

Chart of the Day

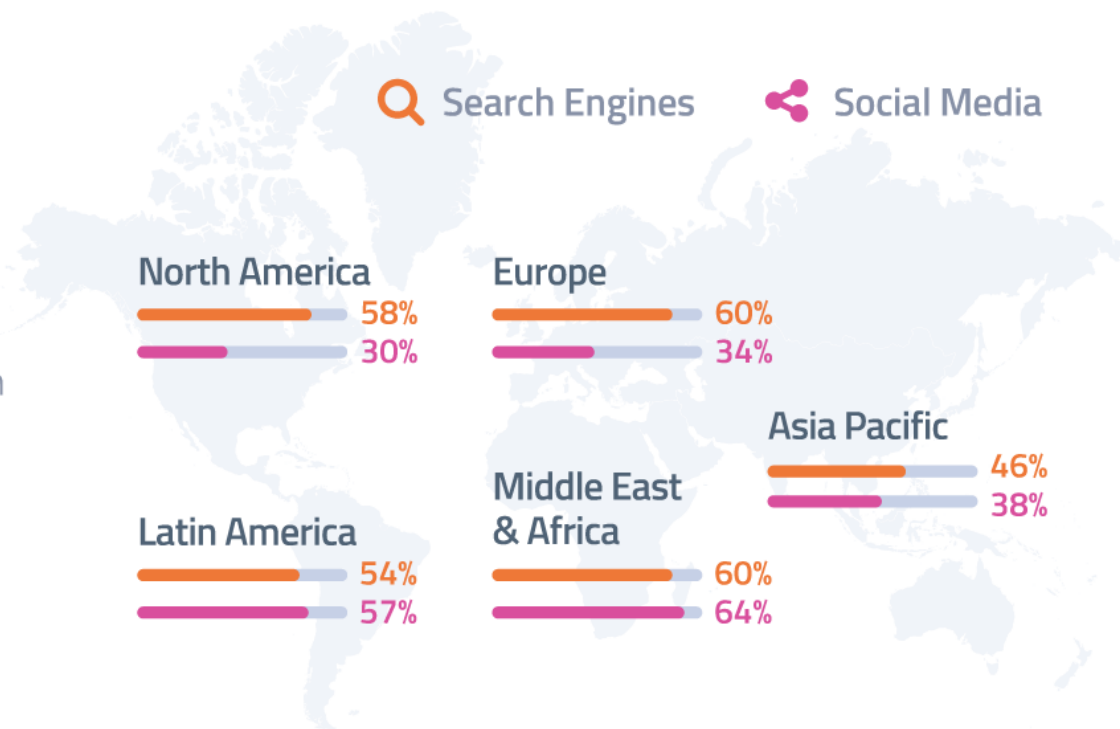
1 JUNE 2017



Social Leads for Product Research in LatAm & MEA

Search Engines vs. Social Media in the Online Purchase Journey

% who say they mainly use the following when researching brands, products or services



Question: Which of the following online sources do you mainly use when you are actively looking for more information about brands, products, or services? | **Source:** GlobalWebIndex Q1 2017 | **Base:** 89,392 Internet Users aged 16-64