



Vietnam Digital Ads Report H1, 2018



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What to remember about the 1st half of 2018

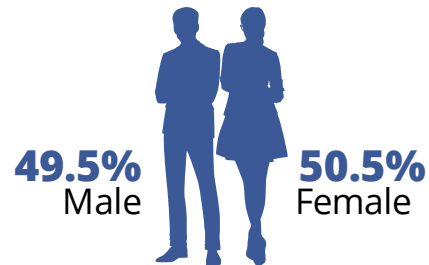
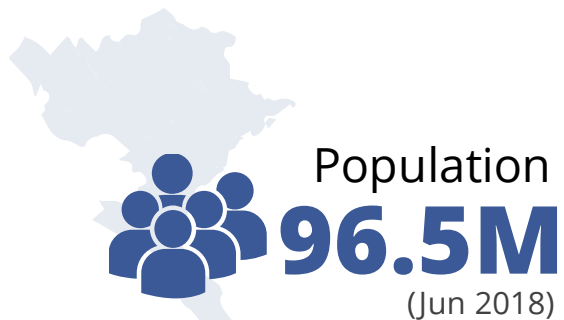


VIETNAM

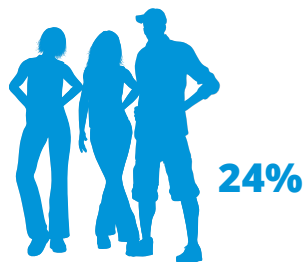
Digital Profile



Demographics



Working Age



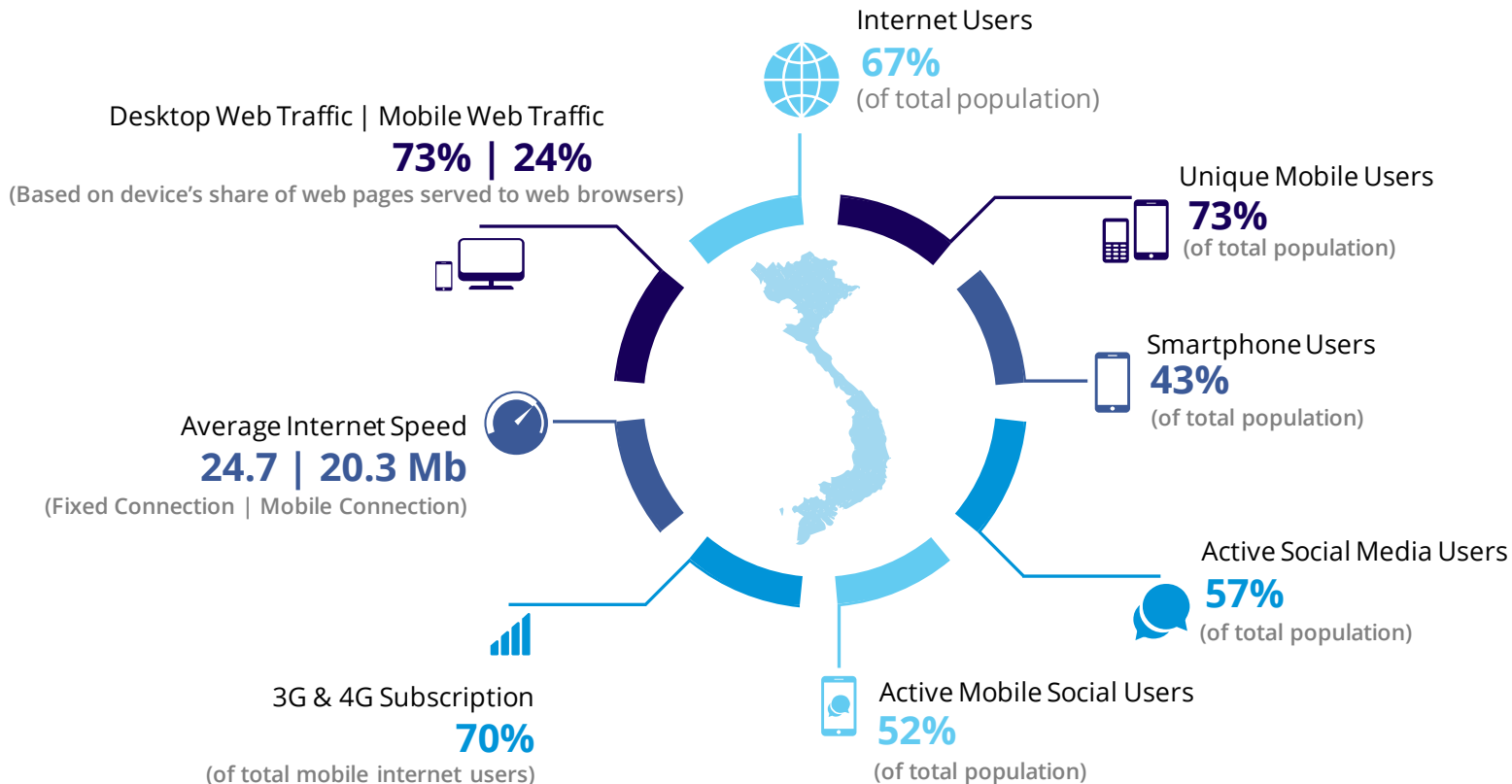
Millennials
(Born 1981 - 1996)



Generation Z
(Born 1997-Present)



