

Reaching a Diverse Canadian Market

Multicultural Digital Benchmark Study



AV COMMUNICATIONS





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OUR MAINSTREAM DIGITAL AUDIENCE IS MULTICULTURAL





10M

Visible minority & multicultural
Canadian population

Snapshot of Multicultural Media in Canada

Common Platforms



Multicultural Audience Specific Platforms

South Asian



Chinese



Filipino



MULTICULTURAL DIGITAL BENCHMARK STUDY

Multicultural vs. Mainstream Benchmarks (SUMMARY)

| Channel | Multicultural | | Mainstream | |
|---------------------|---------------|-------|------------|-------|
| | CPM | CTR | CPM | CTR |
| Paid Social | \$16.35 | 1.61% | \$14.67 | 0.89% |
| Programmatic | \$3.85 | 0.61% | \$3.45 | 0.52% |
| WeChat | \$34.01 | 3.74% | n/a | n/a |
| Influencers | \$40.64 | 4.50% | \$40.58 | 3.00% |
| | CPC | CTR | CPC | CTR |
| SEM | \$3.30 | 3.56% | \$4.23 | 2.91% |
| | CPV | CTR | CPV | CTR |
| Video | \$0.05 | 4.21% | \$0.03 | 0.51% |

Mainstream benchmark sources:

<https://www.wordstream.com/blog/ws/2019/11/12/facebook-ad-benchmarks> <https://blog.adstage.io/google-display-ads-cpm-cpc-ctr-benchmarks-in-q1-2018>
<https://www.bigcommerce.com/blog/youtube-advertising/> <https://blog.carusele.com/a-good-influencer-cpm>



KEY TAKEAWAY

Multicultural audience targeting costs more
but performs better than mass*

*when executed with culturally relevant creative

South Asian Audience Example

Multicultural vs Mainstream

| Platform | CTR % | | CPM/CPV \$ | |
|----------------------------|---------------|------------|---------------|------------|
| | Multicultural | Mainstream | Multicultural | Mainstream |
| Influencers (YT & IG) | 7.48% | - | \$26.55 | \$40.58 |
| Paid Social (Lower Funnel) | 3.37% | 0.89% | \$15.36 | \$14.67 |
| Programmatic | 0.50% | 0.52% | \$3.85 | \$3.45 |
| Video | 0.18% | 0.51% | \$0.051 | \$0.026 |

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KEY TAKEAWAY

South Asian influencers in Canada
on the rise. Leading audience in terms
of engagement rate 7.48%

Filipino Audience Example

Multicultural vs Mainstream

| Platform | CTR | | CPM/CPC/CPV | |
|-----------------------------|---------------|------------|---------------|------------|
| | Multicultural | Mainstream | Multicultural | Mainstream |
| Search (SEM) | 3.14% | 2.91% | \$3.38 | \$4.23 |
| Paid Social (Top Funnel) | 1.01% | 0.89% | \$5.72 | \$14.67 |
| Programmatic | 0.37% | 0.52% | \$1.72 | \$2.80 |
| Video | 4.21% | 0.51% | \$0.030 | \$0.026 |

KEY TAKEAWAY

Filipinos are highest consumers (globally) of social media. A well targeted Filipino audience campaign averages CTR +13.5%

Chinese Audience Example

Multicultural vs Mainstream

| Platform | CTR | | CPM/CPC | |
|-----------------------------|---------------|------------|---------------|------------|
| | Multicultural | Mainstream | Multicultural | Mainstream |
| Search (SEM) | 3.41% | 2.91% | \$4.10 | \$4.23 |
| Paid Social (Low Funnel) | 2.83% | 0.89% | \$12.88 | \$14.67 |
| Programmatic | 0.45% | 0.52% | \$4.80 | \$2.80 |

KEY TAKEAWAY

In-language SEM is an effective and often overlooked channel to reach Chinese audiences.

OUR MAINSTREAM DIGITAL AUDIENCE IS MULTICULTURAL



Fore more information contact us at
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