

Connect via <http://lam.library.ubc.ca>
 Click on Business Databases by [Title A - Z](#); search by name



Connect to Resource

Once on the Resource Page, connect to the database by clicking

When accessing from off-campus, enter your CWL ID and password when prompted.

eMarketer Database

What's in it?:

- Market research reports and data on insights and trends related to digital marketing/advertising, mobile, retail & ecommerce, social media, and more.
- Forecasts, market penetration, market share and rankings, etc.
- Demographics and consumer insights (global coverage).
- Captures metrics, charts and graphs from thousands of publications.

Examples

US Social Network User Penetration, by Race/Ethnicity, 2015-2020

% of internet users in each group

	2015	2016	2017	2018	2019
Non-Hispanic					
—Black	72.5%	72.7%	72.8%		
—Asian	68.5%	69.7%	71.1%		
—White	66.7%	67.0%	67.0%		
—Other*	63.8%	64.6%	65.7%		
Hispanic**	76.6%	77.0%	78.6%		
Total	69.0%	69.5%	69.9%		

INTERVIEW

Sony Makes Influencer Marketing a Universal Language

Attitudes Toward Mobile Phones Among US Mothers vs. Total Female Consumers, March 2016 (% of mothers and % of total female population)

Publication Date: August 5, 2016

Sources: Simmons Research

Note: internet users of any age who use social networks via any device at least once per month; *includes Native Americans, Alaska Natives, Hawaiian and Pacific Islanders, and bi- and multiracial individuals; **can be of any race

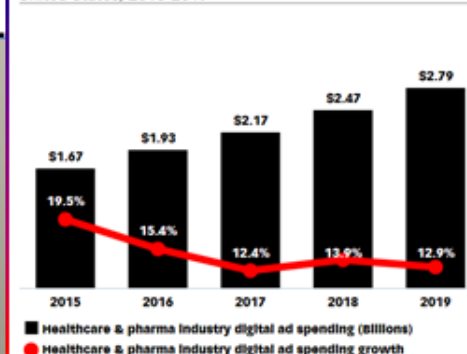
Source: eMarketer, Aug 2016

Digital Travel Booker Penetration in Europe, by Country, 2010-2015

% of internet users

	2010	2011	2012	2013	2014	2015
Austria	22%	30%	33%	35%	34%	38%
Belgium	22%	23%	28%	26%	32%	30%
Bulgaria	3%	4%	5%	7%	8%	9%
Croatia	3%	3%	9%	9%	8%	10%
Cyprus	17%	19%	20%	22%	23%	16%
Czech Republic	10%	11%	6%	11%	13%	14%

Healthcare and Pharma Industry Ad Spending United States, 2015-2019




Source: eMarketer, 2016 (see below for notes and methodologies)

Search Tips:



Clickthrough Rate



Enter your search words and click 

- Topics
- Countries
- Numbers
- Reports

Digital Advertising | Channels & Devices | Advertising & Marketing | Ecommerce | Demographics | Industries | Topic Shortlist

Tips

...

You can browse by topics, countries, demographics, companies, etc.

These tabs are all clickable.

- ▼ Advertising
 - Advertising Agencies (8)
 - Digital Advertising (174)
 - Local Advertising (1)
 - Native Advertising (12)
 - Programmatic Advertising (16)
 - Traditional Media Advertising (13)
 - TV Advertising (1)
- ▼ Marketing
 - Personalization (13)
 - Brand Marketing (6)
 - Consumer Attitudes on Marketing (2)
 - Content Marketing (8)
 - Direct Marketing (1)
 - Influencer Marketing (1)
 - Lead Generation (3)
 - Marketing Management Trends (3)
 - Marketing Methods, by Tactic (3)
 - Marketing Technology (9)
 - Multichannel Marketing (2)
 - Real-Time Marketing (3)
 - Targeting (3)
- ▼ B2B
 - B2B Marketing (25)

All | Report | PPT | Article | Chart | Brief | Interview

Branded Digital Content Benchmarks in Canada: Average Time Spent and CTR, Q1 2015-Q2 2016 (among impressions analyzed by Polar)
Publication Date: August 8, 2016
Sources: Polar
Subjects: Content Marketing; Clickthrough Rate (CTR); Performance Benchmarks; Time Spent with Media
Geographies: Canada
Context: ...No|186|Average time spent (seconds)|186|161|158|166|171|149|CTR|No|0.38%|CTR|0.38%|0.41%|0.43%|0.43...

US Branded Digital Content Benchmarks: Average Time Spent and CTR, Q1 2015-Q2 2016 (among impressions analyzed by Polar)
Publication Date: August 8, 2016
Sources: Polar
Subjects: Content Marketing; Clickthrough Rate (CTR); Performance Benchmarks; Time Spent with Media
Geographies: United States
Context: ...No|171|Average time spent (seconds)|171|158|153|191|193|174|CTR|No|0.35%|CTR|0.35%|0.31%|0.40%|0.30...

Branded Digital Content Benchmarks Worldwide: Average Time Spent and CTR, by Industry, Q2 2016 (among impressions analyzed by Polar)
Publication Date: August 8, 2016
Sources: Polar
Subjects: Content Marketing; Clickthrough Rate (CTR); Performance Benchmarks; Time Spent with Media