Digital Snapshot





Internet Behavior



Everyday
94%



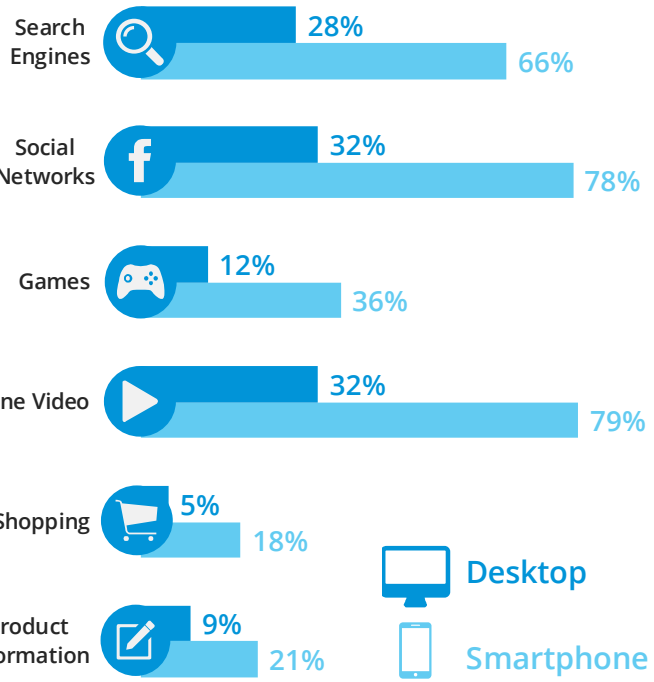
At least once/week
6%



At least once/month
0%

Personal Internet Usage

Popular Internet Activities



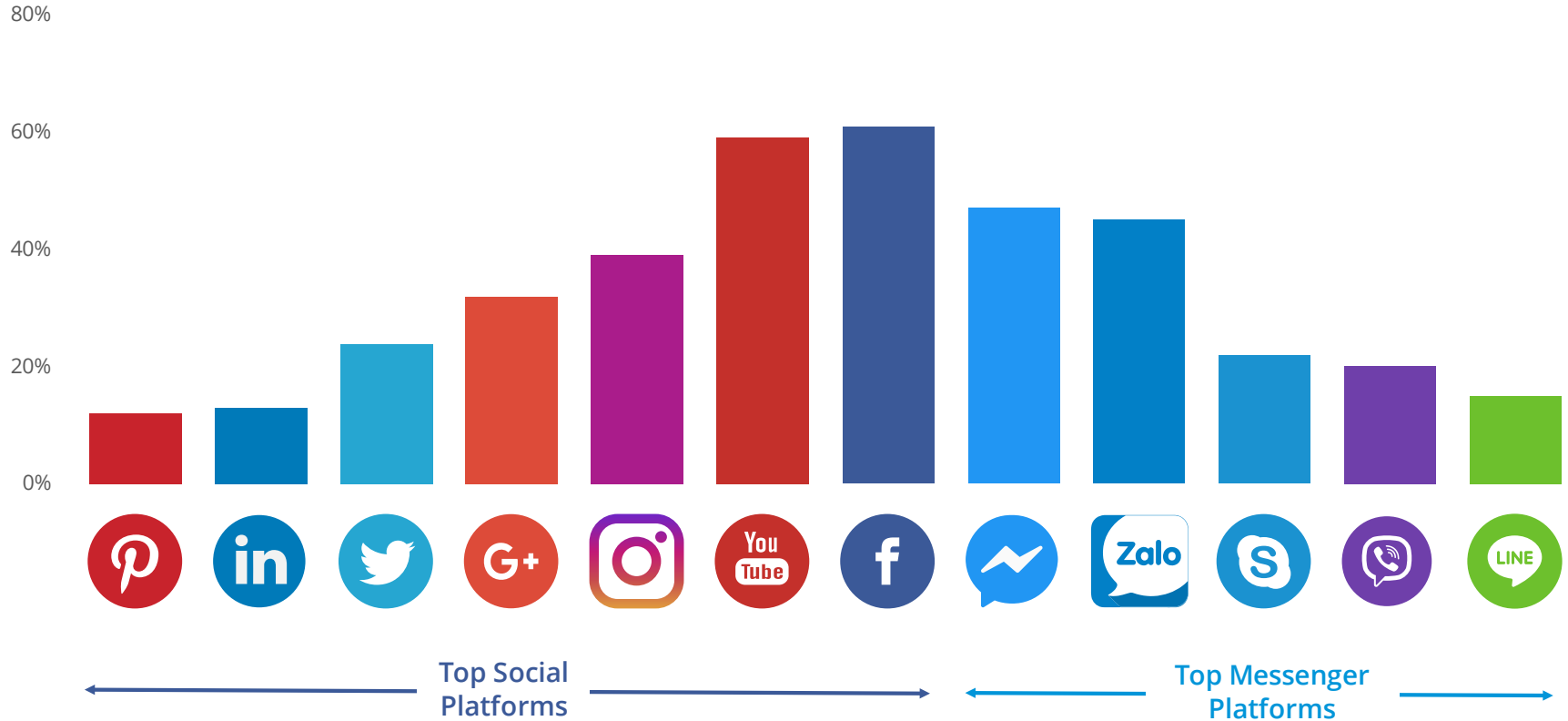
In 2018, the number of Internet activities done on mobile phones surpass those done on desktops or laptops.

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.



Social Media Usage





Facebook Usage



59M Reach

#7 Top Countries

Male
53%



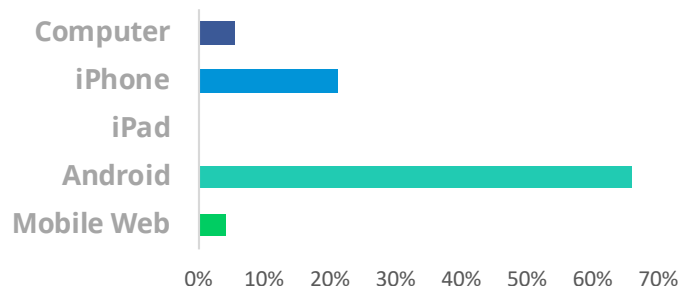
Female
47%

Ho Chi Minh City

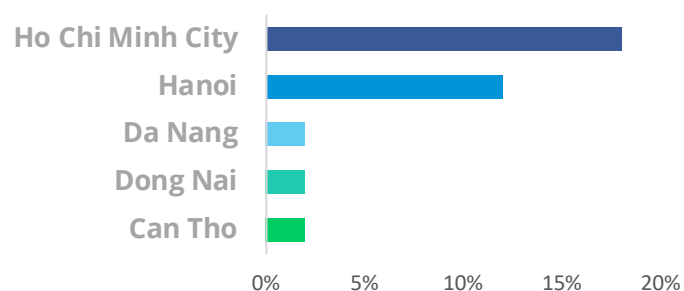
#4 Top Global Cities (Fb Audience Reach)



