEDIA GROUP
- Isobar
- MAXUS
- MEDIACOM
- Ureka MEDIA

Social Listening Agency Tool
- buzzmetrics
- YouNet Media
- radian6
- socialmention*
- Adobe Social

Social Platform
- Zalo
- Instagram
- Facebook
- YouTube

Adnetwork
- ADSOTA
- Adtime
- Admatic
- admicro
- ADWAYS
- AdFlex
- CleverAds
- Ecomobi

Live Streaming Platform
- YouTube
- Facebook
- Instagram
- TikTok
- CubeTV
- talkTV

MCNs
- Pops
- Metube
- Yeahi!
- BIGCAT

Source: Statista (2018)
ADSOTA

- Advertising Company under Appota Group
- The First & Only Facebook Gaming Agency in Vietnam
- Joint-Venture Partner of TNK Factory (Kakao Group) in Vietnam
- Mobile Marketing Association Member

OUR SERVICES

- APP MONETIZATION
- ADS SERVICE
- MULTI-CHANNEL NETWORK
- MEDIA
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