



WHO ARE THEY?

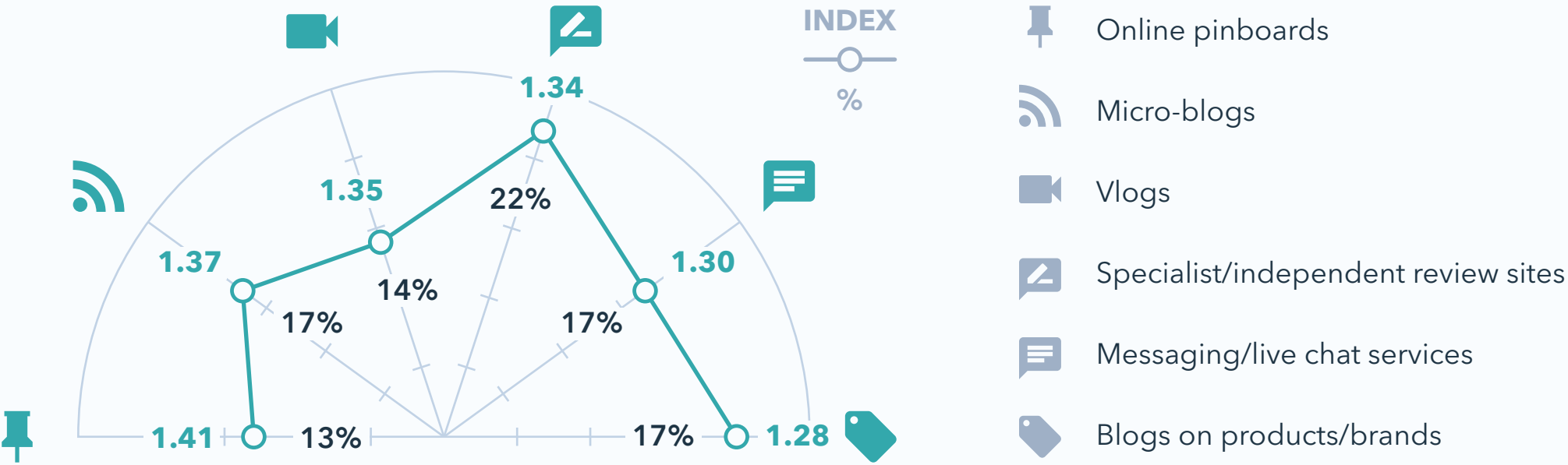


Brand Discovery* | Bloggers rival print media for brand influence



Product Research*

% who use the following channels to find out more about products

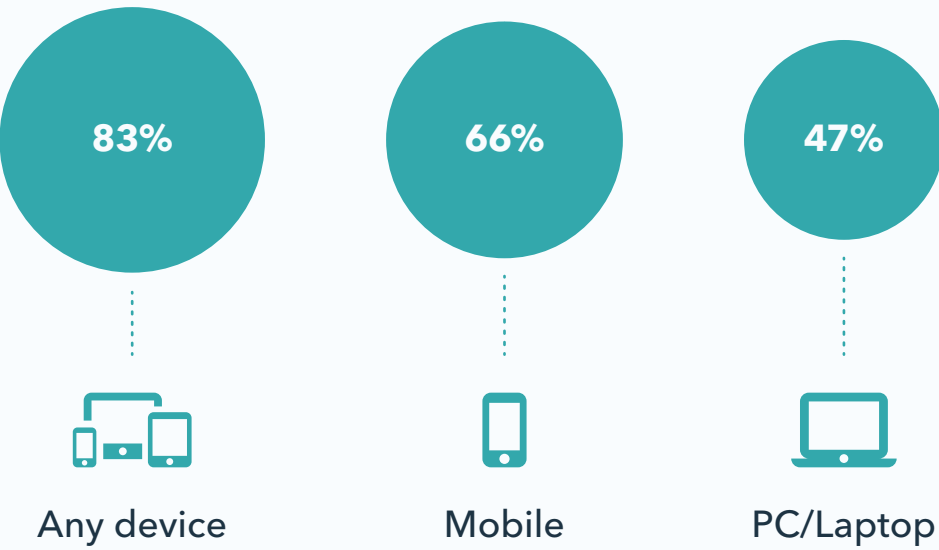


The Top 1%
The Purchase Journey

Profiling the world's wealthiest internet users

Online Purchases

% who have purchased a product online in the last month on the following devices

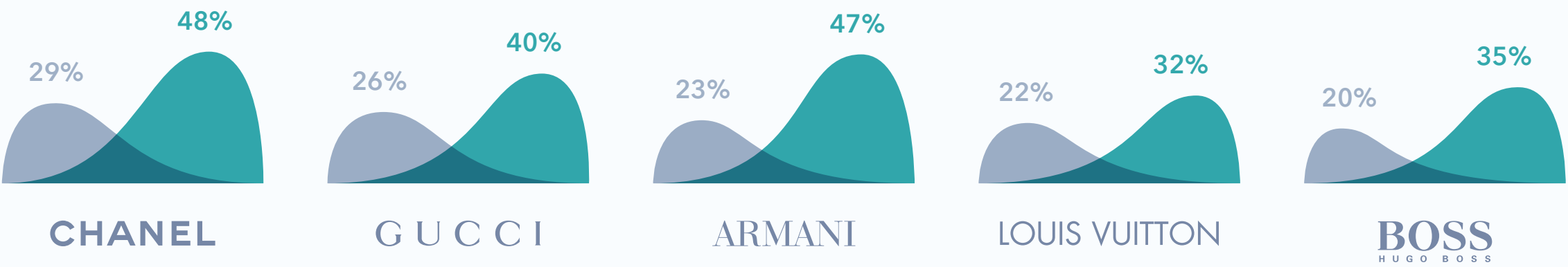


Online buying is still PC-first in LatAm, North America and Europe

Immersive product reviews and specialist media make them tick

Luxury brand purchases come with advocacy

● % who have bought from this brand in last 1-2 years
● % of buyers of who would advocate the brand



Brand Advocacy*