Vietnam Facebook Users, by Device



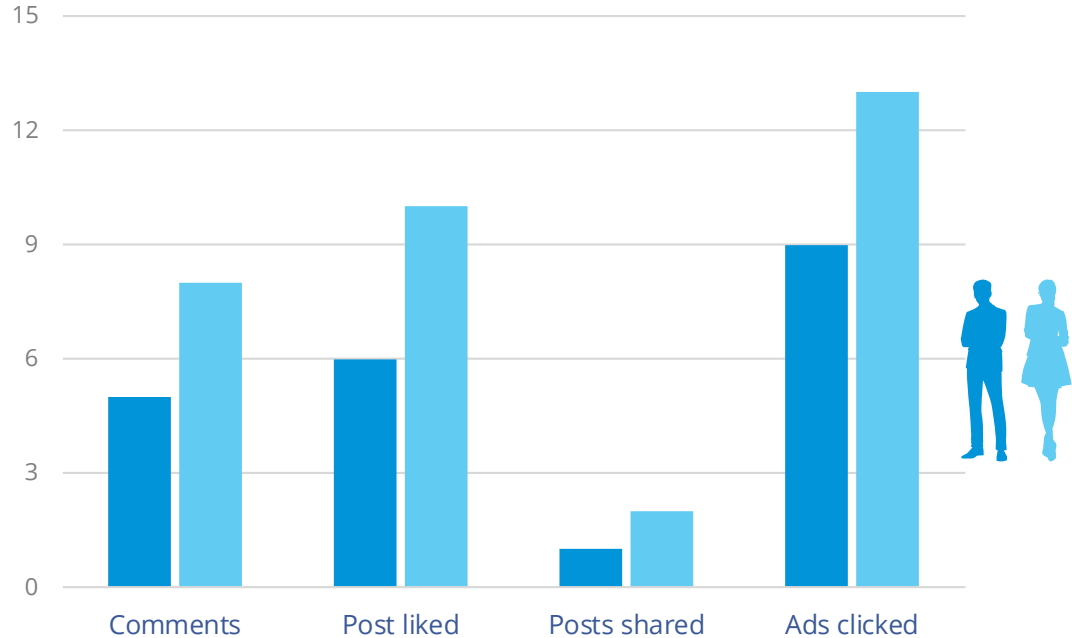
Top Cities, by Facebook User





Facebook Usage Behavior

Vietnam Facebook Activity, By Gender



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)



First Touchpoints With Ads



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.

VIETNAM

Digital Ads Insights

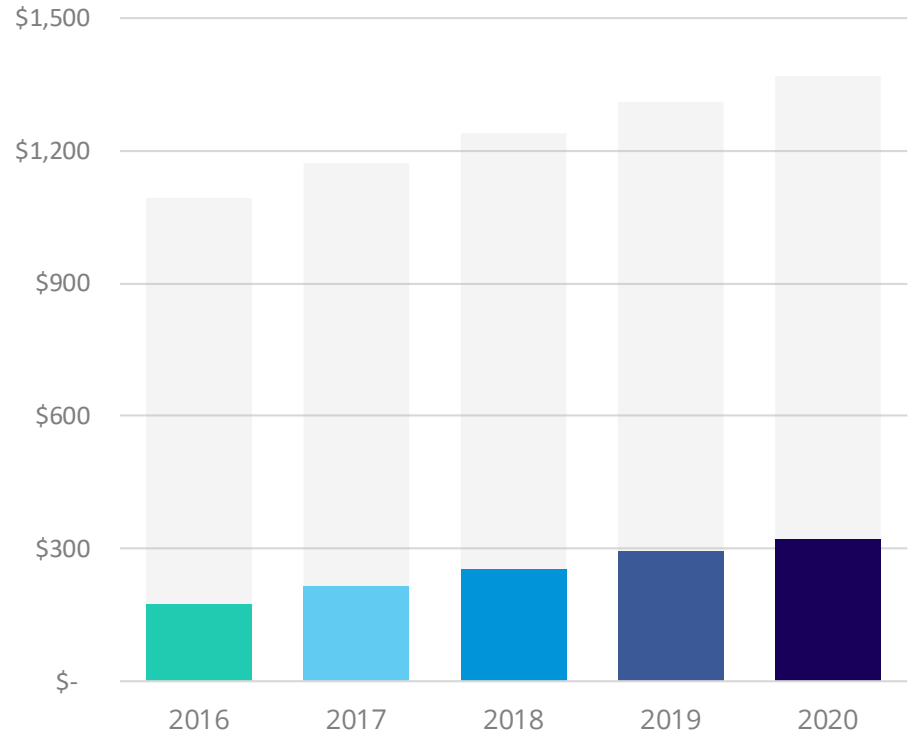




Digital Ads Spending

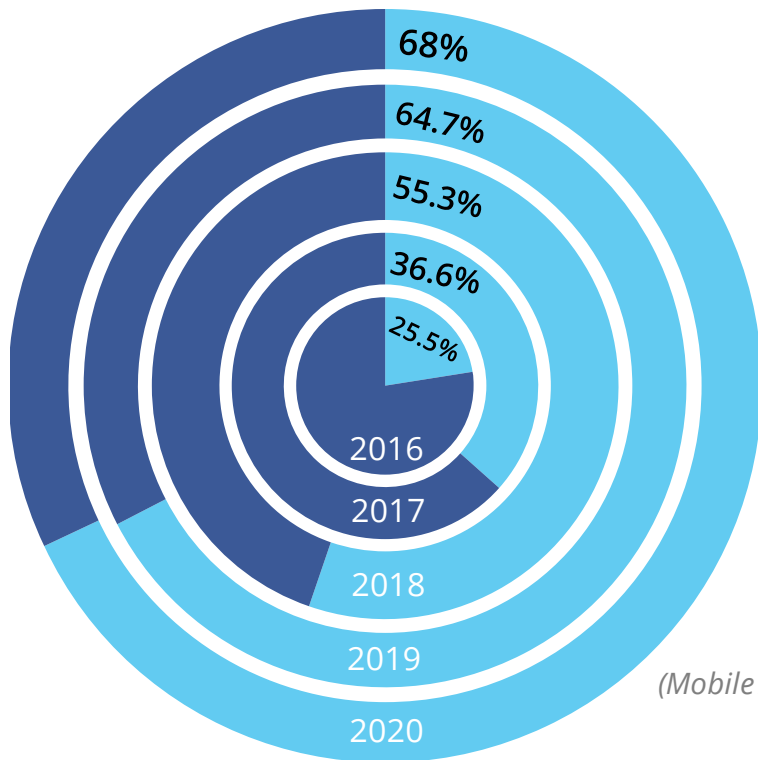
Vietnam digital ads spending increased from 131.4 million USD (13% of total media ads spending) to 215 million USD (18.4%) during the period between 2015 and 2017. It's forecasted that mobile ads spending in Vietnam will keep growing gradually to 323.6 million USD, capturing about 23.6% of total media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



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.



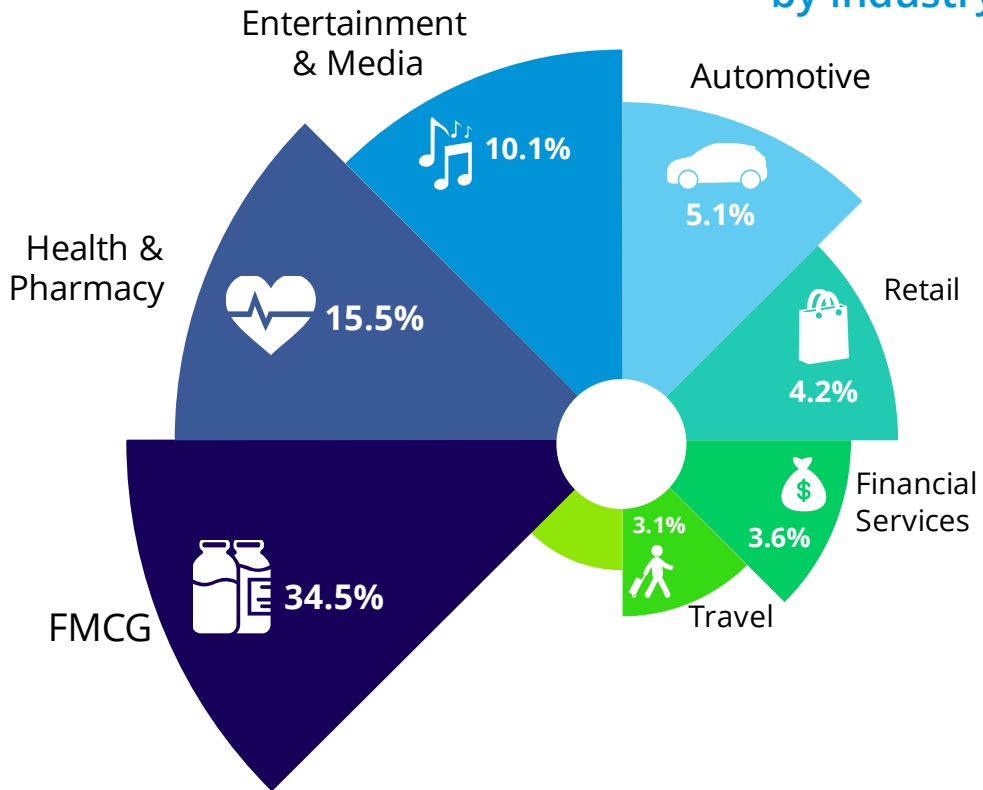
Mobile Ads Spending Share/Total Digital Ads Spending

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



Display Ads Spending

by industry



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

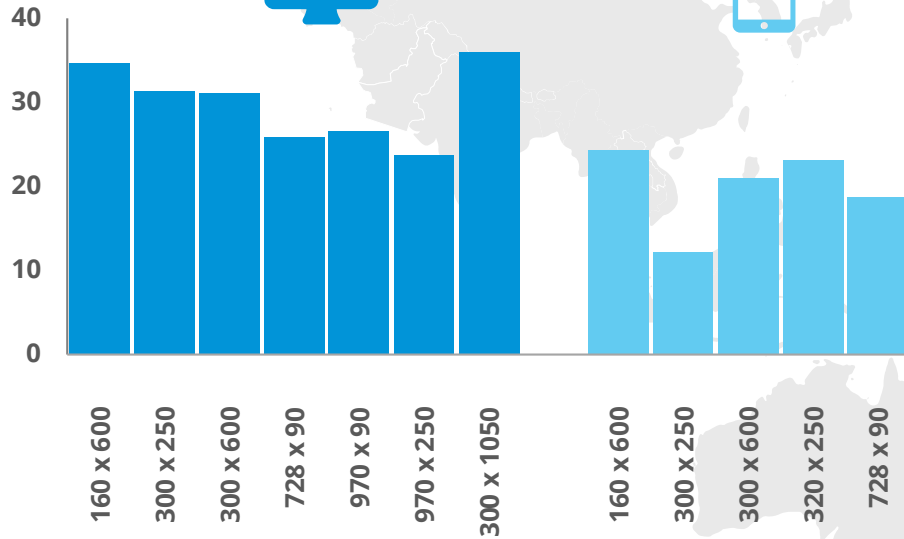
Health & Pharmacy and Media & Entertainment come next with 15.5% and 10.1% of the total budget, respectively.

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

Display Ads Performance

ASIA-PACIFIC

Seconds



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.