% who say the these factors would make them advocate a brand online

Inclusion with brands unlocks endorsement

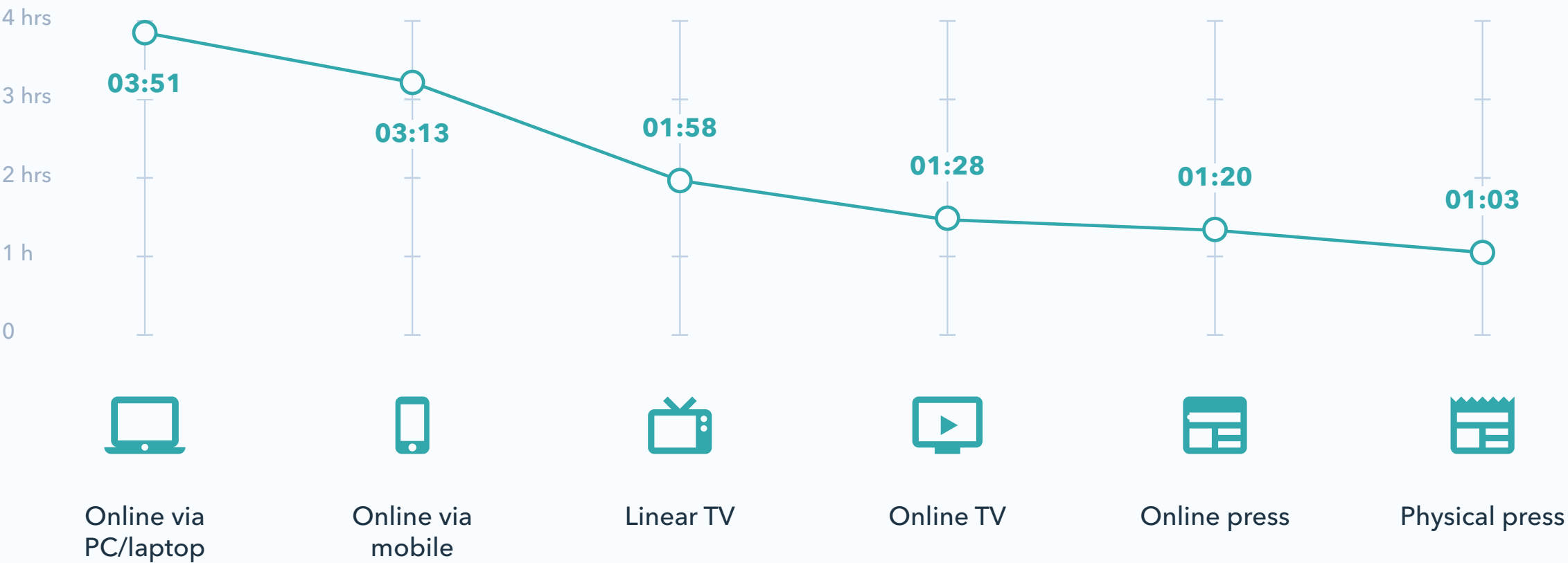
INDEX 1.52 | 20%
When something enhances my online reputation/status

INDEX 1.32 | 22%
Access to exclusive content or services

INDEX 1.28 | 22%
Having insider knowledge about the brand or its products

Digital Footprint

Time spent on the following per day in hh:mm



54% block ads - but only 21% of those do to stop personalized ads

* Sorted by top over-indices. Unless otherwise stated, all figures are taken from our Q4 2017 and Q1 2018 waves of online research among 207,096 internet users aged 16-64. Among this cohort, there were 3,344 in the Top 1% group, defined as internet users who are in the top income bracket for their country, and who own at least one property outright.