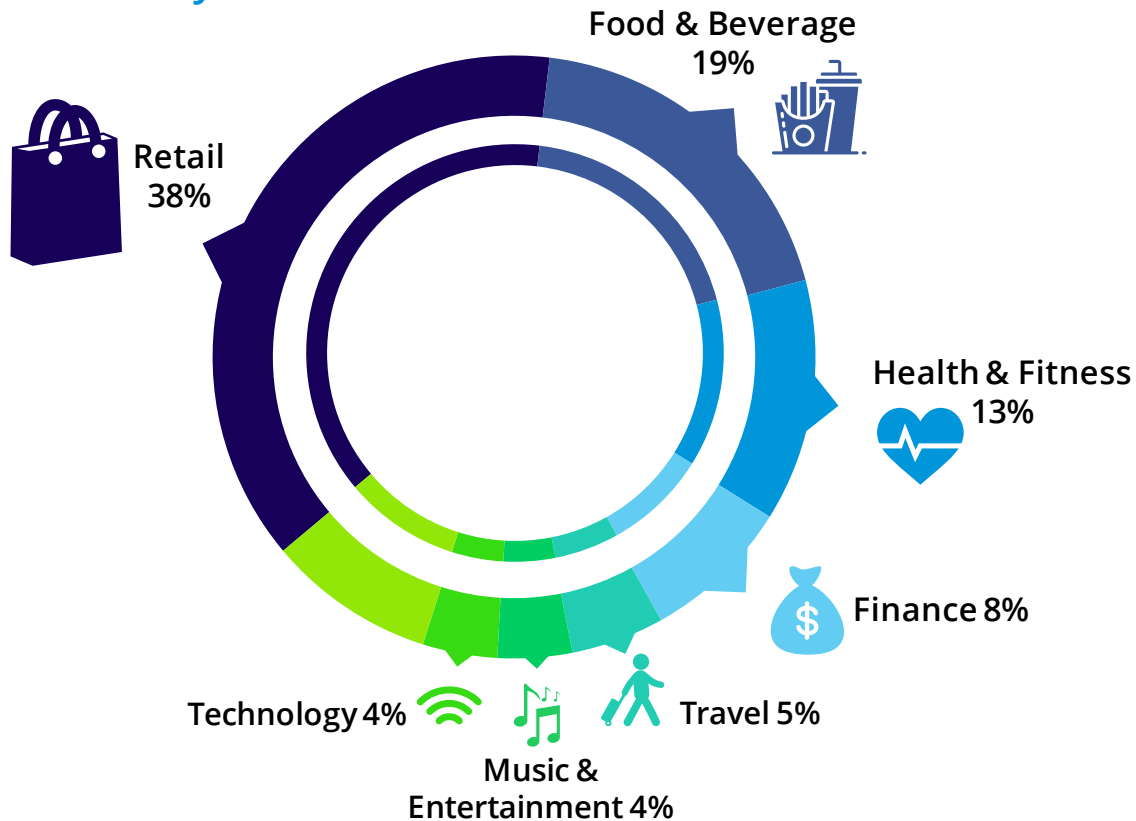


Video Ads Spending

by industries

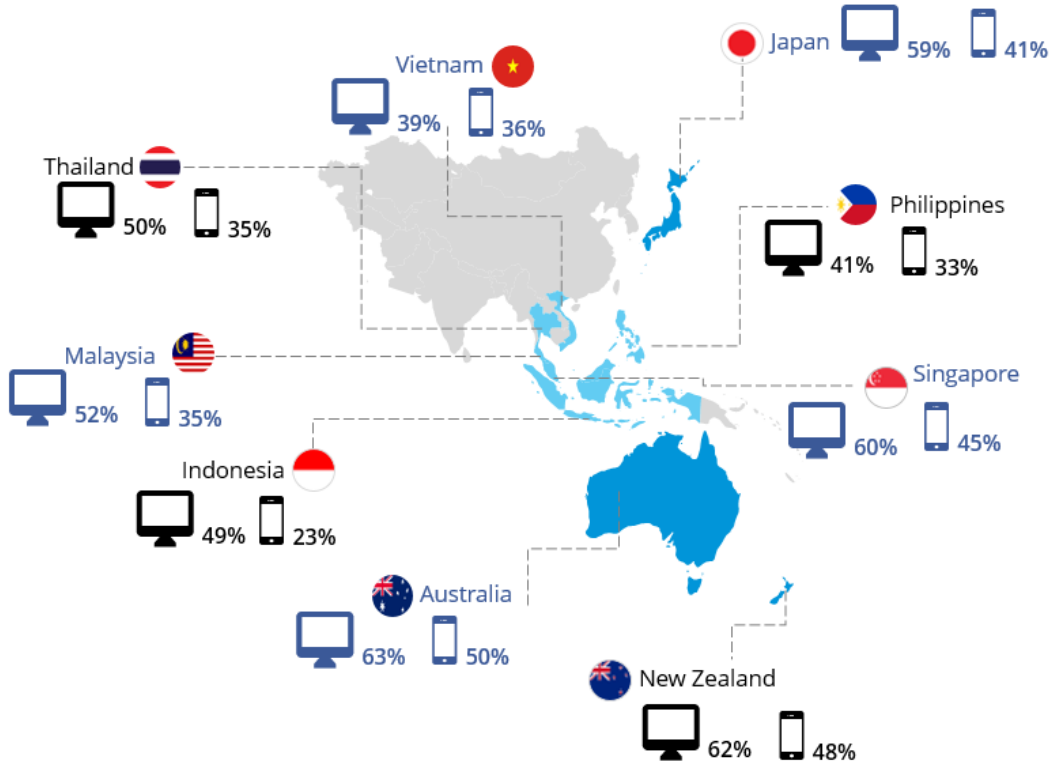
With respect to video, Vietnamese advertisers spend the highest budget on Retail (38%) and Food & Beverage (19%).

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



Video Ads Completion Rates

Top Asia-Pacific Countries

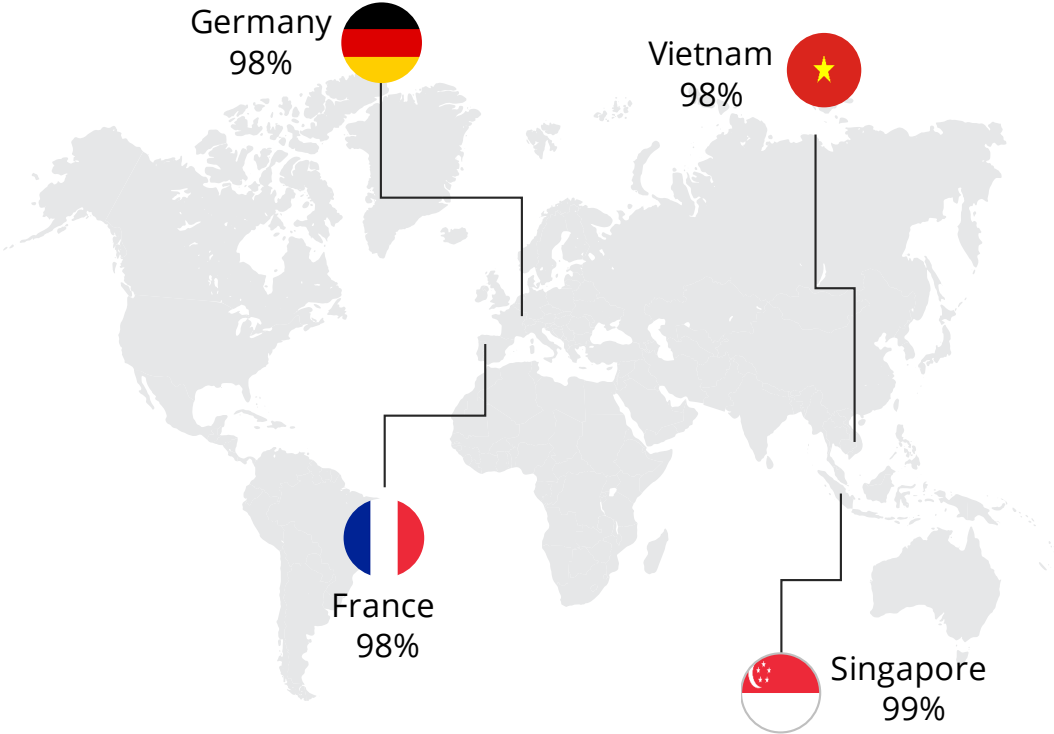


Vietnam is one of the top countries where people are very likely to watch video advertising to completion on both desktop and mobile Platforms.

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.

Mobile Video Ads Viewability

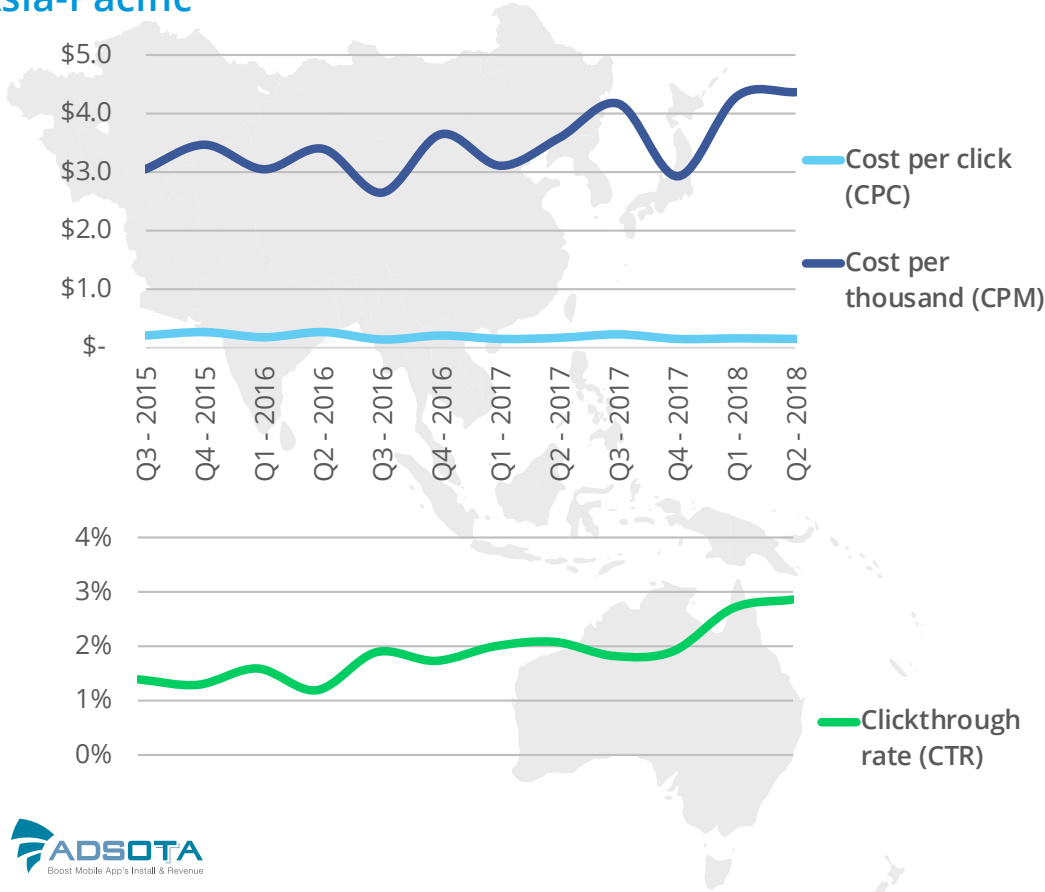


On the mobile platform specifically, countries with the highest video ads viewability rate are Singapore (99%), Germany (98%), France (98%) and Vietnam (98%).

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.

Social Media Ads Metrics

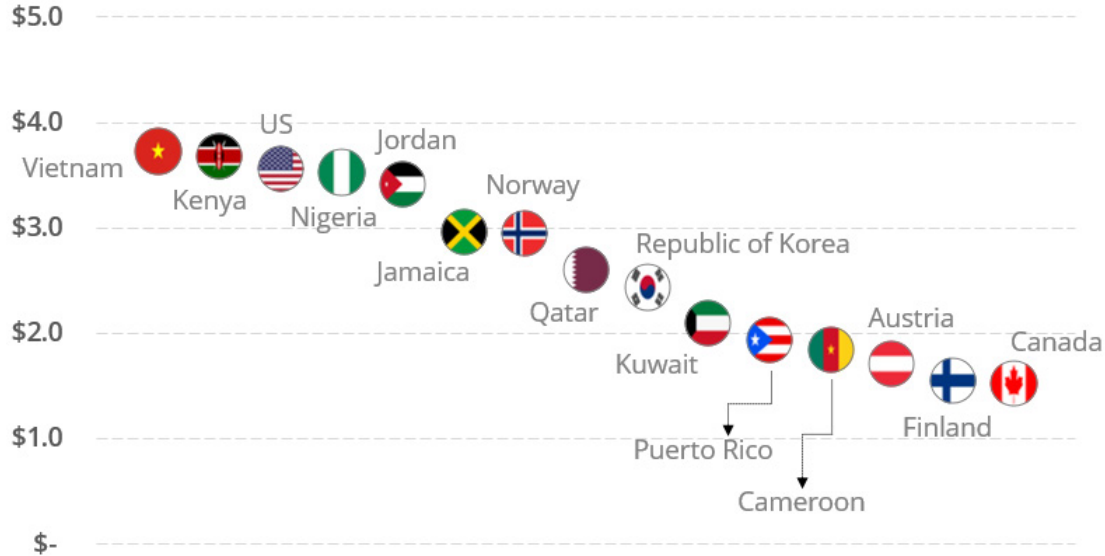
Asia-Pacific



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.

CPC Instagram

Top Global Countries



Vietnam is recorded having the highest Instagram CPC in the world.

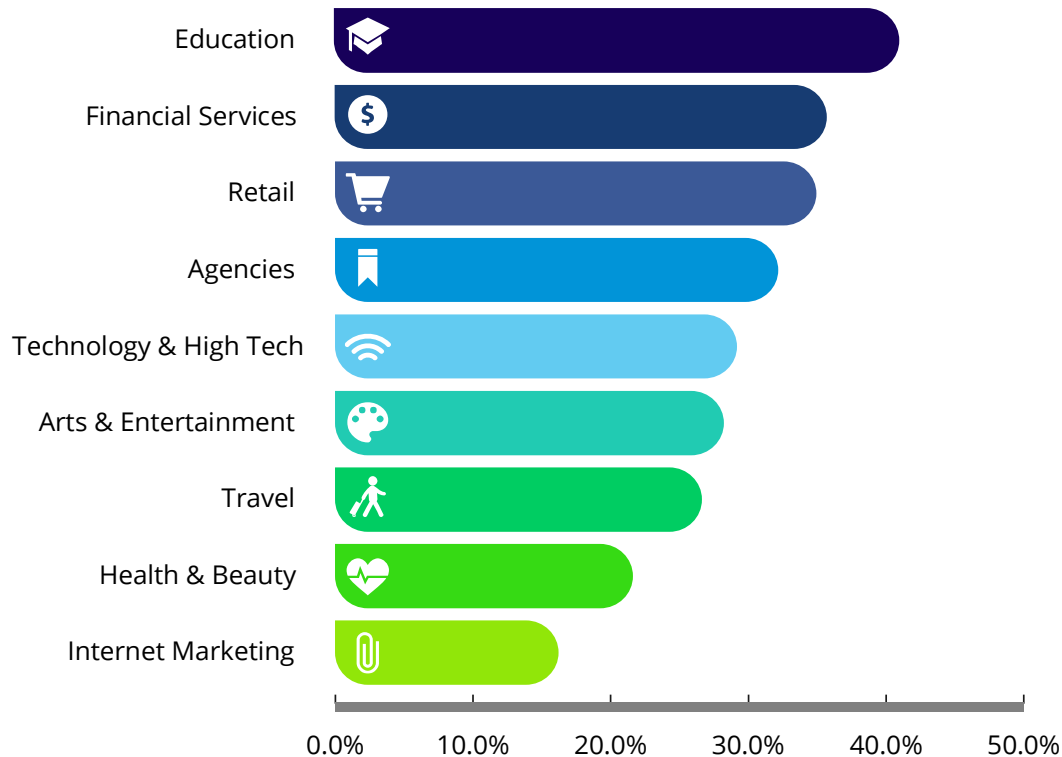
The top 15 CPC countries also includes include Kenya, the US, Nigeria, Jordan, Norway, Qatar, the Republic of Korea, etc., which are illustrated in descending order in the chart.

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



Email Open Rates

by industries

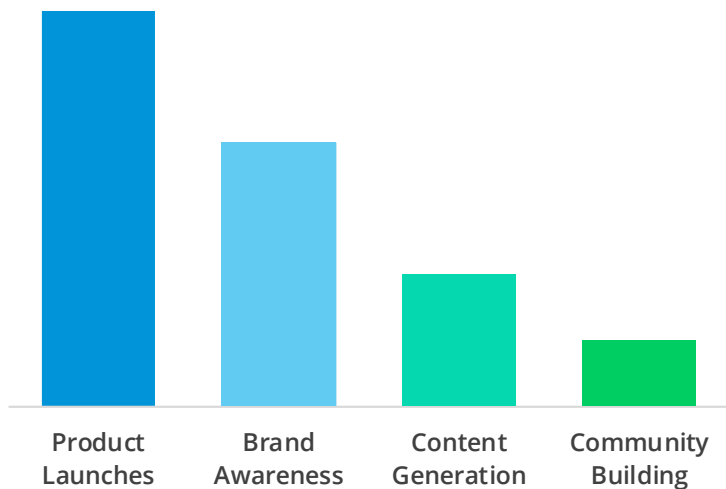


In Vietnam, email is not one of the top options for effective campaigns due to its low open rates, which remain under 50%, and especially low for Internet Marketing and Health & Beauty.

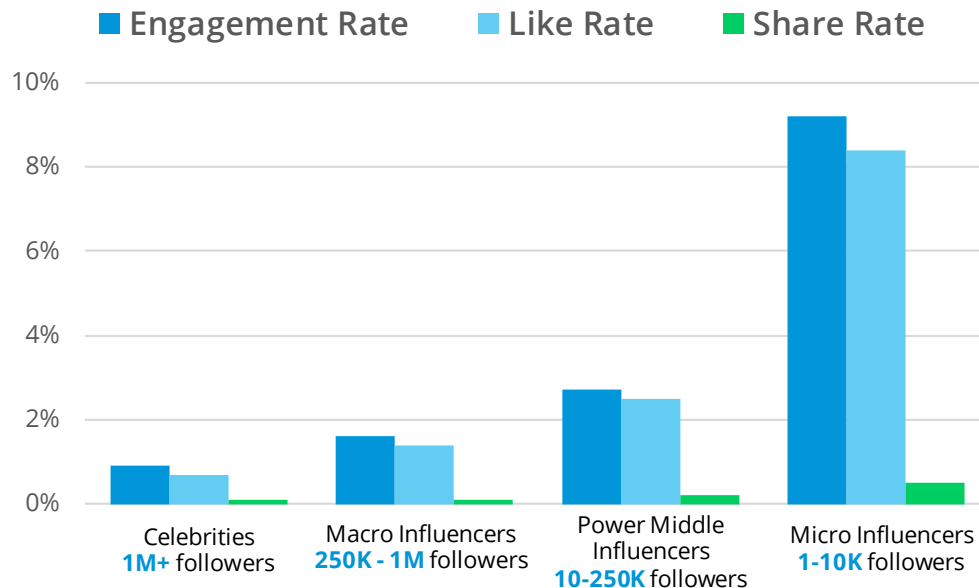
However, email may somehow work in Education, Financial Services and Retail, because Vietnamese email recipients tend to pay more attention to these topics.



Influencer Marketing



Common Influencer Marketing Campaign Goals



Fan reaction, by Influencer Category Groups

HIGHLIGHTS

What to remember about
H1, 2018



HIGHLIGHT #1

Social Media

70,632,315



US

1,175,870



Philippines

1,096,666



Indonesia

1,079,031



UK

789,880



Mexico

622,161



Canada

562,455



India

443,117



Brazil

427,446



Vietnam

311,127



Australia

- ★ 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.).

HIGHLIGHT #2

Vietnamese Interests

What Vietnamese people paid attention to

General Web Search Queries



World Cup 2018
Schedule



Kenh 14



Southern
Lottery

Top Image Search Queries



Bui Tien Dung (*footballer*)



Vietnamese Flag



U23 Vietnam



Balenciaga (*fashion house*)



World Cup 2018



Messi (*footballer*)

Top YouTube Search Queries



Chay Ngay Di (*Music Video*)



Nhanh Nhu Chop (*TV Show*)



Bua Yeu (*Music Video*)



Nguoi La Oi (*Music Video*)



Nguoi Am Phu (*Music Video*)



U23 Vietnam (*Sport*)



Co Gai m52 (*Music Video*)



Giai diều chung doi (*TV Show*)



7 Nu cuoi xuan (*Music Video*)

HIGHLIGHT #3

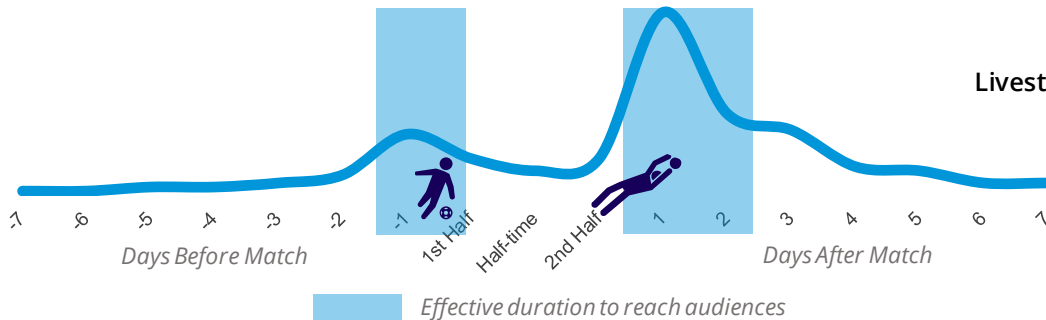
Digital Ads & World Cup 2018

Notes for Advertisers

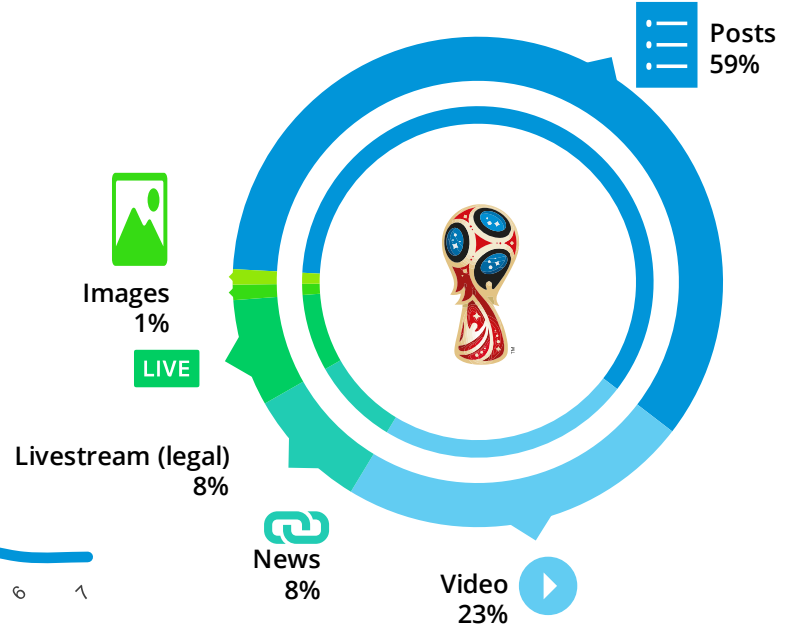
Target Ads Audiences



Audience Interaction & Ads Impression



Content Formats for World Cup Season



Vietnam Digital Ads Ecosystem

Facebook Agencies

ADSOTA
Boost Mobile App's Install & Revenue

ANTS

HAVAS
MEDIA GROUP

isobar

maxus

MEDIACOM

Ureka
MEDIA

Social Listening AgencyTool

buzzmetrics

YouNet Media
Social Listening & Market Intelligence

SIII

salesforce
radian6

socialmention*

Adobe Social

Social Platform

Zalo

Instagram

Facebook

YouTube

Adnetwork

ADSOTA
Boost Mobile App's Install & Revenue

Adtima
Leading In Mobile

Admatic

admicro

ADWAYS

AdFlex
LEADING MOBILITY SOLUTIONS

CleverAds

Ecomobi
Do the right thing

Live Streaming Platform

Facebook

Instagram

YouTube

Kaka

iShare

Uplive

Snapchat

Star

LIVE STREAMING VIDEO

Cube TV

talkTV

MCNs

pops

me tub

YEANI
NETWORK

BIGCAT

eCommerce

LAZADA
GROUP

Shopee

TIKI.VN

Sendo.vn

adayroi.com

HOTDEAL

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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